Sales Management

THE MAGAZINE OF MARKETING

New Exclusive Estimates
Population · Retail Sales
Effective Buying Income
Data on Industrial Employment



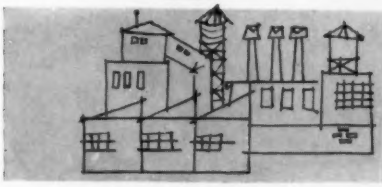
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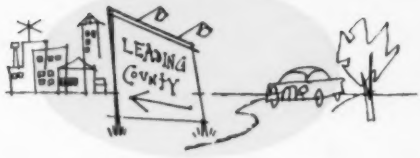


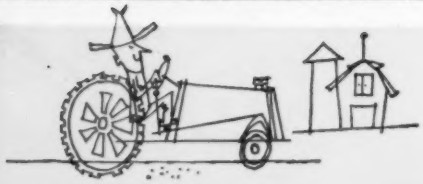
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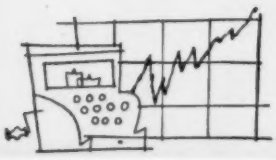


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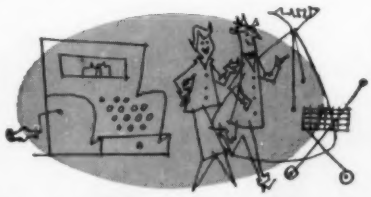


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to men who make the decisions in:

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- Quality Index
- Per Family Income

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- 1955-Over-1948 Ranking By Dollar Volume of Gain or Loss in 8 Major Sales Classifications for All 260 Standard and Potential Metropolitan Areas!
- Ranking By Dollar Volume of the South's Top 20 Metropolitan Areas in 8 Major Sales Classifications!
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Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Sales Management
THE MAGAZINE OF MARKETING

SURVEY OF BUYING POWER, MAY 10, 1956

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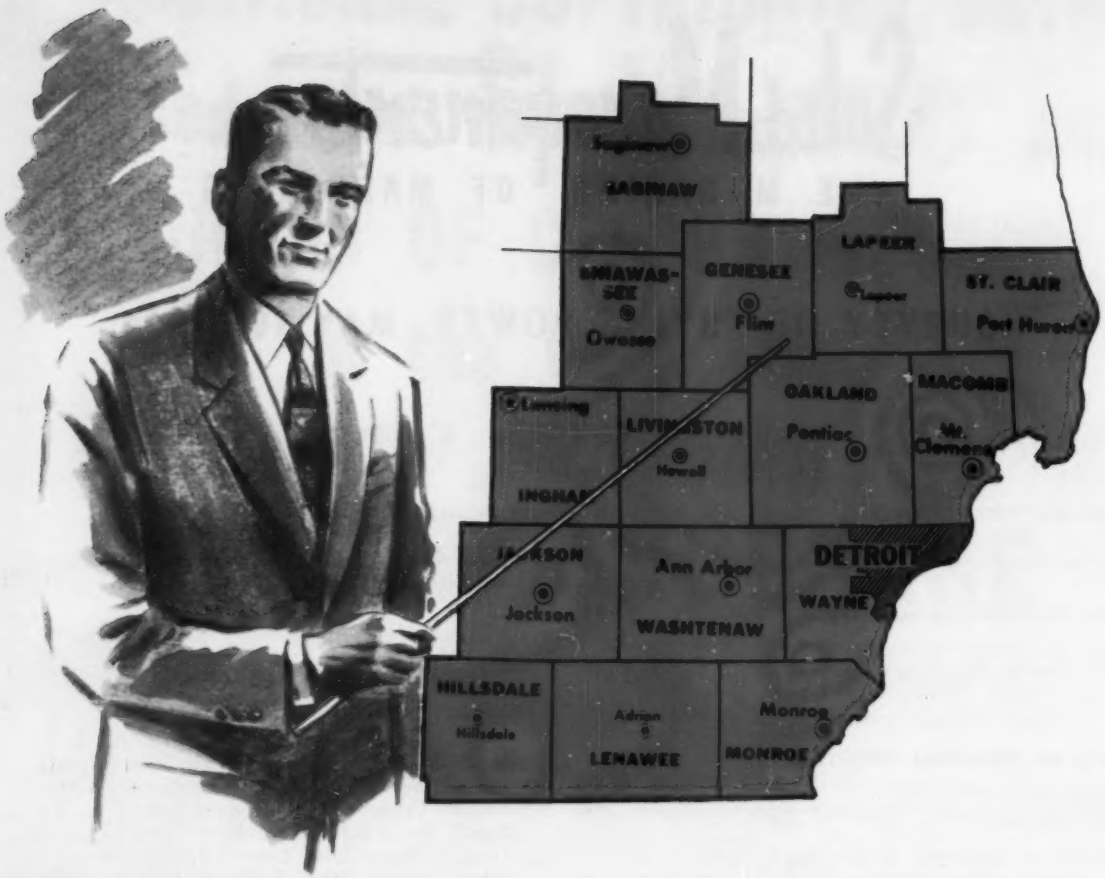
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Retail Sales: 1954 Census of Business and projections to 1955 by SM based on Department of Commerce national sales data, sales tax collections, Federal Reserve data.

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DIVISION OF SPERRY RAND CORPORATION

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1. U.S.A. cities included (indented under county names) are those which had retail sales of more than $10 million in 1948 or $12 million in the 1954 Retail Trade Census; also all cities with more than 10,000 population in the 1950 Population Census.
2. Numbers following certain county names refer to the Metroppolitan County Area of which the county is a part. See pages commencing 180 for alphabetical list of these areas and their code numbers.
3. The estimate for families is synonymous with "private households."

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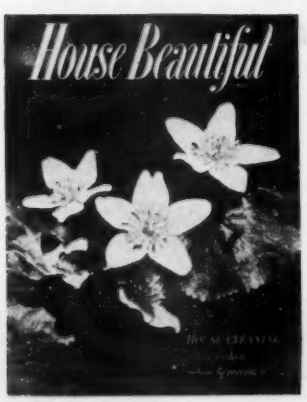
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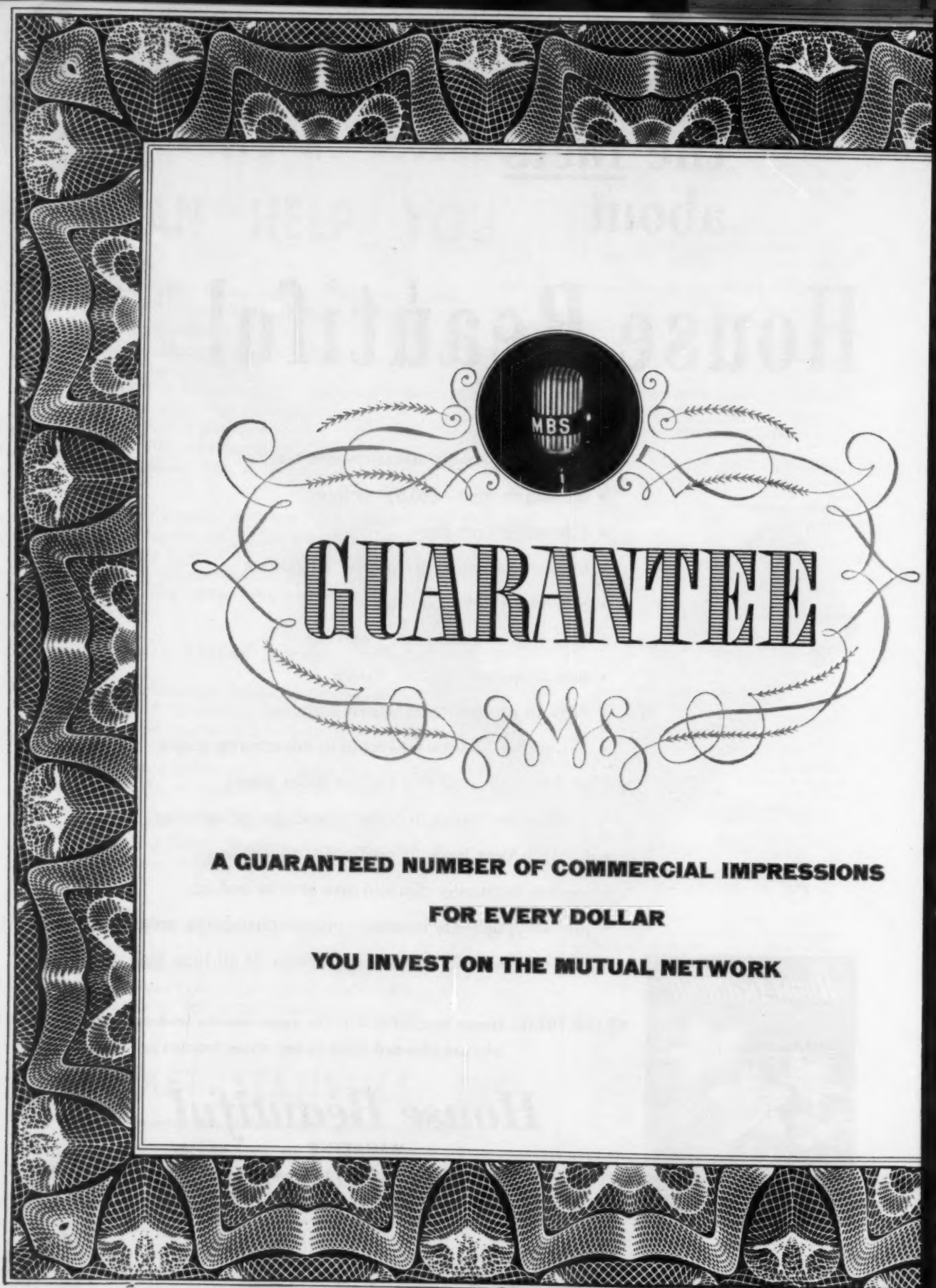
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- over 650,000 ready-to-buy reader families
- median income—$10,000 or more
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- man-woman audience of over 3¼-million
- 83% own at least one home
- over 43% own more than one car
- retailer subscriber list: 55,000
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- November '55 issue set record in advertising pages and revenue (our first million dollar issue)
- twelve year leader in home furnishings advertising
- for 13th year leads in mail-order advertising
- readers habitually clip and save articles and ads
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- first quarter 1956 advertising revenue at all-time high



GRAND TOTAL: **House Beautiful sells the upper-income leaders who are able and eager to buy upper-bracket products**

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It takes a very special editorial viewpoint to enthuse small towners. Grit is a textbook on the subject. Its news is weighted on the human-interest side (soldier talks to mother after 11 years' separation). Its service features are down to earth and immediately useful (food, patterns, bringing up the family, how-to-do-it for the handyman). Its entertainment is as wholesome—and as much fun—as a square dance (fiction by people like Clarence Budington Kelland; comics like Blondie; short features like Pet Peeve, Bright Saying).

Grit is to small towners what the New Yorker is to sophisticates. It breeds the same kind of loyalty, the same kind of advertising response. Again and again, Grit has proved that its advertisers can count on an ever-growing share of the small-town market.

Whether it's the Man (W.Va.) or the Dames Quarter (Md.) that interests you, Grit can increase your sales—economically. A big-space, year-round campaign can cost as little as *one* full-page ad in a mass-audience magazine!

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley in Los Angeles and San Francisco

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER



Survey of Buying Power—May 10, 1956

The 1956 *Survey of Buying Power*, like each of its twenty-six predecessors, is bigger and better than the last one—with a 25% increase in tabular material over 1955.

Constant improvement, year after year, is one reason for the unique position enjoyed by the *Survey*. Over $200 billion of industrial and consumer goods and services are distributed annually by companies that use the *Survey* to establish sales quotas.

This widespread use of the *Survey of Buying Power* places a heavy responsibility on SALES MANAGEMENT's editors and research staff. Our estimates must pass the most rigid tests imposed by the various official Census inquiries, must stand up under the informed scrutiny of every chamber of commerce and local planning commission in the nation, and, finally, must meet the pragmatic test of realistically indicating the regional demand for the products of American industry.

Every year *Survey* work underlines for us the vastness of the United States and its economic variations—how, for example, rates of growth and decline in economic activity differ from region to region, from industry to industry, and from market to market. It is a source of special pride that we can measure these changes *in the making*, and incorporate them in the *Survey of Buying Power* as a "census brought up-to-date."

The recent release of the 1954 Census of Retail Trade gives us a chance to check the accuracy of the retail trade estimates of the 1955 *Survey of Buying Power*. As expected, the degree of error is largest for small areas, and least for large areas. Thus, our retail sales total for the U.S. in 1954—$170.0 billion—was only two-tenths of one percent off the Census total of $169.7 billion.

For Census regions our average error was less than 2%, for states 4%, standard metro areas about 6% and counties about 7% or 8% (see p. 20). The seven-year period between our 1954 estimates and the Census base year indicates that our county estimates of sales are subject to an average error of about 1% per year. We can reasonably say then that the sales estimates in the current *Survey*, only one year removed from the Census base, are 99% accurate.

NEW FEATURES OF THE 1956 SURVEY

1. New Census of Retail Trade Data

The most notable addition to the 1956 *Survey* is the county and city sales estimates for the following categories of retail sales which, until now, have been published only for metropolitan areas: eating and drinking places; apparel, accessories stores; gasoline service stations; lumber, building materials, hardware and farm equipment dealers.

We also include with the general merchandise sales a category called "non-store retailers," covering door-to-door distributors, vending machine operators, and mail order houses. Since the last-named represents in some cities a considerable proportion of general merchandise sales, we have included this category with general merchandise for the convenience of readers who wish to make comparisons with earlier years.

The realignment of all our county and city sales estimates with the 1954 Census of Retail Trade—including the four groups above, as well as the traditional categories of total retail sales, food stores, general merchandise, furniture, home furnishings and appliance dealers, automotive group and drug stores—was a formidable task. Never before in the twenty-seven year history of the *Survey* has it been possible to incorporate Census data into our estimates for the year immediately following the taking of the Census. In addition, we have succeeded in preparing county-city estimates in over 2,000 instances where the Census withheld data because a relatively small number of outlets dominated

sales activity in certain categories of trade. This means that with the inclusion of the "other retail stores" category (which is available to interested subscribers though not published in the *Survey*), all the retail sales estimated in this *Survey* are completely additive to county, state and national levels—something not possible with the 1954 Census results.

2. *New Cities*

The release of the 1954 Census of Retail Trade gave us another opportunity to increase the number of cities included in the *Survey*. As old subscribers will recall, we include all cities having over 10,000 in population in the 1950 population Census, and/or $10 million in retail sales in the 1948 Census of Retail Trade. In the 1954 Census of Retail Trade, the rough equivalent of the latter criterion is $12 million in retail sales—and it added 173 new cities to this year's *Survey*. (See page 103.)

3. *New Metropolitan Areas*

We have added twenty-seven new "potential" metropolitan areas, bringing the total number up to 260. (See page 177.)

4. *New Industrial Data*

This year we show rankings of industrial potentials for the leading 100 counties, in each of twenty-seven separate categories—including these added categories: mining; contract construction; public utilities; wholesale trade; finance, insurance and real estate; services, personal and business. As before we include twenty different breakdowns of manufacturing activity. (See page 61.)

A new and valuable feature has been added under each of the 2-digit manufacturing classifications. Under the direction of SALES MANAGEMENT's consulting economist, Peter B. B. Andrews, the 291-man board which makes quarterly "Future Sales Ratings" for SALES MANAGEMENT has prepared "Value of Products Shipped" estimates for all 3-digit classifications in the S.I.C. code. Thus, for example, under 33, "Primary Metal Industries," dollar estimates for 1955 together with official government figures for 1953, are presented for:

331 Blast furnances and steel mills
332 Iron and steel foundries
333 Primary non-ferrous metals
334 Secondary non-ferrous metals
335 Non-ferrous metal rolling and drawing
336 Non-ferrous foundries
339 Misc. primary metal industries.

NOTE: THE CENSUS CAN BE WRONG

All retail sales estimates in this Survey have been realigned with recently released results of the 1954 Census of Retail Trade. The Census Bureau has, with the aid of a pair of Univacs, done a phenomenal job in releasing results about six months sooner than was the case in the 1948 Census. However, the penalty for speed often is greater frequency of error, and we have detected and called to Washington's attention several glaring errors in the Census data which have been acknowledged by the Bureau as errors and corrected in this issue. In particular, there are the cases of Mecklenburg county (Charlotte), N. C., (drug sales) and Rowan county (Salisbury), N. C., (food sales). These errors in the Census were spotted by noting wide divergences from the Survey estimates for 1954. In addition, there are a number of areas with similar suspicious divergences which have not been corrected for lack of official Census Bureau acknowledgment, as we go to press, which may, however, be forthcoming: South Bend, Ind., (auto); Madison, Wis., (drug); Spartanburg, S. C., (gen'l. mdse.); Monroe, La., (auto). We would strongly urge all Chambers of Commerce and other interested parties to investigate large divergences between Census results and 1954 Survey estimates (of the order of 50%) and to ask the Census Bureau for official rechecks, particularly in cases where Census results do not jibe with informed local judgment.

5. *New Data on Television Homes*

This year, for the first time in the history of the *Survey of Buying Power*, we include a special section offering county-by-county figures on the number of television homes (page 113). These estimates relate to January 1, 1956 and are directly comparable with our family data for calculation of TV "penetration" percentages. Our estimates are based on county-by-county estimates prepared by the research staff of the Advertising Research Foundation, aided by a special Census taken in June 1955 and updated to January 1, 1956 with the help of data on shipments provided by the Radio-Electronics-Television-Manufacturers Association.

Other Recent Features

We list below exclusive SALES MANAGEMENT estimates of material added to the *Survey* in recent years which throw new light on many marketing problems.

1. *Income distributions for all counties and cities*

Net Effective Buying (Disposable) Income—the amount of money people retain after payment of state and federal taxes—is the key indicator of purchasing power, and therefore of the potential demand for consumer goods and services. The estimates of such income, broken down by counties and cities, have been published exclusively in the *Survey* for over a quarter of a century, and have served as a key factor in setting regional sales quotas and advertising allocations for American industry. But it had long been apparent that if we could obtain income distributions for all counties, we could then go beyond broad aggregates and averages and estimate distribution by income groups.

In the 1954 *Survey* we introduced estimates of distribution by income groups for counties; this was followed, in the 1955 issue, by similar breakdowns for about 1700 cities.* These estimates indicate the proportion of total consumer spending units in each county and city in these income groups: $0 to $2,499, $2,500 to $3,999, $4,000 to $6,999, $7,000 and over.

We also show what proportion of the total net Effective Buying Income falls into each of these income groups. These distributions make possible a far more highly refined analysis of the composition of purchasing power for all areas than has ever been possible before. On page 26 we discuss the derivation and significance of this new body of data, which we feel has developed into one of the most flexible aids to market research. In the 1956 *Survey* we have taken this material and have incorporated it with the county-city data on population, families and income. Thus, it will be seen that each state now has two basic county-city tables, the first on population and income, and the second on retail sales and its nine components.

2. *Urbanized Population*

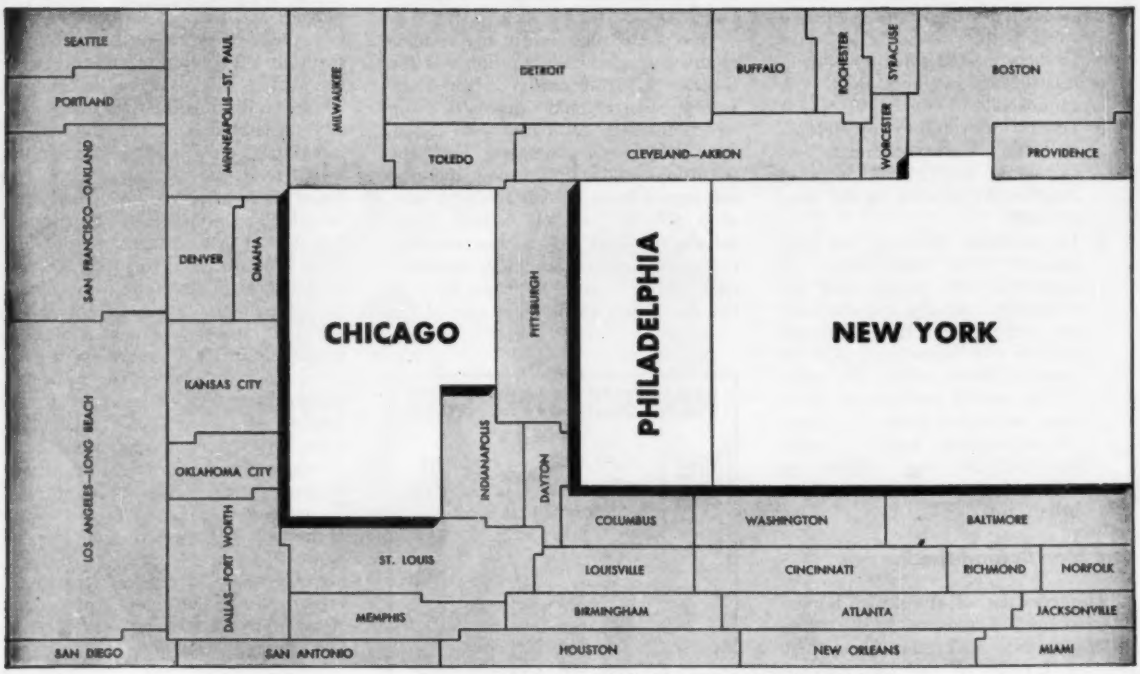
Our county-by-county estimates of "urbanized population" is another recently added feature that has become extremely popular. It has proven of great importance in indicating the potential for a wide variety of goods and services associated with urban (as opposed to rural) living patterns. (See pages 258 to 832.)

We define urban population as the number of persons living in areas defined by the Census Bureau as 'urban' in character. The Census definition of 'urban' population includes all places of more than 2,500 persons plus the densely settled 'urban fringe' areas surrounding cities of more than 50,000 persons. The 'fringe' can include, according to the Census Bureau:

* There are about 50 cities in the *Survey*, legally defined as "townships," for which no income distributions can be computed because the Census Bureau did not tabulate its 1950 income questionnaires for townships.

Major Retail Trading Areas

*proportioned to retail sales**



**Retail Sales of the Markets containing the 50 largest U. S. Cities—*

The FIRST 3 City and Suburban markets of NEW YORK, CHICAGO and PHILADELPHIA represent almost 1/3 of all sales made in the markets containing the 50 Largest Cities, and also produce 18% of the total U.S. Retail Sales.

FIRST 3 MARKETS GROUP reaches 62% of all families living in the FIRST 3 City and Suburban markets—here's a SUNDAY PUNCH for your Advertising Schedule.



The group with the Sunday Punch

FIRST 3 MARKETS GROUP

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Philadelphia Sunday Inquirer *"Today" Magazine*

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San Francisco 4, Calif., 155 Montgomery Street, GArfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

a. Incorporated places of fewer than 2,500 inhabitants containing an area with 100 dwelling units or more with a density, in this concentration, of 500 or more per square mile. This density represents approximately 2,000 persons per square mile and normally is the minimum found associated with a closely-spaced street pattern.
b. Unincorporated territory with at least 500 dwelling units per square mile.
c. Territory devoted to commercial, industrial, transportational, recreational, and other purposes functionally related to the central city.
d. In addition, outlying non-contiguous areas, incorporated or unincorporated, which meet the residential density requirements are included in the urbanized area in the following cases: all outlying areas within 1½ miles of the central contiguous urban area, measured along the shortest connecting highway; also, any outlying area within 1½ miles of the central contiguous urban area.

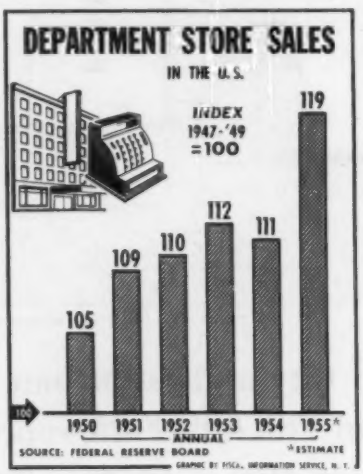
The Men Behind the Survey

The creation of the 1956 *Survey* utilized the full resources of the SALES MANAGEMENT staff, the New York Service Bureau of the International Business Machine Corporation (responsible for the literally countless computations involved in this project), the Barnard Tabulating Agency, and Market Statistics, Inc., which maintains the largest file of current regional research materials in the country.

Actually, of course, the full number of economists, statisticians, and technicians drawn upon by SALES MANAGEMENT and participating in the project would have to include many leading Government statisticians, plus officials connected with regional research agencies located in nearly every state of the union. For example, our overall projections of population, families, retail sales and disposable income have been commented upon at one time or another by such officials as Howard G. Brunsman, Chief of the Population and Housing Division of the Census Bureau, Dr. Paul C. Glick, in charge of Source Statistics at the Census Bureau, Mr. Harvey Kailin, Chief of the Census of Business, and Mr. Julius Shiskin of the Census of Manufactures.

The coordination and analysis of the full flow of statistical information was directed, as in the past, by Dr. Jay M. Gould, assisted by the following members of the Market Statistics research staff; Alfred Hong, Chief Economist, and Beverly Goodman, Leo Kaplan, and Barbara Lipscher, research associates. The IBM computational procedures were developed in consultation between Market Statistics and the New York Service Bureau of the International Business Machines Corporation.

One of the most useful by-products of this technical collaboration was the transfer to IBM cards of the huge volume of regional information on which the final estimates were based. The IBM cards containing both the published and unpublished material are available to market research men at a nominal cost. It is with great satisfaction that SALES MANAGEMENT can report that increasing numbers of market research directors have in the past years made some use of the



punched cards containing data published in the previous *Surveys of Buying Power*. For many, the punched cards eliminated the tedious task of transferring data out of the *Survey* and rearranging sales areas by hand. Thus, for example, all the major radio and television networks purchase decks of IBM cards containing all the *Survey* data, so that their markets can be analyzed even in advance of publication of the *Survey*. For others, the cards proved extremely useful in the analysis of markets. (Some of these special applications of the *Survey* IBM cards are discussed on page 52.) Those interested in special IBM analyses of the 1956 SALES MANAGEMENT data, or in the purchase of IBM cards containing such data, should write to Dr. Jay M. Gould, Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y. Telephone MUrray Hill 4-3559.

DATA SOURCES AND TECHNIQUES

Population

The estimates of the number of persons and families in any county or city relate to January 1, 1956, constituting a 69 month projection from the April, 1950, Census benchmark. These projections for each county and city are based on three factors: (1) individual growth trends as established over the past decade, (2) in about 600 areas where correlations have been established between population growth and current sales data, the latter data are used to adjust the population growth, and (3) every Chamber of Commerce in the nation was solicited by mail, telegrams and follow-up inquiries to report, for the city and county involved, changes in population since 1950, changes in the number of public utility connections since 1950, plus any unusual economic developments which might affect population growth. The research staff places great emphasis on this aspect of the *Survey*, for a realistic population figure is the most basic and essential ingredient in a successful market analysis problem. The overall percentage of return on this canvass of Chambers of Commerce was 95%.

How the Census Defines a "Family"

Probably more confusion centers about the concept of a "family" than about any other single important government statistic. Our concept of "family" is derived from the government definition of a "household," which includes all persons occupying a house, an apartment or other group of rooms, or a room regarded as a dwelling unit. Thus any occupied dwelling unit can be regarded as a household. The confusion arises from the fact that this unit was called a "family" in the 1930 Census of Population, and a "private household" in the 1940 Census, and therefore many people regard these terms as interchangeable. But the Census Bureau now reserves the term "family" for "a group of two or more persons related by blood, marriage or adoption and residing together."

Our use of the term "family" is synonymous with what the Census Bureau now calls a private household or dwelling unit. The only difficulty with the concept arises from the following situations.

(1) A single person living alone in an apartment or dwelling unit, is

New ABC reports show Post increases newsstand lead to a whopping 69.2%

Have you read the Audit Bureau of Circulations reports that have just come out? The old figures (first half of '55) showed the Post was 50% ahead of the next general weekly in single-copy sales. That's been changed—and dramatically! The new figures (last half of '55) show it leads by an overwhelming 69.2%. This is the fourth consecutive year in which the Post has increased its lead on the field.

And while the Post was becoming by far the most sought-after weekly at the newsstand, it was winning more subscribers, too. Its subscription sales have shot up 26% since 1952! The Post gets to the heart of America.

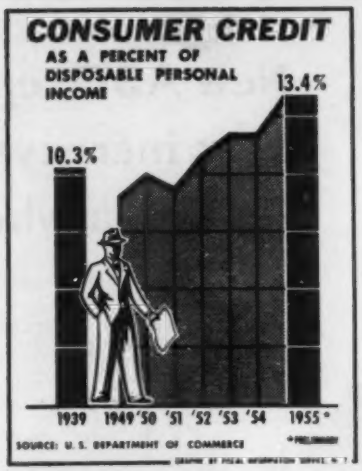


America reads the Post

counted as a family (in our usage) or private household (Census usage), unless he lives in a hotel, rooming house, college dormitory, Army barracks, or any institution. The Census does not regard such residents as occupying dwelling units. This creates a problem in the Census area breakdowns of occupied dwelling units or private households because the population figures do include persons residing in such units. Thus, for the first time in Census history, Government enumerators in 1950 included in the Census count college students residing in college dormitories during the week the Census was taken, along with military personnel and other institutional residents, on the principle that all persons should be counted as usual residents of the community in which they sleep more than half the week, even though they maintain permanent residence elsewhere. For large urban areas the resulting discrepancy between population and the number of households (which excludes such "quasi-households"—the official term for institutional residents), is slight, and can be ignored. (Example: the discrepancy is not large enough to show up in San Diego despite a large military population.) However, discrepancies do show up in many smaller areas where such institutional residents form a significant part of the total population. The ratios of persons per household for such communities will be far greater than normal, as illustrated by the following cases: Baldwin County, Ga., prison; Chattahoochee County, Ga., military;* Champaign, Ill., university; Riley County, Kan., military; Lake Charles, La., military; West Feliciana, La., prison; East Feliciana, La., mental institution; Ann Arbor, Mich., university; Ithaca, N. Y., university; Norman, Okla., university; State College, Pa., university; La Mesa, Tex., military.

(2) Suppose a single person boards with a family in an apartment. The Census Bureau would define such an establishment as a single household. If he is not related to the family, however, *such an establishment* is regarded as equivalent to an additional "Consumer Spending Unit." The total number of families and unrelated individuals (i.e. spending units) thus exceeds the total number of households. Since the SALES MANAGEMENT "family" is identical with the Census "household," unrelated individuals living with families are treated here as part of the single household in which they all reside.

* An example: We are forced to credit Chattahoochee County with a per family income of over $50,000 because the population and income of the county reflect mainly the activities of Fort Benning, whereas the number of households relates to civilian families only.



(3) We also include in the *Survey* estimates of the number of "consumer spending units," a more extensive term than "private households" in that it makes separate allowances for doubled-up families and individuals living in quarters not classified as a dwelling unit (boarding houses, hotels, military barracks, colleges, etc.).

The total number of consumer spending units as of January 1, 1956 totaled about 55.5 million, of which about 43.5 million consisted of so-called "primary families," (i.e. families including among its members the head of a household), and about 2.5 million "sub-families" (i.e. the so-called "doubled-up" married couples or parent-child groups, sharing the living quarters of relatives). This gives us a total of 46 million families to which we must add about 9.5 million "unrelated individuals," officially defined as persons (other than inmates of institutions) who were not living in family groups. An "unrelated individual" may be (a) a household head living alone or with non-relatives only, (b) a lodger or resident employe with no relatives in the household, or (c) a "quasi-household" member who has no relatives living with him. (Note: A "quasi-household" is the Census term for persons living in institutions, hotels, and rooming houses. It always comes as a surprise to many that such quarters are not included in the Census Bureau count of households or dwelling units.)

It is obvious that any definition of consumer units that does not include all the above categories will fall short of accounting for all income earned. The consumer spending unit concept is therefore the appropriate one to use in accounting for the distribution of total personal income. We show the total number of consumer units for all counties and cities in the income distribution tables, published for each state in alphabetic sequence. (See County-City Basic Data Section.)

Retail Sales

All the retail sales estimates in this *Survey* relate to the year 1955, and are based on 1954 Census benchmarks. One technical difficulty that we cannot resolve, however, is the fact that there is a slight conceptual difference between the coverage of the Retail Trade Census and that of the Department of Commerce, which is responsible for the 1955 estimates we have used in getting our own 1955 national totals.

The difference concerns the treatment of (a) certain non-store types of establishments included in the Census, but excluded from the Department of Commerce coverage, (b) milk dealers, who are excluded from the Census but included in the Department of Commerce sample and (c) non-employer establishments with less than $2500 sales during the year, excluded from the Census, but included in the Department of Commerce sample. The net effect of these differences is to give the Department of Commerce a 1954 retail sales total of $170.7 billion, as against the Census Bureau total of $169.7 billion. The SM estimate for 1954 ($170.0 billion) falls in between. In our current estimates we have shifted to the Census basis, which involves chiefly a drop in food sales due to the exclusion of milk dealers.

The divergence of the retail sales estimates published in the 1955 *Survey* reflects in part the slight change in coverage of the 1954 Census from that of the 1948 Census, and the cumulated errors of estimation involved in projecting from the 1948 Census base. The divergences are naturally smallest for large areas, and greatest for small areas. We show below a comparison of *Survey* estimates for 1954 with Census results for the U.S., regions and states.

On the whole the range of divergence is within expected and reasonable limits. The percentage of divergence is 0.2% for the U.S., the average divergence for all regions is 1.5%, and the average divergence for all states is 4.0%. A preliminary check indicates that for all metro areas the average divergence will run to about 6.0%, and for all counties to about 8%. These results are similar to those achieved with the 1948 Census of Retail Trade. (See "How Good is the Sales Management Survey of Buying Power?" SM, July 15, 1950.) In 1948 our divergence was zero for the U.S. total, 3.2% for regions and 4.9% for states, but at that time our estimates

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A detailed marketing study of 4,668 passengers on the "Constitution" and "Independence" of the American Export Lines.

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- NEWSPAPER EDITORS
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- COMMERCIAL BANK EXECUTIVES
- MEMBERS OF THE NATIONAL INDUSTRIAL CONFERENCE BOARD
- WHO'S WHO IN AMERICA
- EXECUTIVES MOST IMPORTANT IN MAKING ADVERTISING DECISIONS
- OFFICIAL WASHINGTON
- EXECUTIVES OF SCHEDULED AIRLINES
- EXECUTIVES OF TRUCK MANUFACTURING COMPANIES
- EXECUTIVES OF AUTOMOBILE MANUFACTURING COMPANIES
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THE BUYING POWER OF "U.S.NEWS & WORLD REPORT" FAMILIES

A study of their incomes and liquid asset holdings.

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A detailed report on the positions they hold and the types of business for which they work.

For advertising with

. . . AMERICA'S CLASS

ESSENTIAL

Never before has it been so important and so useful to so many to know the essentials in the news. Each week, "U.S.NEWS & WORLD REPORT" digs into and comes up with the *essential* news, original news that is useful to people in their personal and business planning. Its sense of perspective and seasoned ability to report, interpret and forecast news that is *essential* and *useful* have won the deep interest and confidence of important people in business, industry, government and the professions.

USEFUL

Never before have so many of America's key leaders agreed that "U.S.NEWS & WORLD REPORT" is the magazine most useful to them in their work, and the magazine in which they place the most confidence. Their votes are reported in the continuing research studies listed on the left of this page.

HIGHEST CONCENTRATION IN MANAGERIAL MARKETS

Three out of four subscribers hold managerial



aimed at high-income people decision-making jobs

NEWS MAGAZINE COVERS THEM BEST

positions, the highest concentration of managerial men among the three major news magazines.

HIGHEST CONCENTRATION IN HIGH-INCOME MARKETS

Family incomes average $14,462, highest of all three major news magazines. 37.5% of all families own at least two cars, with an average of 147 cars for every hundred of these car-owning families.

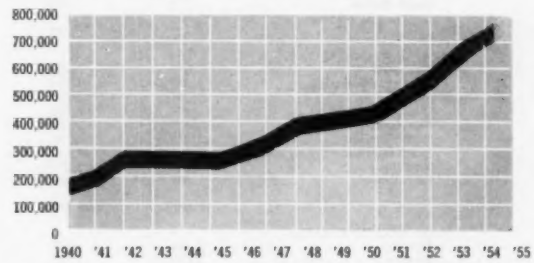
LOWEST COST COVERAGE OF HIGH-INCOME MANAGERIAL MARKETS

Consistent reduction of per-thousand costs with increased circulation strength enables advertisers to buy this type of high-income managerial coverage at the lowest per-thousand costs of any of the four weekly magazines in the field.

BIGGEST CIRCULATION GROWTH AND BIGGEST ADVERTISING GROWTH

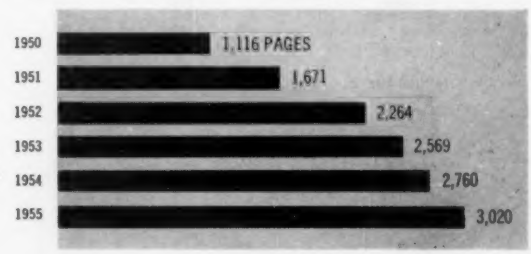
Steady, consistent circulation growth, year after year, with the use of the most voluntary methods available—the biggest growth of any magazine in the field—is shown in the chart below. Advertising growth has kept pace with circulation growth. In 1955 and for the third straight year, "U.S.NEWS & WORLD REPORT" led its field in page gains. It carries more business and industrial advertising than any other news magazine.

CIRCULATION GROWTH —measure of reader acceptance



Source: Based on publisher's statements to the Audit Bureau of Circulations.

ADVERTISING GROWTH —measure of selling strength



Source: Publishers Information Bureau

America's Class News Magazine

AN ESSENTIAL MAGAZINE—ESSENTIAL TO MORE AND MORE READERS—ESSENTIAL TO MORE AND MORE ADVERTISERS

Now more than 775,000 net paid circulation . . . *a market not duplicated by any other magazine in the field*

Advertising offices at 30 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, and Washington.

RETAIL SALES
COMPARISON OF SM SURVEY and CENSUS

	1954 (Millions $) SURVEY	CENSUS	% Of DIVERGENCE
NEW ENGLAND			
Connecticut	2,657	2,618	+1.5
Maine	906	920	−1.5
Massachusetts	5,334	5,542	−3.7
New Hampshire	562	601	−6.5
Rhode Island	855	843	+1.4
Vermont	399	380	+5.1
	10,713	10,903	−1.7
MIDDLE ATLANTIC			
New Jersey	5,924	6,130	−3.4
New York	18,874	18,075	+4.4
Pennsylvania	11,414	10,782	+5.9
	36,212	34,987	+3.5
EAST NORTH CENTRAL			
Illinois	11,000	11,011	−0.1
Indiana	4,634	4,507	+2.8
Michigan	8,281	8,134	+1.8
Ohio	9,706	9,619	+0.9
Wisconsin	4,078	3,877	+5.2
	37,700	37,147	+1.5
WEST NORTH CENTRAL			
Iowa	3,046	3,075	−0.9
Kansas	2,149	2,197	−2.2
Minnesota	3,530	3,450	+2.3
Missouri	4,387	4,495	−2.4
Nebraska	1,624	1,587	+2.3
North Dakota	730	662	+10.2
South Dakota	719	679	+5.9
	16,186	16,145	+0.3
SOUTH ATLANTIC			
Delaware	517	486	+6.4
District of Columbia	1,381	1,218	+13.4
Florida	3,581	3,995	+10.9
Georgia	2,725	2,954	−7.7
Maryland	2,577	2,684	−4.0
North Carolina	3,000	3,231	−7.1
South Carolina	1,496	1,521	−1.7
Virginia	2,951	3,114	−5.2
West Virginia	1,458	1,411	+3.4
	19,667	20,595	−4.6
EAST SOUTH CENTRAL			
Alabama	2,089	2,108	−0.9
Kentucky	2,140	2,196	−2.6
Mississippi	1,276	1,277	−0.1
Tennessee	2,728	2,759	−1.1
	8,233	8,340	−1.3
WEST SOUTH CENTRAL			
Arkansas	1,339	1,334	+0.4
Louisiana	2,326	2,338	−0.5
Oklahoma	2,026	2,117	−4.3
Texas	9,009	9,021	−0.1
	14,699	14,809	−0.7
MOUNTAIN			
Arizona	1,006	983	+2.4
Colorado	1,671	1,725	−3.1
Idaho	710	672	+5.7
Montana	729	779	−6.4
Nevada	278	330	−15.8
New Mexico	697	733	−4.9
Utah	773	735	−5.1
Wyoming	408	384	+6.2
	6,272	6,341	−1.1
PACIFIC			
California	15,485	15,629	−0.9
Oregon	2,040	1,924	+6.0
Washington	2,829	2,849	−0.7
	20,354	20,403	−0.2
TOTAL, U. S.	170,035	169,672	+0.2

represented ten year projections from the Census base, while in the present instance we have a seven year interval. But at that time, we concluded, and this statement will still apply, that our average annual error per county is of the order of 1%, obtained by dividing by the number of years between Census benchmarks.

While our performance was on the whole a good one, it is useful to note where we went off. The greatest surprise was Florida, a state we had credited with the largest single percentage gain since 1948 (52%) but which, according to the Census, actually enjoyed a 70% gain. At the other extreme we had given the District of Columbia a moderate gain of 24% as against a gain of 40% for the Washington metro area, in accordance with our knowledge that downtown shopping areas were lagging behind suburban areas, but the Census indicated we were again too conservative, crediting the District with a gain over 1948 of only 10%, as against a 38% gain for the entire metro area. We were similarly conservative in our treatment of the relative decline in the shopping importance of Manhattan, which the Census credits with a mere 7% gain since 1948. However, we were more successful in estimating the rapid growth of such suburban counties as Nassau, N. Y.; Bergen, N. J., and Montgomery, Md., all of which enjoyed gains of more than 50%.

In general the 1954 Census results confirm all the basic sales trends that were apparent to the research staff of the *Survey* and which have been commented upon again and again in these pages—the continued regional shift to the South, Southwest and Pacific states, and the continued decentralization of retailing toward suburban areas at the expense of the downtown centers. Our comments above on our areas of divergence should not obscure the fact that while our estimates of *magnitude* may have been off in some cases, we rarely erred in questions of *direction* or *relative movement*. Thus with respect to whether an area increased at a rate greater or less than that of the U. S., we were almost never wrong.

How We Get Our Retail Sales Estimates

The secret of our success in projecting Census benchmark figures on retail sales lies in the very great pains we take to collect current data on economic trends for a large group of so-called "key" counties. In past *Surveys* we were able to increase the number of key counties each year, with the result that they totaled about 2,000 last year, and accounted for over 95% of total sales. For these 2,000 counties Market Statistics, Inc., has been able to develop continuous records on a monthly and annual basis of population, sales, bank debits, income, etc., extending in some cases back to 1929, the first year in which the *Survey of Buying Power* was published. These records constitute the basis for projecting the estimates for the current year. Variations in the quality and quantity of the available current data require careful individual consideration for each key county.

Naturally, the quality of data is highest in those states which have had sales ta: collection data on a county

"New ideas

always take shape within

a small group of men

whose task it is to

spread them and get them

accepted by the people."

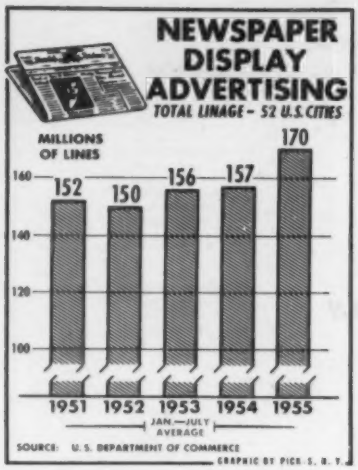
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basis extending back several years, but there are very few counties in the nation for which we do not have enough back data on sales based on past Census data, bank debits, department store sales, etc., for a realistic projection each year.

The sales tax data, now available from some 33 states,* cannot be used "in the raw." First, the data for sales tax states must be adjusted to comparable bases, for there are great differences among these states with respect to tax rates and coverage. For each state it is necessary to calculate the change in tax collections since 1954, excluding from consideration all activities not covered by the U.S. Census Bureau's definition of retail trade, such as service trades, wholesaling, utilities, amusement industries and the like. Allowances have to be made for changes in the tax law or the tax rate over the period.

The percent changes between 1954 and 1955 have been applied to the basic 1954 Census retail sales total to yield the estimates of sales in 1955 for the tax states, which in turn could be used, to some extent, to throw light on the volume of sales in non-tax states. For example, certain typical statistical relationships emerged between sales and income, and sales and population, within sales tax states which could be applied to other non-tax states of a similar economic character within the same regions. These results were then checked against other regional sales indicators, such as the Department of Commerce's monthly survey of the sales of independent retailers, the Federal Reserve Board's monthly tabulation of bank debits, the Federal Reserve Board's monthly reports of department store sales, available for a limited list of large cities.

These various reports are of major assistance in determining the proportion of a state's sales to be allotted to the various counties and cities. In the case of sales tax states, collection figures by counties can be used as a cross check against estimates arrived at through the use of such indicators of regional sales as the Department of Commerce's estimates of independent retailers, bank debits (an extremely good indicator) and Federal Reserve reports of department store sales. Preliminary estimates are checked against relationships between state and county as shown by the 1954 Census. These many checking operations have resulted in refinements which enable us to show a variety of reasons for every significant figure.

Decentralization of Retail Sales

One of the most interesting retailing developments of the post-war years has been the decentralization of sales from the old downtown market districts of the large metropolitan cities. The shift to suburban shopping centers has been accelerated by the improved traffic and parking facilities available outside of heavily congested business districts. While there are indications that a reaction has already begun to set in, in that more and more large cities are beginning to make plans for arterial highways and improved parking facilities to protect the position of the downtown shopping center, decentralization has already made some profound alterations of the retailing map.

For instance, the erection of new department store branches in such relatively small communities as White Plains, Manhasset, Hempstead, Framingham, Millburn, and Evergreen Park, to name a few of the more outstanding cases, has literally overnight transformed them into major market areas, whose true current status has only now been recognized in an official Census canvass.

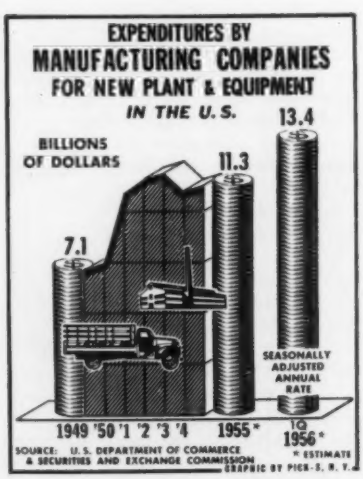
Treatment of Mail Order Houses

The operations of mail order houses has been a perennial problem for us, and for the Census Bureau. The sales of such houses conform to the character of general merchandise sales, and should be included therein. However, since these sales are not confined to residents of the immediate trading area, it would be useful for many purposes in setting sales quotas, to have a measure of the volume of these sales made through catalogues, so that they could be deducted from both the retail sales total and from our general merchandise total. This would afford a better evaluation of the marketing potential of the area in which the mail order house (or catalogue branch) is located. Such operations involve in each area so small a number of outlets that the Census Bureau has always found it necessary to withhold data on their activity in order not to violate its non-disclosure rule. The large mail order houses themselves have been equally reluctant to release information on the sales volume of each mail order branch.

No such prohibition applies to us and we have worked out below our own estimates of the volume of catalogue mail order sales in 1955 in each of 19 areas in which such sales are significant. We welcome comment from informed readers on how reasonable they appear.

	Millions of Dollars
Chicago, Ill.	450
Kansas City, Mo.	110
Minneapolis, Minn.	50
Philadelphia, Pa.	90
Boston, Mass.	55
Atlanta, Ga.	75
Memphis, Tenn.	42
Dallas, Tex.	50
Los Angeles, Cal.	70
Seattle, Wash.	43
Greensboro, N. C.	33
Denver, Col.	27
Portland, Ore.	18
St. Paul, Minn.	36
Oakland, Cal.	25
Baltimore, Md.	45
Albany (Menands) N. Y.	31
Fort Worth, Tex.	26
North Kansas City, Mo.	34

These estimates cover the catalogue sales of Sears Roebuck, Montgomery Ward, Spiegels and Aldens in Chicago and in branches throughout the nation.



* Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Michigan, Mississippi, Missouri, New Mexico, New York (city), North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Washington, West Virginia, Wyoming.



The slowness of shipping kept Jack up for nights
Trying strange mumbojumbo and weird voodoo rites.



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It's dependable ***RAILWAY EXPRESS*** *that he phones!*

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Revisions of Survey Data

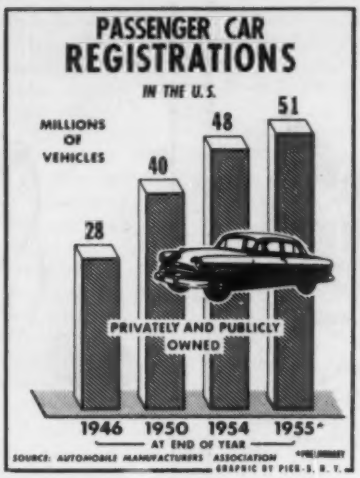
Any organization that undertakes, as we do, to estimate annually the volume and breakdown of retail sales for all counties and cities (to say nothing of estimates of population, families and income) is under the painful necessity of spotting errors and revising them when new data become available. These revisions are applied to past estimates, providing a new base for our current estimates, but since for reasons of space it is impossible to publish the revised back data, readers will often compare the new estimates with the old and infer that the change represents economic movement over the period involved. Frequently, when the revision is sizable, such comparisons may be quite misleading. The necessity of making such revisions, painful as they may be, must be clearly understood. If we did not make the revisions (downward and upward) we would not be able to align our estimates with the official benchmarks provided by the U. S. Department of Commerce and Census Bureau, which is to say, there would be no way to evaluate our accuracy. The realignment of all sales estimates with 1954 Census levels means that comparison of our 1955 estimates with 1954 figures published last year will inevitably reveal differences which reflecting both the trend of sales between 1954 and 1955, and the revision.

Categories of Retail Sales

The first column under retail sales is "Dollars in Thousands," followed by "% of U. S. A." Similar percentage figures are given for population and Effective Buying Income, so that users of the *Survey* can see at a glance both the quantity (dollars) and the quality (percentages) factors of a given county or city as between counties and cities.

The **Food Store** group includes grocery stores (without meats), combination grocery and meat stores, dairy products, meat markets, fish markets, candy and nut stores, confectionery stores, delicatessen stores, fruit and vegetable stores, bakeries and caterers, egg and poultry dealers, and "other" food stores.

The **Eating and Drinking Places** group includes retail establishments selling prepared foods and drinks for consumption on the premises and luncheon counters, and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants and luncheon counters operated as leased departments within other retail businesses are treated as part of the establishment in which they are located. However, restaurants



and luncheon counters operated as leased departments or concessions in businesses other than retail are included in this classification as eating and drinking places.

The **General Merchandise** stores include department stores, dry goods stores, general merchandise stores with food, general merchandise stores (others), variety stores.

The **Apparel** group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment; custom tailors carrying stocks of material, and furriers are also included in this group.

The **Furniture - Household - Radio** group includes furniture stores, floor covering stores, drapery-curtain-upholstery stores, china-glassware-metalware stores, interior decorators, antique shops, other home furnishing stores, household appliance dealers, radio - household appliance stores, radio stores, radio-musical instrument stores.

The **Automotive** group includes dealers handling both new and used autos and trucks, tire, battery and accessory dealers, and outlets handling the sales of new and used motorcycles, boats, etc.

Gasoline Service Stations are defined as establishments primarily engaged in selling gasoline and other lubricating oils. These establishments often carry other lines of merchandise or perform other services and repair work.

Lumber Yards and Building Materials Dealers, Hardware and Farm Equipment Dealers includes lumber yard and retail establishments primarily engaged in selling lumber, shingles, woodwork and other millwork. Sales are primarily made locally to home owners, farmers and special trade contractors; establishments selling primarily to builders and general contractors are classified as wholesale trade; building materials dealers are primarily engaged in selling material other than lumber and millwork such as brick and tile, cement, sand, gravel, lime, wallboard and rough materials. In addition, lumber yards and building materials dealers have in recent years expanded their activities, in keeping with the growth of the "do-it-yourself" movement, and today a substantial percentage sell many other diversified products, including paint, electrical supplies, electrical appliances, etc.

Hardware stores are retail establishments primarily engaged in selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, houseware and household appliances, cutlery and rough materials. These establishments may also sell farm implements.

Drug stores include those with and without fountains and proprietary stores without prescription departments.

It may be well to point out again that both the Bureau of the Census and the SALES MANAGEMENT *Survey* report on *store* sales only, and not by *commodities*. The drug store figures, for example, do not include the sales of drug items in department stores, supermarkets or other stores that may sell some drugs or toilet goods as a sideline.

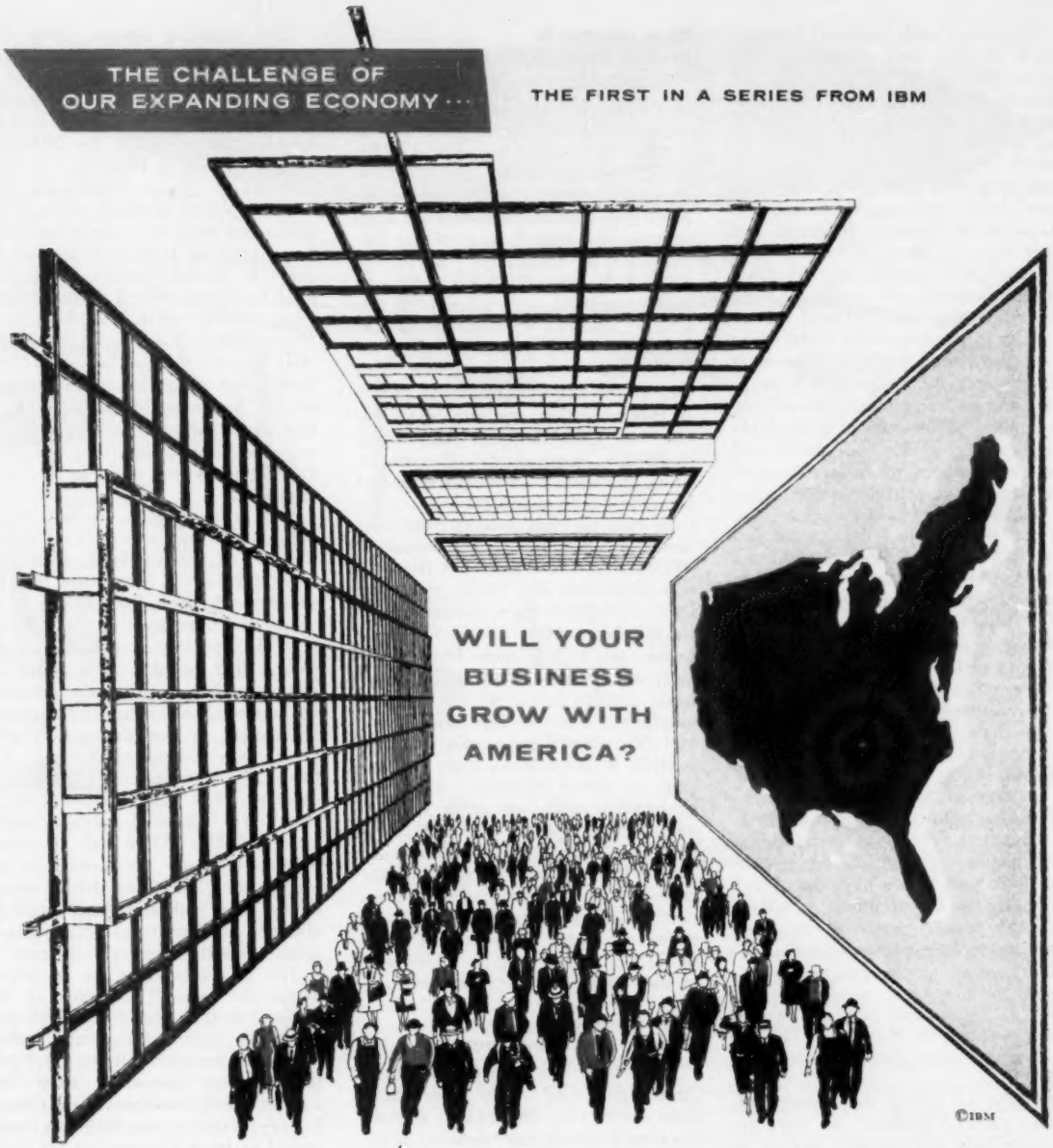
In 1955 retail sales were about 70% of Net Effective Buying Income, but this relationship varies from state to state, county to county, and city to city, depending on such factors as the trading radius of a community, the size of the average family income, the savings habits of the people. Some counties, and *many* cities, have retail sales which are greater than the Net Effective Buying Income. This seldom means that the people in those communities are living beyond their income. Almost always it means that they draw retail trade heavily from a wide outside area.

The Estimates of Income

The concept of "national income" is a frequent source of confusion. The average businessman nowadays is frequently forced to find his way through a staggering maze of Government statistics in order to relate his own situation to that of the economy at large. Thus he will run into the terms, "national income," "gross national product," "personal income," and "disposable income," which are *not* at all interchangeable, though they frequently are regarded as equivalent terms.

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Let us start with "national income," which in any year consists of the money received by all the traditional "factors of production of land, labor and capital." This is what you get if you add the wages and salaries received by all wage earners and salaried employes, plus the profits of all firms whether incorporated or not, plus payments of interest, dividends and other types of property income such as rentals to landlords, etc. "Personal income" excludes the profits of business enterprises from national income in order to emphasize the distribution of income among *individuals* receiving either wages, salaries, profits or property income. Then, in order to indicate how much of this income is available for expenditure for the goods and services produced by these factors of production, we introduce the device of subtracting from personal income all tax payments to federal, state and local governments. The Government calls the resulting figure "disposable personal income." Our own concept of "Net Effective Buying Income" is nothing more than the disposable income available for spending in the various states of the Union.

In recent years, Government statisticians have included in the above definitions of income (and we have followed suit) one item that should be mentioned for it may otherwise cause some confusion. This is the item of "imputed rentals of owner-occupied homes." The reasoning is that owners of such homes have the option of renting the unit to others, in which case they would derive a rental income. By including imputed rental incomes, we avoid changes in the national income total resulting from shifts in the number of home-owners (who account for more than half of all homes) who decide to rent to others.

Finally, to get at the concept of "gross national product" we have to consider how the national income is spent by those who get it. Thus a very large part of the national income goes into personal consumption expenditures for goods and services. Another significant part of the profits of corporations (and of the savings of individuals) is invested, at home and abroad, in new construction, in new equipment or in building up inventories. Finally, it is presumed that the taxes paid to Government result in the production of goods and services that may be considered part of the gross national product Those interested in the actual figures underlying these concepts, and a historical record of the various series, should consult the July issues of the Department of Commerce "Survey of Current Business."

How Income is Broken Down By States

Unlike retail sales, for which current estimates are provided by the Government only for the nation as a whole, our state estimates of Net Effective Buying Income are based on estimates of personal income for the preceding year as published for each state in the August issue of the Department of Commerce "Survey of Current Business." Thus, state estimates for 1954 were taken from this source, adjusted to conform to our definition of Net Effective Buying Income, less overseas payments, and then projected for each state to 1955.* In this projection, separate consideration was given in each state to all significant components of income. Thus, the farm income was extended by way of current monthly reports for each state on cash receipts from farm marketings provided by the Bureau of Agricultural Economics. (At the time this projection was made, data had been available on farm marketings for the first ten months of 1955.) Similarly for each state, income from manufacturing, construction, mining and trade was projected on the basis of monthly data for the first nine months of 1955 received on employment and payrolls in these states from the Bureau of Labor Statistics. Taken in conjunction with our other regional indicators of current activity (bank debits and sales tax collections), we can in this way derive state income estimates for 1955 which will be comparable (after certain technical adjustments), with the estimates to be published in the August 1956 issue of the "Survey of Current Business."

How Income is Broken Down by Counties

Since 1929, the county estimates of income published in the *Survey* have been derived by distributing a given state total among the counties, in accordance with a wide variety of statistical indications available on a county level. For instance, one approach that has been used with success in the past was to segregate the state total into the income derived from farming, manufacturing, trade, property, etc. Then the farm income would be distributed among all counties in accordance with the number of farm operators and laborers, the manufacturing income would be allocated according to the number of manufacturing workers in each county, and so, in this way the county income total would be obtained as the sum of the income earned by the components of the county labor force.

* We estimate that the volume of income flowing to overseas personnel (armed forces and civilian) totals about $3 billion.

The resulting figures have, over time, been successively refined by correlation analyses relating income to rent, making use here of the median and mean rent figures collected for counties and cities in the 1940 and 1950 Censuses of Housing.

However, these techniques have been employed because, unlike population and retail sales, there had never been, prior to 1950, a Census of Income to provide county benchmarks as a base from which annual projections could be made. Therefore, SALES MANAGEMENT has taken a rather special interest in the fact that after many years of spadework on the part of the American Marketing Association particularly, an income questionnaire was introduced into the 1950 Population Census, in the face of some opposition.

Such a question, it was felt, would provide not only some official indicators of income of local areas, but would also serve to indicate regional variations in the distribution of income. The opposition to the inclusion of such questions was based on the feeling that people would prove reluctant to answer truthfully questions on earnings, which for most persons are secrets, at best shared only with the Bureau of Internal Revenue. For this reason, the Bureau of the Census did not feel it wise to attempt to ascertain the income of persons earning over $10,000. While this limitation necessarily made the Census of Income incomplete, it was hoped nevertheless, that sufficient data would be obtained to permit the calculation of income distributions for each area.

The first conclusion to be drawn about the over-all accuracy of the Census is that the fears expressed about the extent of coverage proved to be well-founded. Of the total personal income earned in 1949 (the calendar period involved in the Census inquiry), nearly one-fifth was estimated to be *not* accounted for, even when allowance is made for the income of the above $10,000 recipients. This degree of under-coverage was not unexpected and is not indicative of a poor job of enumeration, but merely points up the difficulties of obtaining a complete Census of Income on a voluntary basis.

The second and more important conclusion drawn by the research staff of SALES MANAGEMENT and Market Statistics, Inc., the organization charged with the responsibility of preparing the *Survey of Buying Power*, was that the degree of undercoverage was surprisingly uniform for individual income groups and types of income. Therefore, it proved possible to adjust for the three major sources of understatement: people not reporting

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Baltimore American		San Francisco Examiner

income, those reporting but understating, and those earning over $10,000 and who therefore did not report total income to the Census.

So successful have these adjustments been that it became possible to reconcile the results of the Census of Income, by states, with the independently derived estimates of state income payments issued by the National Income Unit of the Department of Commerce. The latter estimates, based on Internal Revenue Bureau and Social Security data, are considered complete, and not subject to the downward bias implicit in any Census inquiry.

Since the county and city income estimates published in the *Survey of Buying Power* have been geared to the Department of Commerce figures, the reconciliation made it possible to check our county income figures with the adjusted Census results, with a gratifying high degree of agreement. And, as a happy by-product of this analysis, we are now in a position to publish for all counties and cities, the complete distribution of persons and income resulting from that analysis.

The successive steps required to translate the Census data into our 1955 estimates of income, by class, for each county and city, were as follows:

a. The 1949 distribution of spending units, as reported to the Census Bureau in 1950 were adjusted to account for persons not reporting income, and for persons understating income.

b. The 1949 distributions were then adjusted to 1955 by accounting for the change, in each area, in the number of units falling into each of the 15 income classes distinguished by the Census.

c. For each income group, in each area, estimates were then made of the mean income after taxes in 1955, including an estimate for the group earning above $10,000.

d. Total income was obtained for each area by multiplying for each income group, the number of units falling in the group, by the mean income of that group.

e. For purposes of simplification, the original 15 income classes used by the Bureau of the Census were then consolidated into the following four net income classes: $0 to $2,499; $2,500 to $3,999; $4,000 to $6,999, and over $7,000.

f. We show, for each area, the percentage of total spending units falling within each of the four net income classes, as well as the percentage of total income. These percentages permit an immediate appreciation, for each area, of the degree of skewness of income distribution, or how heavily the distribution is weighted by the presence or absence of high-income units.

For example, the data for the United States (1955) show the following distribution:

	$0-$2,499	$2,500-$3,999
Percentage of Units	29.2	25.6
Percentage of Income	8.8	17.9
	$4,000-$6,999	Over $7,000
Percentage of Units	30.9	14.3
Percentage of Income	33.4	39.9

These figures show that the top 14.3% of all units in 1955 earned over 7,000 after taxes, accounting for 39.9% of all Effective Buying Income. At the other end of the income scale, the bottom 29.2% earned less than $2,500, and thus accounted for only 8.8% of total Effective Buying Income.

Significance of the Income Distributions

The new income data affords, for one thing, a better balanced and more refined analysis of the varying *quality* of markets. For instance, we can now discover whether a high average income area reflects a concentration of wealth at the extreme end of the income scale, or whether it is due to a high average income for all families throughout the income scale. As an example, the first two counties in Connecticut, Fairfield and Hartford, are extremely high-income areas, ranking among the top ten in the nation. An examination of their respective income distributions, on page 316, will show, however, that Hartford's good showing reflects an above average concentration in the income group $4,000 to $7,000 (38.0% as against the national average of 30.9%), whereas the Fairfield distribution reflects a particularly heavy concentration in the over $7,000 group (21.8% of all consumer spending units, accounting for 53.8% of all income earned in the county, as against the national averages of 14.3% of all units earning 39.9% of all income).

Thus, the data show that the three richest counties in the United States, in terms of the highest percentages of units and income, are Montgomery County, Maryland, in the Washington, D. C., Metropolitan Area, and Westchester and Nassau Counties in the New York Metropolitan Area. The top income group of these three counties accounted for 68.9%, 67.9%, 67.1% of total income respectively, as contrasted with the average percentage for the United States of 39.9%.

In a similar manner, the counties and cities shown here can be rated with respect to their respective concentration in the low or middle income brackets.

It is interesting to note how sharply divergent are the income distributions of urban counties, which tend to have the largest concentration in the income groups $2,500 to $4,000, as contrasted to rural counties, which usually have the bulk of all family units (frequently well over 75%) concentrated in the first group ($0 to $2,500). Indeed, the first visual impression gleaned from a study of the county income distributions is that of an enormous diversity; within each income group the percentages among the 3,071 counties of the nation may range from very close to zero to very close to 100.

The simultaneous calculation for all areas of median income as well as mean income now also becomes possible, for the first time in the history of marketing statistics. Statisticians know that the difference between the *median income* (i.e., the income of the "middle" unit, on either side of which lies one half of all units, ranked by income) and the *mean* income (total income divided by the total number of units) is the best indicator of "skewness," i.e., the degree to which the income distribution is unbalanced. This is so, because the presence of even a few well-to-do units tends to pull the mean up without affecting the median. Now, since the median is the value on the income scale on either side of which 50% of all units lie, our data permit the calculation of medians by interpolation. Thus, for instance, in the Los Angeles area, since 24.0% of all units fall in the first group, 22.8% in the second group, it is clear that 46.8% of all units earn less than $4,000. The median income must therefore be a little over $4,000. In like manner, the data will permit at least rough calculations of medians by inspection of all areas.

In general, then, the data shown here, by illuminating the *composition* of each market, go beyond the aggregates of population and income previously published and explain how, in some cases, per capita income averages might actually be misleading when taken as representative of an entire market. Note, for instance, how the trek to the suburbs in the last decade has stripped New York County of its middle income groups so that it now has, in relation to the national averages, high concentration in both the very high and very low income groups, and under-representation in the middle groups.

While limitations of space make it impossible to publish in this issue the actual data on units and income on which the percentages were based, manufacturers and distributors will

The Greatest Buy in Print Media



Puck
THE COMIC WEEKLY

63 Vesey Street, New York City • Hearst Building, Chicago • Hearst Building, San Francisco

PAPERS	CIRCULATION	PAPERS	CIRCULATION
ALBANY Times-Union	116,397	**NEW YORK** Journal American	855,847
BALTIMORE American	322,925	**NEW YORK** Mirror	1,506,917
BOSTON Advertiser	538,979	**PHILADELPHIA** Bulletin	709,787
CHICAGO American	710,398	**PITTSBURGH** Sun Telegraph	415,149
CHICAGO Daily News*	607,757	**PORTLAND** Oregonian	297,135
DALLAS Times Herald	171,488	**ST. LOUIS** Globe Democrat	356,474
DETROIT Times	521,878	**SAN ANTONIO** Light	133,598
HOUSTON Post	219,671	**SAN FRANCISCO** Examiner	500,107
LONG ISLAND Press*	286,771	**SEATTLE** Post-Intelligencer	259,805
LOS ANGELES Examiner	683,999	**SYRACUSE** Herald American	222,243
MILWAUKEE Sentinel	226,236	**WASHINGTON** Post and Times-Herald	412,121
NEWARK Star-Ledger	314,852	**WICHITA** Beacon*	136,741
			*Optional

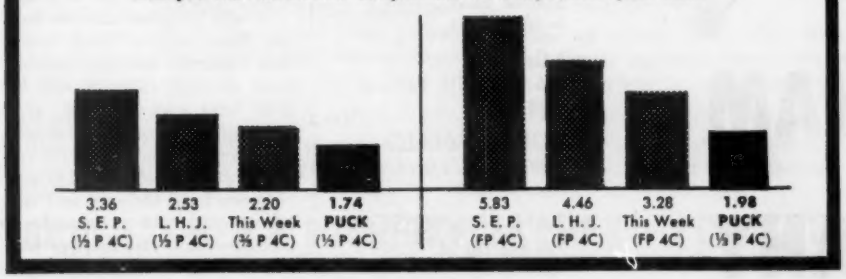
CIRCULATION

10,527,275

Source: Audit Bureau of Circulation, September 30th, 1955 © King Features Syndicate



Cost per 1000 Circulation Comparisons for Comparable Space Units



Let a "Branham-man" help you



National advertising campaigns originate in certain wisely-defined and strategic points right across the map. It is significant that The Branham Company has offices at every one of these creative centers with service and personnel geared to both the immediate sector and the national picture.

Branham-men are seasoned advertising counselors. Market and media-wise they are in constant *daily* contact with all factors that develop national advertising policy and campaigns. Branham is a *sales* organization representing leading media and serving agencies and national advertisers. Branham-men work closely with field representatives, distributors, dealers, with every source of advertising.

We welcome the opportunity to serve you.

THE BRANHAM COMPANY

- **NEW YORK**
  99 Park Ave.
  Murray Hill 2-4606
- **CHICAGO**
  360 No. Michigan Ave.
  Central 6-5726
- **DETROIT**
  General Motors Bldg.
  Trinity 1-0440
- **DALLAS**
  Fidelity Union Life Bldg.
  Sterling 5831
- **ATLANTA**
  Rhodes-Haverty Bldg.
  Walnut 3025
- **CHARLOTTE**
  Liberty Life Bldg.
  Edison 2-8839
- **ST. LOUIS**
  Title Guaranty Bldg.
  Chestnut 1-6192
- **MEMPHIS**
  Sterick Bldg.
  Jackson 6-2344
- **MIAMI**
  496 N.E. 29th Terrace
  9-4685
- **LOS ANGELES**
  6399 Wilshire Blvd.
  Webster 1-1551
- **SAN FRANCISCO**
  703 Market St.
  Yukon 2-1582

note that the data in this form will permit the computation of sales quotas for areas geared to particular income brackets. Thus, the distribution of particularly high-price luxury goods would probably correlate highly with the amount of income in each market of those earning over $7,000 Effective Buying Income each year.

In fact, such data open up new and exciting possibilities in the construction of scientific sales quotas. Many manufacturers, for instance, have been able, on the basis of consumer surveys, to determine nationally what proportion of each income group could be regarded as potential consumers of their product. These proportions now can be applied to the number of units and volume of income, by income group, to each of our markets to yield a new potential for each market never before available.

Farm Income

The measure of farm income which appears to have the greatest use in marketing is what we call "gross dollars from farming," i.e., cash receipts from farm marketings plus Government payments. Estimated at $29.5 billion in 1955, this figure measures the sum total available to the farm population for expenditures on the entire range of goods and services required for either consumption or production.

Our state estimates of gross dollars from farming are projections for 1955, based on data for the first ten months of the year available from the Bureau of Agricultural Economics. The allocation among counties was based on county reports on the value of farm products sold in 1949, as ascertained by the Census Bureau in the 1950 Census of Agriculture. In effect, therefore, we assume no alteration in 1955 in the relative distribution of farm income within each state from that established by the Census Bureau in 1950. However sometime in 1956 county data on farm income for 1954 will be released by the Census Bureau. One great difficulty in the use of such data is the wide variation in degree of coverage among counties which necessarily open any farm income estimate to a wide range of error.

It will be noted that in some counties farm income totals exceed total Net Effective Buying Income. In almost all such cases, it will be found that farm expenses, i.e., deductions from gross income for wages, feed, fertilizer, depreciation, interest, etc., constitute a relatively high proportion of gross farm income, and that if all adjustments were to be made, net farm income would fall short of Net Effective Buying Income. The relation be-



WHO KNOWS THE FARMER BEST?

In Ohio, Michigan and Pennsylvania—we do!

We know how, what, where and when.

How he farms. What he buys. Where he goes. When he plants and harvests.

So, no reason to wonder why rural families in these states prefer their home-edited farm papers—THE OHIO FARMER, MICHIGAN FARMER, PENNSYLVANIA FARMER.

We're next-door neighbors. All our editorial efforts are devoted to their interests. We pinpoint *practical* practices for each area. How to profit by them. What to grow. When to market. Where local farm meetings will be held.

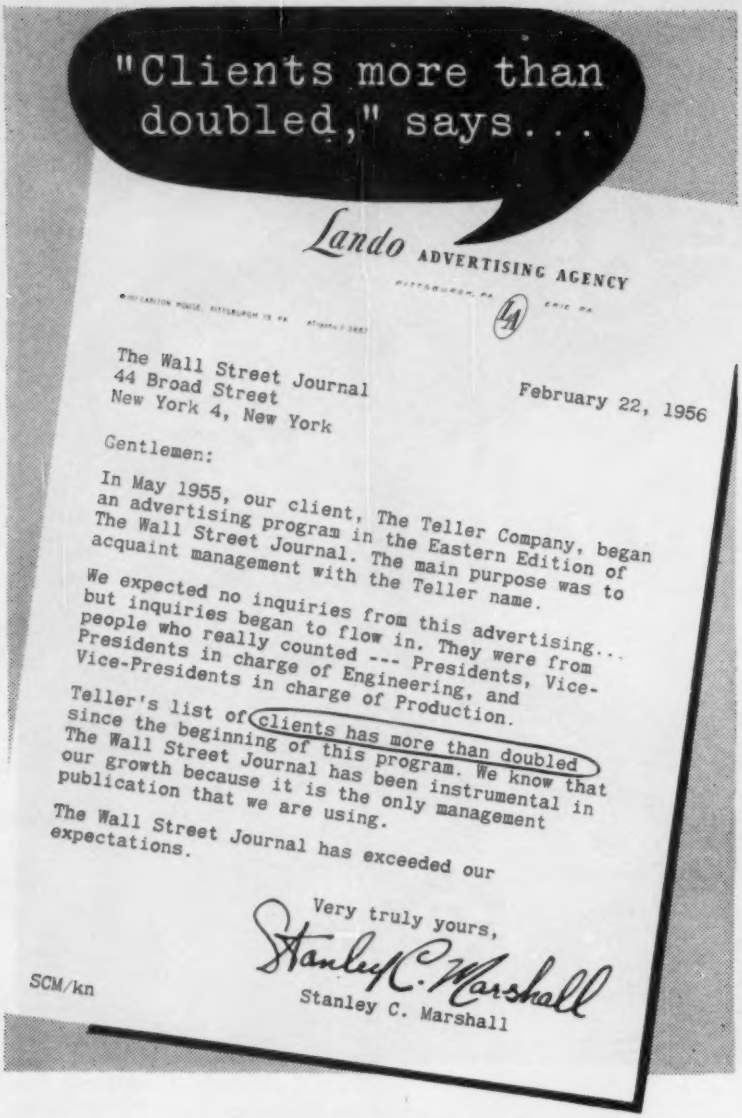
And, here's why these farmers are such *big, steady* buyers. They diversify! A vast variety of products puts their states among the top-third in farm income—*every month!*

So, advertise in — THE OHIO FARMER, MICHIGAN FARMER, PENNSYLVANIA FARMER. They're printed rotogravure . . . save the cost of plates.

How can you get the full story on their selling effectiveness? By writing Capper-Harman-Slocum, Inc., 1010 Rockwell Avenue, Cleveland 14, Ohio.

THE OHIO FARMER • MICHIGAN FARMER • PENNSYLVANIA FARMER

Cleveland East Lansing Harrisburg



Looking For Big Results...Like This?

Whether you choose The Wall Street Journal exclusively, or include it with other publications, you find that this only national business daily accounts for the big results. The Journal covers not only a big audience . . . but an audience big in buying power, buying intentions and buying needs. Get into The Journal and get action!

Circulation: OVER 407,000

THE WALL STREET JOURNAL

Published at NEW YORK* 44 Broad St. · CHICAGO 711 W. Monroe St. · DALLAS 911 Young St. · SAN FRANCISCO 415 Bush St.

*With supplementary printing in Washington, D. C.

tween net and gross farm income varies considerably according to types of farming. Thus, in Southern states, the ratio of net to gross farm income would fall short of Net whereas in highly mechanized farming areas the relation between net and gross will fall below 50%. It was felt, however, that the gross farm income represented a better indicator of the importance of the farm market than would net farm income. The gross figure is certainly most important in assaying the county's potential for farm equipment, supplies and materials.

The Buying Power Index

The column headed "Buying Power Index" is designed as an overall index for use in setting sales quotas and advertising appropriations.

The number of people, their buying habits, and the amount of money they have to spend, are each important in setting sales quotas and allocating advertising appropriations, but for the great majority of products no single feature is an accurate guide. Perhaps we were all *created* equal, but we are not equal when we reach the buying stage; neither do we buy all of our merchandise in towns in which we live.

As a result of much study and experimentation, and after checking tentative conclusions with actual sales records of many SALES MANAGEMENT subscribers, the editors perfected a balanced "Buying Power Index," which assigns 5 points to "% of U. S. A. Effective Buying Income," 3 points to "% of U. S. A. Retail Sales," and 2 points to "% of U. S. A. Population." In previous *Surveys*, the column was called "% of U. S. A. Potential."

This "Buying Power Index" can be used without change by national marketers in setting up sales quotas on a fair and equitable basis, in dividing up sales territories, in setting realizable goals for distributors; by advertising agencies, and by advertising departments, in breaking down their appropriations and in deciding where to put added pressure.

Those organizations that do not distribute nationally, but operate on a sectional basis, can use the figures with a slight modification. Let's suppose that such a manufacturer operates in a dozen states, and the combined "Buying Power Index" of these twelve states, as shown in the page headed "Summary of all Data by States and Sections," is 25% of the national total. Since this is one-fourth of the U. S. A. potential, he should multiply the "Buying Power Index" for each county in his section by four.

Many alert sales organizations use these potential figures in their sales training and promotional work with



longest reach

To sell and keep selling a product to everybody you must reach everybody . . . often.

Outdoor Advertising covers all the people who go outdoors . . . over and over again.

Take Life Savers. People of all kinds enjoy them and all kinds of people see them advertised on posters. *Outdoor Advertising is the key to impulse buying.*



ASK YOUR ADVERTISING AGENCY ABOUT OUTDOOR ADVERTISING

outdoor advertising reaches the most people – most often – at lowest cost

THE STANDARD GROUP OF OUTDOOR ADVERTISING COMPANIES

444 MADISON AVENUE, NEW YORK 22



Circulations of Boston Daily Newspapers
1955-1939 . . from A.B.C. Publishers' Statements 9/30 each year

	1955	1939	17-Year Gain or Loss
Record-American	590,601	497,248	+ 93,353
Herald-Traveler	333,615	342,550	— 8,935
Globe	285,785	281,523	+ 4,262
Post	267,872	369,353	—101,481

BOSTON RECORD-AMERICAN
• Greater Boston's First Newspaper . . for 17 Consecutive Years

Aside from circulation . . which is the reader's accolade . . any newspaper's most lasting seal of approval is acceptance by its market's retailers, those realists interested only in TODAY's cash-register record.

BOSTON RECORD-AMERICAN

important distributors and dealers, *but the editors suggest that all national figures be reduced to a local level.*

The distributor in Richmond, Va., can't see the counties in his territory as a percentage of the *national* total, but it is very easy to reduce them to an understandable figure. Let's assume that this distributor has five counties in his territory. The potentials for each will be found in the state section.

A typical set-up follows. The first column shows the "Buying Power Index," and the second column is the figure which results from using the total of the five counties (.797) as the base, 100:

County	*Buying Power Index %*	*Localized County %*
A	.0460	5.77
B	.5420	68.00
C	.1220	15.31
D	.0200	2.51
E	.0670	8.41

That distributor can't visualize County B as producing .5420% of the nation's total, but he can see it as having 68% of *his* territory's volume. See the chapter on "Most Mentioned Uses of the Survey" immediately following this foreword for other uses.

Quality Index

The Quality Index is a measure of the purchasing ability of each county and city as compared with the nation. It is constructed by dividing the "Buying Power Index" by "% of U. S. A. Population." The U. S. A., of course, is the base, 100. This index is designed as a handy guide to sales and advertising managers who are considering intensive campaigns in a restricted list of above-average counties. These counties and cities which have an index figure markedly higher than that of the nation (100) or higher than other counties and cities in the state or geographic area, are likely to be the ones where intensified promotional campaigns will bring the greatest returns. Note, however, that it is an index of *quality*, but not quantity.

The Quality Index should be used only in connection with other columns, not *independently*. Otherwise, undue emphasis might be placed on counties and cities which are high in quality but weak in quantity.

Index of Sales Production

A new index, of "sales production," is introduced in this *Survey*. It relates the retail sales percentage to the population percentage, in a manner similar to the Quality Index. It will serve to highlight those areas (mainly cities) which account for disproportionately high (or low) sales volume in relation to the number of local residents.

HIGH VALUE MACHINES



-shipped with the care of

NORTH AMERICAN "WIFE-APPROVED" MOVES!

Are your delicate machines or equipment factory-tested, then taken apart and crated for shipment, to be put together again at destination? There's an easier way!

Send them *uncrated*, via North American padded vans! They will get the same safe* handling that has made us famous as the "*Wife-Approved*" household goods movers. Think of the saving in crating and reassembling time!

NAVL "FOLLOW-THRU" SERVICE

North American can "*follow-thru*" on any shipment anywhere, since we have over 1100 agents in U. S. and Canada, more by far than any other van line. Call your local NAVL agent for details or send for name of nearest agent.

Specialized NAVL Services:

- Exhibit Displays—door-to-door in padded vans, minimum crating.
- High-value Products—require no crating, no reassembly problem.
- New Furniture, Appliances, Fixtures—via NAVL-Creston Division, factory to dealer or user, uncrated.
- Transferred Personnel—"*Wife-approved*" moves that win employee goodwill.
- Moving Offices, Stores—less down-time.
- Modern Storage Warehouses everywhere.



HIGHEST FINANCIAL RELIABILITY

COPYRIGHT 1956, NAVL

"WIFE-APPROVED" MOVES
North American VAN LINES, Inc.
LONG DISTANCE MOVING

NORTH AMERICAN VAN LINES, INC.
World Headquarters: Fort Wayne 1, Indiana
North American Van Lines Canada, Ltd., • Toronto

*AMERICA'S SAFEST MOVERS: winners ATA National Safety Award for household goods movers traveling over 500,000 miles. (North American vans average 35 million miles per year!)

WORLD-WIDE MOVING SERVICE BY LAND, SEA, AIR



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- Transferred Personnel—"*Wife-approved*" moves that win employee goodwill.
- Moving Offices, Stores—less down-time.
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*AMERICA'S SAFEST MOVERS: winners ATA National Safety Award for household goods movers traveling over 500,000 miles. (North American vans average 35 million miles per year!)

WORLD-WIDE MOVING SERVICE BY LAND, SEA, AIR

Some of the Most Mentioned Uses of the SURVEY

The following varied examples of sales and advertising usage come from personal interviews, letters and questionnaires involving more than a thousand subscribers.

In a survey made in the Fall of 1954, extra-copy buyers of that year's *Survey* were asked, among other things, to name their most frequent uses of the book. They responded as follows:

	%
Setting sales quotas	89
Buying space and time	83
Locating sales soft spots	81
Planning distribution	76
Allocating the advertising dollar	75
Determining market's potential	73
Mapping sales territories	72
Studying metropolitan areas	71
Finding industrial or warehouse locations	59

Subsequently, a New York subscriber who had indicated that he used the *Survey* to help solve 5 of these problems, made the comment, "Actually these are all different ways of saying, 'help in setting up quotas and advertising budgets.'"

Very few subscribers seem to use the *Survey* for only one purpose. Consequently it is difficult to arrange the subscriber comments and suggestions in any logical order, since any one subscriber's uses may run the complete gamut.

The first logical division might be those uses which are possible from direct use of the figures as they appear in the issue, which we will consider in this chapter. The second division will be uses which are possible through the aid of I.B.M. punched cards, available through Market Statistics, Inc., and covering both *Survey* and related data. Suggested uses of these cards will be discussed in the following chapter.

From literally hundreds of use–examples of the *Survey* itself, we will compress the most interesting and the most frequently recurring, into four major groupings:

1. Better setting of quotas and potentials
2. Selecting the right markets
3. Getting more from the advertising dollar
4. Uses that can't be pigeon-holed.

1. Better Setting of Quotas and Potentials

a. Setting Territory Potentials

Over-all goals are a requisite in any well-managed sales operation, and the big goals there must be broken down into smaller ones. Perhaps the most frequent use made of the *Survey* is to arrive at detailed territory potentials so that distributors and salesmen have decent equality of opportunity and so that performance can be checked against potentials.

The potential may be simple or it may be complex. It can be a percentage of population alone, or retail sales, of a type of store operation, of income–or combinations of the above. Many find that the weighted "Buying Power Index" has the proper balance. Others modify it by adjusting the weights.

No potential figure can be used with maximum effectiveness unless it is accepted as valid by those to whom it is applied. There will be some distributors and some salesmen who will rebel against *any* potential, but readers say that such is the acceptance and fame of the *Survey* that seldom is it necessary to say more than: "This is the percentage as shown by SALES MANAGEMENT'S *Survey of Buying Power.*" An American Home Products executive says: "By using SALES MANAGEMENT estimates we are quoting an authority; the man knows he is viewing unbiased information, not just data we have dreamed up to give him a shot in the arm."

Justifiable gripes on the part of salesmen can be avoided to a large extent if reasonable potential figures are developed for all segments (the majority do it on a county basis) in the area covered by the company, and if each salesman is then given an equal share of the whole.

b. Localizing a National Figure

The Admiral Corp. uses the Buying Power Quota to allot to each of the U.S.A. counties its percentage of Admiral's anticipated production. Because a distributor and his salesmen operate in a restricted territory, rather than nationally, the SM figures are translated into local terms. Each distributor's territory becomes a nation in itself, with totals adding up to 100%. For example, here is what Admiral calls the "Buying Power Index" for the New York distributor (figures used in the table are taken from a previous *Survey*.

	National BPI	Territory BPI
County		
Bronx	.998	13.3
Kings	1.918	25.4
Manhattan	2.413	32.0
Nassau	3.73	5.0
Queens	1.058	14.0
Richmond	.122	1.6
Suffolk	.154	2.0
Westchester	.499	6.7
	7.535	100.0

"It gives them a clear picture of what they're expected to do," says the Vice President in Charge of Sales. "It makes better merchandisers of them. . . . The *Survey* helps us to lower the cost of selling. Also, it gives us a continuing check on the movement of goods to maintain par or better on the sales side."

c. Showing Distributors Where They Stand

The James Jamison Co. takes the blue sky out of hosiery quotas for its distributors by first telling them how much they are *supposed to sell*–and then following that up with periodic reports on results. For example, a certain distributor serving a market of 9,743,788 people in Illinois, Wisconsin and Indiana has a trading area (according to the *Survey*) representing 7.27% of the national population, and 8.86% of the net purchasing power. Jamison makes a rough average of these figures and comes up with 8% of the mill production which this distributor should sell. Then they keep him posted on monthly ship-



Careful analysis of your product can often give it a personality which, expressed through advertising, can make a profound change in its selling life.

YOUNG & RUBICAM, INC.

Advertising • New York Chicago Detroit San Francisco Los Angeles Hollywood Montreal Toronto Mexico City London

THE HOUSTON POST ...

9th in the Nation in Linage Gains, 1955

The Houston Post gained 4,648,402 lines of advertising, making a grand total of 31,538,022 lines in 1955... the ninth largest gain in the nation. Advertisers are shifting to The Houston Post. No wonder. Advertising in the Post pays off—and pays off BIG!

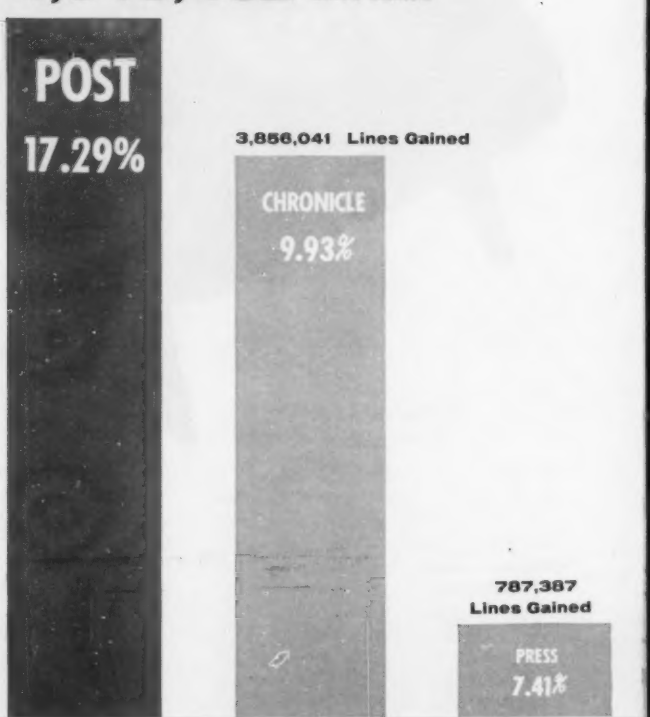
*Source: Media Records



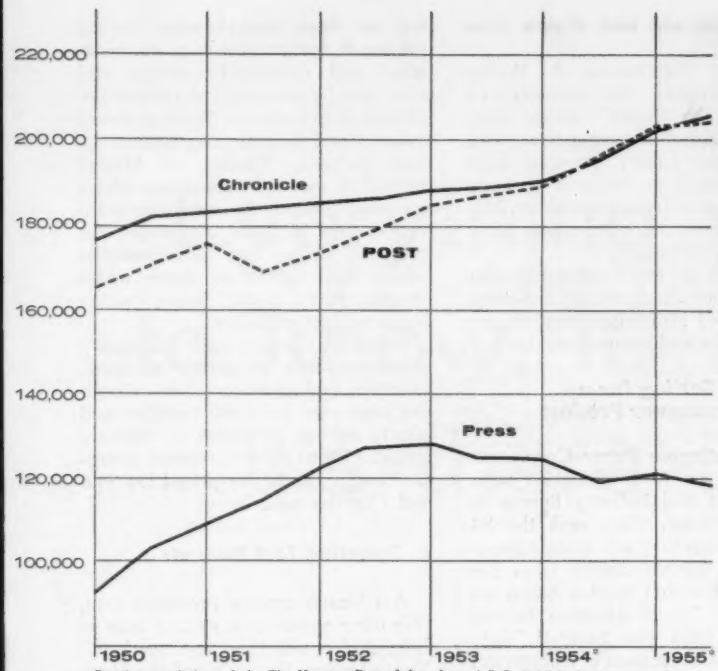
The Houston Post Has The LARGEST ADVERTISING GAIN In Houston, 1955

In total advertising linage in 1955, The Post outgained the Houston Chronicle by 792,361 lines... outgained the Houston Press by a fantastic 3,861,015 lines. This is additional proof that in the South's largest city, more and more advertisers are learning the superior value of The Houston Post as an advertising medium.

A study made by Price Waterhouse & Company, one of the world's leading auditing firms, covering the first four months of 1955, proved that The Houston Post contained 11.2% more news and features than any other Houston daily newspaper. More news and features means more intensive readership... more intensive readership means more responsiveness to your advertising message.



Linage gains, January 1 through December 31, 1955, vs same period 1954. Source: Media Records.



Based on analysis made by The Houston Post of data from A.B.C. Publisher's Statements.*
Daily averages shown for the Chronicle and Press are their exact 6-day averages computed by The Houston Post from 5-day, Monday through Friday, and Saturday only averages submitted to the Audit Bureau of Circulations.

The Houston Post Has The LARGEST DAILY CIRCULATION GAIN In Houston, 1950-1955

Now Highest in History

The Post's amazing growth in circulation has come about without gimmicks or artificial circulation stimulants. This outstanding growth in circulation is even more startling in light of the fact that The Post readers annually pay over a half million dollars more for the privilege of enjoying Texas' Great Newspaper. But the fact is that Texans are more than willing to pay a premium price in order to read the best.

Smart advertisers have seen this new circulation trend in Houston and are buying wisely . . . they pick The Post.

The Post Outgains In All Six Major Categories

In 1955 The Post showed the highest gains in all six of the major advertising categories. This is continuing proof that in Houston the trend is to The Post.

There is one basic reason for this accentuated swing to The Post and that is superior results – results that are causing more and more general advertisers to join with the outstanding Houston retailers who list The Post as their Number 1 advertising medium.

Get the facts on Houston through your Houston Post salesman or your Moloney, Regan & Schmitt representative.

Category	POST	Chronicle	Press
RETAIL	1,539,250	1,394,231	158,369
GENERAL	599,660	251,723	– 104,107
AUTOMOTIVE	513,226	272,927	248,530
FINANCIAL	100,907	82,677	34,129
CLASSIFIED	1,883,542	1,852,099	451,220
LEGAL	11,817	2,384	–754
TOTAL	4,648,402	3,856,041	787,387

Linage gains, or losses January 1 through December 31, 1955 vs same period 1954. Source: Media Records.

THE HOUSTON POST

Written and Edited To Merit Your Confidence

Nationally Represented By
Moloney, Regan & Schmitt

ments by dozens, while giving him at the same time percentage of mill production that these shipments represent.

d. Avoid Inventory Dislocations

The Radio Corporation of America finds that the *Survey* permits them to put "a price tag" on any given market, and enables them to so allocate merchandise to distributors as to avoid inventory dislocations. "Our secondary use is that the figures serve as a standard for performance where no industry sales to dealer information is available. Your data serve as a yardstick to point up weak spots.

"We use your data extensively before we make any alterations in our distribution network. When we speak of a 1% market, for instance, we are referring to your *Survey* figures. To summarize: we determine market potentials, we map sales areas, we study metropolitan areas, we set sales quotas, we plan distribution and we locate sales soft spots—all from the data showing in the *Survey of Buying Power.*"

e. Help for Low-Priced Products

It's not just the makers of high-ticket items who find sales-quota help from the *Survey*. Mars, Inc., famous makers of candy bars, uses the *Survey* for setting sales potentials, and "this leads to the establishment of sales quotas and the study of metropolitan areas. We have our own correlation study with *Survey* figures; it would be a major project to reproduce on a county basis the information provided in your book."

f. A Two-Way Check on Potentials

Some marketing organizations use the *Survey* and no other figures to study potentials, but in some industries it is possible to match these against industry figures. At Calvert Distillers, for example, the *Survey* is used as one factor to determine whether a territory is producing up to par. (1) They apply known industry consumption figures against *Survey* population estimates to find the amount of liquor consumed per capita in an area. (2) Then they determine the amount of the market held by Calvert. (3) Next, they take the *Survey* "Buying Power Quota" to determine whether or not each sales territory is obtaining its full share of the business. Thus they have a check of both actual and potential business—what the territory *should* produce on the basis of its population, total retail sales and income, and what it *does* produce.

Similarly, Gooderham & Worts, Ltd., determines the potential of wholesalers in "open" states from *Survey*-indicated buying power, and "we compare county potential with state potential to discover if each wholesaler is obtaining his share. We can then spur our wholesalers after this proven potential."

Several of the motor companies also use a two-way check, using the *Survey* potential and also registration figures for their own and competitors' cars.

g. Quota Setting for a Non-Consumer Product

The Strathmore Paper Corp. uses *Survey* figures in combination with Government and industry figures in assigning quotas. They rank the 86 cities in which they sell against population and income figures from the *Survey* and assign quotas based on averages of "% of Effective Buying Income" (from the *Survey*), data from the Government's commercial printing Census and figures compiled by the National Trade Paper Association.

2. Selecting the Right Markets

a. Picking "Live" Counties

In selling TV sets, a major manufacturer finds the market spotty—as to good markets where there are good stations with good programs. They pick counties which are seemingly "live" in that they fall into the framework mentioned above. To these counties they apply a three-month moving average (sales for the last three months, dropping the fourth month past as new figures become available). These sales are then compared with all-industry sales and with potentials as revealed by the *Survey* and:

(1) A decision is reached on *how much* advertising to do in the area.

(2) The total is then broken down between newspaper and air advertising.

(3) Point-of-sale items are allocated on the same basis.

If distributors want more support than is indicated as proper by this method of figuring, they have to pay for it themselves.

b. Selecting the Quality Markets

Especially valuable to the makers of products which are "postponable purchases" is the "Quality of Market Index," when used in conjunction with the "Buying Power Quota." A watch company, for example, is looking for high discretionary buying power; it doesn't find it in the backward and depressed counties and cities but by studying the *volume* potentials in the column, "Buying Power Quotas," and then checking against the next column, "Quality of Market Index," it can spot the areas which are worth especially intensive cultivation. One of these companies, for example, singles out those counties which have .2500 or more under "Buying Power Quota" and a Quality Index of 120 or higher.

Similarly, Chrysler finds the quality of Market Index "amazingly" accurate. Counties ranked 90 or above absorb the most cars per 1000 families, and county ratings in excess of 100 are almost sure to mean increased opportunities for the higher-priced De Soto and Chrysler models.

c. Selecting Test Markets

A Chicago agency executive says, "No other source is anywhere near as helpful for selecting test markets." Typical cases: they selected the Hartford, Conn., area for a coupon campaign, sending a mailing to every rural boxholder, after mapping out the campaign. . . . For a new line of canned meats, investigators were employed, the number based upon *Survey* data, to question users as to how they liked the product. . . . The *Survey* helps them to develop, control and test markets in comparing old and new products.

The New York agency, Lennen & Newell, used a heavy spot radio campaign in two cities and compared results with sales in two other cities selected from the *Survey* as being similar in size and character.

In another New York agency the SM researcher reports, "In test city campaigns they start with 20 cities selected from the *Survey.*" In another agency, he reports, "the *Survey* is often used to set up test cities, since no test campaign should be planned *without knowing the relative levels of buying power.*"

d. Spotting Retail Weaknesses

Argus Cameras, Inc., watches all major marketing areas, comparing sales with potential figures as derived from the SBP and with sales for previous year. "This study may lead us to more concentrated coverage by our salesmen of accounts which show declining sales, or if results in a city indicate weakness against our national average of the particular type of *outlet*, we may attempt to find new outlets to bring sales up to par. For example, this may mean the addition

Everything you want to know, 10 days after it's there to know

in any test market in the United States or Canada . . . any sales territory . . . any regional district . . . any metropolitan county area

Say "Go!" — and within 7 days, field work on your Selling Research tailor made store audit begins. Within 10 days of completion of field work, the *validated* report is in your hands.

What's happened in that initial period of 7-days-or-less?

You have picked the test markets. Any of 192 in the United States, where Selling Research has open sesame to 7,870 key stores. Any of 18 key markets in Canada. *Plus:* any other market you need, *anywhere*. In any combination, or geographic alignment!

You have specified the product lines to be checked, the scope of information to be developed — sales, inventory, stock-turn, share of market, package size division, advertising penetration; sales strength of new products, new packages; sales effectiveness of deals, tie-ins, coupons, displays, premiums, *any* merchandising strategy you wish to evaluate.

You have approved the store panels. Selling Research regional supervisors, concurrently, have contacted stores new to the Selling Research network — and have cleared the signals with executives of chain and independent headquarters. When the Selling Research auditor calls, his acceptance is *assured.*

7 days or less — for all this!

Now see your audit in operation. Assigned to your tailor made store audit will be all the manpower that's needed for thoroughness and speed. Selling Research's corps of auditors numbers 475 — *local* in residence, *known* to store managers and personnel.

Traveling supervisors work side by side with Selling Research auditors, or confirm accuracy by spot check the day after audit. Regional supervisors *double* check, by continuous verification of audit calls and procedures.

Within 10 days of completion of field work, the validated report is in your hands. In place of armchair predictions, you have concrete, up-to-the-minute facts. You know every vital probability that's measurable!

Against the juggernaut competition you face today, Selling Research tailor made store audit can give you *decisive* aid. Without obligation on your part, ask for details, now.

SELLING RESEARCH, INC.

96 LIBERTY STREET • NEW YORK 6, N. Y.

In tailor made store audit . . . in projectable data, national trend data, total market product audit, too . . . your FASTEST *reports on merchandise movement come from Selling Research*

GROCERY	LIQUOR	CONFECTIONERY
DRUG	AUTOMOTIVE	STATIONERY
APPLIANCE	SOFT GOODS	VARIETY
HARDWARE	JEWELRY	DEPARTMENT

of credit jewelers, who are playing an increasingly important part in our distribution."

Even the most aggressive marketers of low-priced, quick-consumption products have their weak sales areas, and Colgate-Palmolive uses the *Survey* for intensive study of specified areas, such studies leading to possible changes in representation or to more intensive advertising.

e. *Adjusting for Unworked Territories*

Not every manufacturer operates in all counties of the U.S.A.; he may be a regional distributor or there may be peculiarities about his business which automatically eliminate certain territories from consideration. For example, temperatures are controlling factors in the sale of men's gloves and the Daniel Hays Co. has no market in some of the warm southern states. Such a manufacturer, to make practical use of the *Survey* figures, must find out the percentage of retail sales (or population or Effective Buying Income, or whatever factor he is using) represented in these impossible markets. Let's say it is 30%. Then the states representing the other 70% are, in actuality, 100% of his market and New York, for example, with 11.4490% of the retail sales of the entire country in 1950, would have 16.8300% of his *real* market.

3. Getting More from the Advertising Dollar

a. *General Alignment of Sales and Advertising*

Executives of Earle Ludgin & Co., Chicago advertising agency, say: "When you have a budget, and have to get results under the budget's limit, you learn how to spend the money you have. The *Survey* helps you to pick your market. You can say 'these are good markets.' You learn to say 'we can get in here' or 'we'll have to bypass this area.' The company sales manager must sit down with the agency account man and figure it out together. Through the *Survey* you can spot where sales *could* be good. And that's something you'd better find out."

Through working out accurate potentials and relating them to actual sales, the company and the agency can figure out:

1. Spots where the company is getting its fair share or more of the market.
2. Spots where the company is getting less than its share.

With a knowledge of sales vs. potentials the company then can apply extra pressures intelligently.

The *Survey* is used often in combination with other data. One agency reports using data for a carpet company as furnished by the Carpet Institute plus potentials derived from the *Survey*, and a consequent widespread realignment of media allocations in various territories.

Another agency man reports that their recommendations on local media have been greatly simplified through the *Survey*. They appraise the specific markets in which a client is interested. Alongside each city name they put the "Buying Power Index" for the Metropolitan Area (usually by complete counties). They total the percentages and make the total represent 100. Then the percentages are recomputed and if on that basis a city area is down for 5% of the total potential, it receives 5% of the advertising dollar.

b. *Breakdowns by Metropolitan Areas*

An agency head says, "We use the SBP on every account, not only for market selection, but also for media buying purposes. We break down the media by Metropolitan County Areas. . . . *Survey* data serve as a bridge to connect three islands: (a) media, (b) the sales department, (c) the advertising department. We must know the market is there, if the people are there at the price, and if the sales department is willing to take it at the price."

In the Chicago branch of a large New York agency an executive says, "We use the *Survey* not only for markets but for comparing one medium with another. We use it to ascertain the weakness of one medium in a certain area and then try to offset this weakness by buying complementary media. For example, one magazine may be weak in an area, another strong. We use ABC circulation figures to correlate with the market data in the *Survey*. We likewise correlate with the best available radio and TV figures."

c. *Best Type of Media?*

At the C. J. La Roche company a client wished to determine which *type* of media would be best for him.

"They wanted to know, whether sales of their line—a quality product—were concentrated in large cities or distributed proportionately and not concentrated. We found in the store-type data that sales were proportionate to city size, not concentrated. This led to the decision to use magazines."

In the same agency an executive told SM, "Without the *Survey* I would not be able to do a competent and adequate job of media recommendation. I am using it right now, for example, to get sales potentials of certain states. I will then choose the 100 best cities in those states and determine whether or not the media allocation is proportionate to sales potential in each of the cities."

At Foote, Cone and Belding officials took from the *Survey* the counties most important in drug sales. Then, using other data, they chose from these counties those showing the greatest frequency of the common cold. Advertising was then planned to give greatest concentration in those areas where greatest over-all potential was combined with the special interests of that particular client.

d. *Merchandising Advertising*

Many manufacturers—or their advertising agencies—prepare for the salesmen county-by-county analyses showing such factors from the *Survey* as total population, number of families, retail sales, Effective Buying Income—alongside county circulation figures of the company's advertising.

e. *Checking Against Media-Supplied Figures*

A Kenyon & Eckhardt executive says that "media figures are almost always checked against the *Survey*," while another agency executive with 25 years of media-buying experience reports, "One of the greatest aids to intelligent space buying developed during my time is the *Survey of Buying Power*. Today nearly all of the important newspapers and magazines use *Survey* data in their presentations and so we have two *solid* standardized sources quoted in the data supplied, those being the Audit Bureau of Circulations and the *Survey*."

f. *Applying Pressure Where Most Needed*

Colgate-Palmolive is a large user of so-called "national" media and has only a modicum of control over the territorial distribution of such expenditures. They use local media to buttress the "national" campaigns. For each of their products potential maps have been developed from *Survey* figures, supplemented with certain factors of their own. The potential is compared with actual sales and local appropriations are predicted largely on the comparisons.

The H. J. Heinz Co. mobilizes for mass markets by splitting its products into a half-dozen groups, with each group sales manager functioning as the "general manager of his own business." These group managers are

Why there's growing sales potential for you
in the biggest advertising medium in the world's No. 1 market
. . . The New York Times

CIRCULATION GOING UP

570,693 weekdays

average net paid sale (Monday-Friday) for six months ended March 31

Up 14,967 *over same period 1955*

Up 31,258 *over same period 1954*

1,230,067 Sundays

average net paid sale for six months ended March 31

Up 2,359 *over same period 1955*

Up 28,934 *over same period 1954*

Biggest and getting bigger, rich in sales potential and getting richer . . . that's the New York market story.

And in the vital New York market, the growing New York Times is the continuing first choice of advertisers who want to tap New York's most productive sales vein.

The New York Times

"All the News That's Fit to Print"

FOR 37 YEARS FIRST IN ADVERTISING IN THE WORLD'S FIRST MARKET



Say hello to the

Aluminum Goods Manufacturing Co.
American Character Doll Co.
American Petroleum Institute
American Viscose Corp.
Apex Electrical Manufacturing Co.
Beech Nut Packing Co.
Birge Co., Inc.
The Black & Decker Manufacturing Co.
E. L. Bruce
Caloric Stove Corp.
Camfield Manufacturing Co.
Connecticut Chemical Research Corp.
Culligan, Inc.
Daystrom Furniture Corp., Inc.
Detroit Steel Products Co.
Dormeyer Corp.
Eastman Kodak Co.
Edison Chemical Co.
Esquire, Inc.
General Dynamics Corp.
Glass Containers Manufacturers Institute
Hobart Manufacturing Co.
International Molded Plastics, Inc.
International Salt Co., Inc.
The Kalart Co., Inc.
The Lau Blower Co.
Lee, Ltd.
Lettuce, Inc.
Lorentzen Hardware Manufacturing Corp.
Magla Products
The Maybelline Co.
Morton Salt Co.
Motor Wheel Corp.
Outboard Marine & Manufacturing Co.
Paulsboro Manufacturing Co.
Pioneer Rubber Co.
Pittsburgh Coke & Chemical Co.
Polk Miller Products Corp.
A. H. Pond Co., Inc.
The Rath Packing Co.
Seven-Up Co.
O. M. Scott & Sons Co.
Stern's Nurseries
Union Underwear Co., Inc.
The Upjohn Co.
The Weather-Proof Co.
Webster-Chicago Corp.
Weco Products Co.
Whirlpool Corp.
Whitehouse Co.
The J. B. Williams Co.
Woman's Day, Inc.

Last year, 64 advertisers entered network television for the first time.

52 of these new advertisers were on NBC

50 of them were on NBC *exclusively*

Getting new advertisers, keeping old ones, NBC-TV served 217 satisfied sponsors during this period . . . compared to 117 for the next network, and 103 for the third network. *Almost as many advertisers as the next two networks combined.*

NBC has proved itself the *pioneer network*, with its new programming patterns and sales plans: TODAY-HOME-TONIGHT, NBC MATINEE THEATER and COLOR SPECTACULARS.

NBC has proved itself the *creative network*, with its Wide Wide World, Medic, NBC Opera Theatre, Project 20 and the exciting and universally-imitated Spectaculars... with its new personalities and its unending search for new talent.

NBC has proved itself the *follow-through network*. Extensive merchandising is available to every product on NBC Television; every program is backed by extensive promotion.

Why not join up? There's always room for new members... and you'll soon discover that the rewards are great.

Exciting things are happening on NBC television

new members!



THE LANDING STRIP
as seen by
JOHN BURGOYNE

This Survey of Buying Power is an excellent place to find statistical data about marketing and advertising. But specific answers to specific problems have to come from the field. Burgoyne is the man who can give you the answers, just as he does for leading food and drug manufacturers everywhere.

* * *

When you want an accurate check, at regular intervals, of actual sales of your product and of competitive items, come to Burgoyne. When you want to know how the public will react to a new product, you want a useful, adequate and not too costly sample of public opinion. You need checks in typical, representative markets, and you want enough of them to be sure you have a fair test. Burgoyne is the man to furnish the data.

* * *

The Burgoyne test panels operate in grocery and drug stores in the country's best test markets. The test panels can furnish fast, accurate and comprehensive reports on your standard or new product, your new promotion or advertising campaign, in any or all of these cities:

CANTON	PEORIA
CEDAR RAPIDS	PHOENIX
CINCINNATI	ROANOKE
COLUMBUS	ROCKFORD
DAYTON	SOUTH BEND
GRAND RAPIDS	SPRINGFIELD
HARRISBURG	SYRACUSE
INDIANAPOLIS	TACOMA
LOUISVILLE	TOLEDO
OMAHA	WICHITA

* * *

A Burgoyne audit will show you what to expect on a national scale. You'll know whether to follow your original plan, or where and how and why to make changes.

* * *

Burgoyne gets complete, accurate facts on sales performance, and he can give you the information you need on buying preferences and buying power. Write right now for the Burgoyne prospectus. Youll find it valuable and informative, and it can lead the way to solution of your major sales problems.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

charged with keeping their own products moving—even in competition with the other Heinz group. Each works on a sales potential arrived at through a combination of *Survey* figures plus past experience of the company.

Sometimes a company prepares these comparisons; some companies turn area sales figures over to their advertising agencies for comparison with SM's *Survey* potentials, and special advertising is appropriated to fill in the gaps.

The full effect of magazine and network radio and TV cannot be realized unless the company does a bang-up job of merchandising its campaign to its own salesmen, wholesalers and dealers. To do this the "national" must be made "local," through breaking grand-total figures down to states, counties, cities. A distributor may be yelling for more help. The company or its agency uses the *Survey* to get data on population, families, sales or income for the distributor's territory, then takes the circulation in the area of magazines used (or the local radio outlets of the network program) and sets these down against the distributor's market.

g. Is Fault with Salesmen or with Advertising?

When Toni sales fall below potentials indicated in the *Survey*, the company makes an examination of two factors— their own salesmen and the competitive advertising weight.

When Cooper's Inc., Kenosha, finds sales below SBP potential, they increase sales promotion expenditures in the weak area.

The Anahist Co., faced with a similar below-potential problem, increases the advertising—but only if income (E.B.I.) figures seem to justify it.

h. Handling Franchised Dealers or Producers

Where companies operate through franchises, as in the case of the soft drink industry, the franchise holders are often asked to contribute part of the advertising expenditure. This may be done on a case or unit basis, based on actual production and sales—or it can be tied in with potentials. One advertising agency writes, "We are faced with the task of allocating advertising expenditures of national and local campaigns to company-owned, and also to franchised, bottling plants. This just couldn't be done on a fair basis with sales and media data alone. The *Survey* gives us exactly the additional data that are needed to make each plant pay its fair share."

i. Measuring Market Changes

The current *Survey* may be used on its own or in comparison with previous issues. At Young & Rubicam, for example, officers are interested in the *measure of change*, and find the continuing *Surveys* a valuable measuring rod. An area may continue relatively large, but still not keep up with its former rate of growth or with other areas; another may be bounding ahead. Knowledge of such factors makes possible a more intelligent application of advertising.

At United States Rubber "the *Survey* is used to set sales quotas and as a guide to finding changing markets. The *Survey* indicates where to look for the greatest increases in sales and buying power. The columns on Effective Buying Income and Quality of Market Index are both used for the purpose. The 'Buying Power Index' column is used in the setting of quotas for distributors."

4. Uses That Can't Be Pigeon-holed

a. Routing the Sales Force

Sales costs can be lowered and efficiency increased, if wasteful or useless travel is eliminated. One sales manager reports that in an Iowa territory he discovered by plotting *Survey* potentials against reported travel time that his salesman was spending 15% of his time in cities that produced 75% of his business, and 85% of his time in the "thin" and "dead" areas which were good for only 25% of his volume.

b. Marketing a New Product

When a company puts out a new product for which it has no comparative data in its files, or for which there are no association or Census data, the *Survey* can be used as the sole basis for estimating potential sales, but it will have to be done on a trial-and-error basis until experience indicates the factor or combination (such as families, total sales, sales of a store-type, or income) with the highest correlation.

c. Quality of Market Index

One of the largest distillers reports that his problems on one brand are quite different from the others. For his low-price brands, "Buying Power Index" is most valuable, but on his first-line brand, the Quality of Market Index (last column in the sales tables) is his key to most responsive markets.

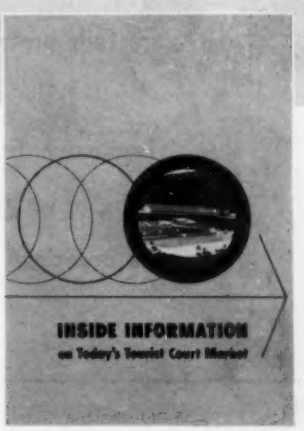
Is your product *Motel Minded?*

As you survey the buying power of this $4-billion-plus market you should know:

- THAT there are 885,000 motel rental units in all the tourist courts in America today.
- THAT in the next 12 months 230,000 new motel rental units will be built.
- THAT in the same period 250,000 motel rental units will be air-conditioned.
- THAT $3,900,000 will be spent by motel-tourist courts for carpeting alone.
- THAT many four-or-five-year-old motels are considered antiquated.
- THAT in the year ahead sizable expenditures (an estimated $1 billion) will be made for up-grading of older rental units, repair, replacement and reconstruction.
- THAT most motel owners-operators have never had previous experience playing host to Americans on the highways.
- THAT TOURIST COURT JOURNAL, the magazine with 20 years' know-how, is written to show-how. It is the spokesman of the tourist court-motel industry; the acknowledged pioneer and leader; the big brother and father-confessor of this great and growing industry.

Would you like more detailed data on this $4-billion-plus market? Then send for INSIDE INFORMATION. Filled with facts and figures on which you can rely! An authentic source-book on everything that goes into the construction, furnishing and operation of motor courts: from candles to coffee cups; from linens to locks; from roofing to rugs; from soap to showers to swimming pools.

There is no market-study like it. It proves: if you have anything to sell (except elevators) you have something to sell this phenomenal market. Your copy is waiting for you—and it's free. Simply write Lee Hainline, Advertising Director, Tourist Court Journal, Temple, Texas and say: "I want INSIDE INFORMATION."



When you talk to the American Motel Market, put it in the Journal

TOURIST COURT JOURNAL · Temple, Texas

National Advertising Representatives:

New York: A. B. McCLANAHAN, 295 Madison Avenue
Pasadena: J. W. CONROW, 1175 Woodbury
Chicago: WILLIAM S. AKIN, 19 South La Salle
Atlanta: LARRY WEAVER, 1447 Peachtree St., N.E.
Detroit: BLANCHARD W. CLELAND, 8242 Woodward Ave.

d. Determining Weighted Sales Potential

The "Buying Power Index" is a weighted figure (5 points E.B.I., 3 points retail sales, 2 points population) which has been found satisfactory by the majority of manufacturers who supply articles which might be labeled "comfort" or "luxury" items. To those who make low-priced mass-consumption articles, the factors of total population and retail sales volume in specific store categories take on added importance. A large food company, for example, assigns 4 points to population, 4 points to food store sales, and only 2 points to Effective Buying Income. The U.S.A. percentages which are not shown in the *Survey* (store categories) may be computed by the subscriber or are available from Market Statistics, Inc., 432 Fourth Avenue, N. Y. C. 16, N. Y.

e. Food Business Quotas

Many companies develop their own potentials from *Survey* data instead of using the "Buying Power Index" column. At Kraft Foods Company, for example, a department head reports, "We use SM's figures, weighted Food Store Sales 5 points, Effective Buying Income 3 points, Population 2 points."

Media decisions for Reid and Murdock are based upon detailed maps which show counties in green where food sales are above average in dollars; blue 65% to 99% of average; red and brown, far below average. In top counties, families spend upwards of $1000 annually for food, in poor ones less than $300.

f. Deciding on New Branches

The Miles Shoe Co. reports that the *Survey* is used both by the Sales Department and the Real Estate Department to determine whether or not a town warrants a Miles store.

The United States Rubber Co. uses the *Survey* often in the planning of locations for new plants or distribution branches, in addition to choosing distributors according to a logical pattern.

Other representative companies using the *Survey* to locate new sales branches or factories include Columbia Records, Inc., General Electric Co., Lamp Division, Conmar Products, Inc., Wheeling Corrugating Co., Nesco, Inc., Nash-Kelvinator Corp., Hood Rubber division of B. F. Goodrich Co., Celotex Corp., Sears Roebuck & Co., Prudential Life, Fedway Div. of Federated Department Stores.

Pabco Products, Inc., often uses the *Survey* to determine the extent of the market which would be served profitably from a proposed new industrial location.

g. Setting Up Panels—Surveys

In any survey operation it is most important to be sure that it is representative. Many of the *Survey* data are used by professional research organizations, agencies and manufacturers to properly weight their samples according to geographical location, income, sales, etc. The R. T. French Co., for example, reports two major uses of the *Survey*: (1) in the establishment of sales boundaries and (2) as the quota sampling bases for the geographic and population density characteristics of their national consumer panel.

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Copyright Notice and Rights to Further Reproduction. The exclusive estimates of population, Effective Buying Income, retail sales, buying power index, sales production index, farm income and value of products shipped are fully protected by copyright.

Permission to reproduce this *Survey of Buying Power* data in printed form, in whole or in part, may be granted only through written request to the copyright owner, SALES MANAGEMENT, INC.

A Grocery Store Is NOT A Slot Machine

You don't drop in products at one end and watch them pop out in exchange for money at the other. In between, they have to pass through the hands — and the opinions—of the grocer himself. He has a lot to say about how fast those products move—and which ones get preference. All the consumer advertising in the world makes very little impression on him—unless he is told what is in it for him. He just hasn't the time to listen to all the commercials, nor weigh the merits of all the products featured in consumer publications. Successful merchandisers have learned you MUST tell HIM, too.

A recent survey by Batten, Barton, Durstine & Osborn shows that 86% of all women do their grocery shopping in *just one* store. In other words, the overwhelming majority are content to accept products offered by one single grocer. They rely on his judgment. If HE thinks a product is good—they buy it. Otherwise not. Obviously, HIS favorable opinion is vital to YOU. For their purchases are his favorite brands.

The Metropolitan Area of New York City, containing about one-tenth of the population of the nation, does slightly more than one-tenth of the grocery business. In that area, GROCER-GRAPHIC is the one grocery newspaper covering the local field most completely. With its circulation of 15,730, it reaches the operators of the chain and supermarket stores doing 91% of the business there.

In and about New York City, the ONE way to reach these grocers and win their support of your product is through GROCER-GRAPHIC. You can easily confirm this.

Ask Your Own Supermarket Operator.

Ask Any Regular Advertiser.

GROCER-GRAPHIC

The Newspaper of the New York Food Market

386 Fourth Avenue, New York 16, N. Y.
LExington 2-1760

NEW ENGLAND OFFICE
DAN CALLANAN
376 Boylston St.
Boston 16, Mass.
Copley 7-3486

MID-WEST OFFICE
JACK DOLAN
333 N. Michigan Ave.
Chicago 1, Ill.
State 2-1266

PACIFIC COAST OFFICE
RICHARD S. RAILTON, The Richard Railton Company
Monadnock Bldg., San Francisco
Sutter 1-1060

How to Set Your Sales Quotas —the Painless Way

The availability of Survey of Buying Power data on IBM cards has, over the past six years, greatly facilitated the analysis of markets for setting distribution and advertising quotas. Dr. Jay M. Gould, Research Director of the Survey, and Managing Director of Market Statistics, Inc., summarizes below typical problems and solutions that can now be conveniently handled with these new punch card techniques, with some new examples.

The market data on counties, cities, states and areas published in the *Survey* are the raw material from which one can prepare sales potentials for the entire range of consumer goods and services and for many industrial products. We use the word potential to represent not the actual sale of any given commodity but rather a theoretical sale that would result from a normal amount of sales effort if all relevant economic factors were in "normal" operation. In this sense the potential is a reflection of the economic resources of an area.

How Potentials Are Used

The three main factors entering into the determination of consumer goods quotas are population, income and sales. The population factor can be expressed alternatively as families or consumer units, as a measure of the number of potential customers. Since customers need income in order to qualify as "effective" buyers, information on their average income is useful. Finally, in order to consummate a retail sales transaction, a retail outlet is necessary, hence the inclusion very often of an actual sales factor in many indexes of buying power.

The key problem of the sales manager is to determine whether actual sales in a given area equal, exceed or fall short of the potential volume available to him, as indicated by some objective indicator. The decision he must make if, for instance, his actual sale falls short of potential is of course another problem. What might be a reasonable decision for one manager, or for one area, might not be suitable in other cases.

From time to time we have queried sales managers on this point and have found an interestingly wide range of differences in current practice. For areas falling short of potential some sales managers feel it hopeless to "buck the tide" and will therefore prefer to concentrate the bulk of their promotion and sales effort in areas where they are already in a strong competitive position and ahead of potential, thus following what is in effect the line of least resistance. This may bring a quick return, but in the long run the net effect of such a policy is to contract their market. Such a course of action would not be followed by those seeking the broadest possible national distribution, i.e., the maximum volume of sales.

But to return to the problem of establishing sales potentials. Once the theoretical potential is determined, the sales manager may then set his sales quota, which will differ from the potential in that it will reflect a necessary subjective judgment on the part of the sales manager who has an intimate working knowledge of his sales force. For an area whose present sale is far below potential, it may prove psychologically demoralizing to set the quota at the level of the potential, so some compromise may be necessary. On the other hand, it may sometimes prove desirable to set a quota far above the level of the potential to serve as a spur to particularly good salesmen. Though the concepts of "actual" sales, "sales potential," and "sales quota" are often used interchangeably, it is useful to bear in mind these distinctions. Our discussion below is wholly concerned with the establishment of "potentials."

Setting Potentials

Take the problem of a sales manager distributing a new product, for which there is no previous sales experience. He wishes to establish sales potentials, let us say, for Area A as against Area B. The problem can be reduced at this stage to one of relative proportions—to establish for each area percentages of a sales total which can later be fixed for the company as a whole.

If Area A has twice as large a population as Area B, does it follow that its sales potential will be twice as large? The answer might be yes if the product were a low-priced staple commodity with a mass appeal.

The Population Factor

The sales of table salt might be expected to follow the distribution of population, for there do not appear to be any economic, social, or climatic differences that would introduce regional variations in per capita consumption of table salt. But for many other staple goods, other economic factors may come into play where differences should be allowed for in per capita consumption. Per capita consumption of bakery products in two areas may differ because of differences in the age distribution of the population of the two areas, in average family size or in climate, making for variations in per capita bread consumption. Such questions should be raised, though it may be decided that such differences are small enough to be ignored.

The point to be stressed is that the existence of wide variations in per capita sales leads to the search for some other market factor or factors that will help predict or anticipate these variations.

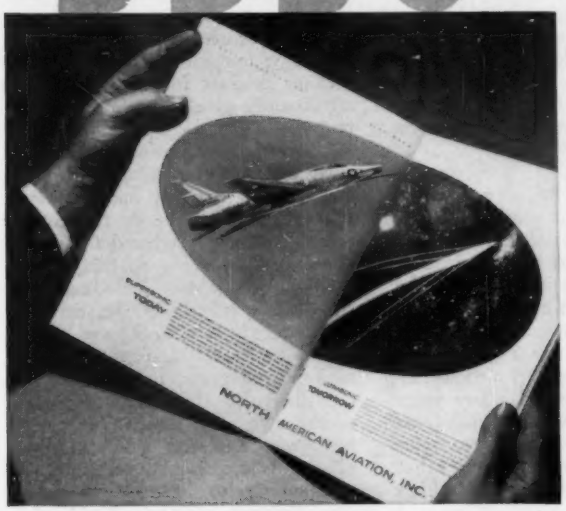
The Income Factor

But suppose the product under consideration were a relatively high-priced food, whose appeal would be expected to be greater in an area having a higher level of income. Then it can be argued that area potentials should bear the same relation to each other as area population weighted by the average per capita income. This is mathematically equivalent to saying that the area potentials are in the same proportion to each other as the area incomes. In other words, if Area A has twice the income of Area B, it should have twice the bread potential.

We have noted only two of the many possible significant factors—population and income—in accounting for sales variations in a wide range of consumer products, although we can show that these are, generally speaking, the most important. A large number of factors can be accounted for if

BBDO Newsletter

1. AERODYNAMIC
2. PACKAGE PREMIERE
3. TV NEWSHAWK
4. DRIVING CAMPAIGN



1 SCIENCE FACT can be as fascinating as science fiction. And the sky-high "read-most" figures on North American Aviation's 1956 advertising prove it. In four separate national campaigns, spreads and single-page ads detail NAA's progress in supersonic fighter craft, guided missiles and in the work of its new Autonetics, Rocketdyne and Atomics International Divisions. By BBDO Los Angeles.



2 AN ELEGANT NEW package makes its debut this spring —Schenley's crystal-clear "SHOWCASE" bottle. Custom-designed for today's gracious living and shop-by-sight selling, this is the first clear-glass bottle ever used for a leading blended whiskey. Newspapers, magazines and outdoor carry the theme—"Now *see* as well as *taste* its Elegance"—in the largest introductory campaign in Schenley's history.



3 COME HURRICANE or high water, John Tillman and his camera crew are on the move every day — filming the news around New York for Con Edison's *Telepix Newsreel*. Breaking the "armchair" tradition of TV reporting, Tillman won a national award last year for "outstanding achievement in creative television technique." Between stories, he also gets in plugs for low-cost, dependable Con Edison electricity.



4 53 MILLION automobiles in the U.S. form a gigantic market for gasoline, oil and other products. To build the market for *everyone* who sells these products, Ethyl Corporation rolls into the second year of its nation-wide market-expansion campaign built around the "Drive More" theme. In 1955, industry tie-ins helped promote the "Drive More" program in every medium from matchbooks to magazines.

the technique of multiple correlation is employed.

The multiple correlation technique is designed to measure the statistical importance of any particular factor in "explaining" why actual sales vary from expected or "potential" sales. If a set of factors is adjudged to be significant enough for inclusion in the analysis, the correlation procedure will yield some system of weights to be assigned to all significant factors in arriving at a "potential" sale.

That population and income are of great importance in evaluating the sales potential of an area follows logically from the fact that all consumer goods can be considered to have varying degrees of attractiveness to consumers, depending on their income status. At one end of the range are the low-priced "necessities," the demand for which depends mainly on the number of consuming units. At the other end, are the relatively high-priced "luxury" goods, the demand for which will vary in relation to the income status of the prospective consumers. We would expect the regional distribution of the sale of Cadillacs to be heavily influenced by the income factor, whereas the income factor would be of relatively little importance in the regional distribution of table salt.

The early attempts of market researchers to adapt magazine circulation data for use in distributing sales stress the importance placed on the income factor. They assumed that the purchase of certain magazines might reflect the existence of a market of high "quality." Similar reasoning attended the use of regional data on residence telephones in use, income tax returns per 100 homes, and even the number of wired homes.

These expedients are no longer necessary. Income figures collected in the 1950 Census of Population provide a rich body of data allowing the area income totals to be distributed among income groups, as we shall show.

The Sales Factor

Another key factor in evaluating an area's sales potential is its degree of retailing concentration. A market potential depends not only on the number and character of its residents, but also on the number of consumers from outlying areas who through habit, accident, or necessity come into the market for specific types of purchases. This factor is of a fairly constant character and may be measured fairly accurately by the use of data on sales of retail outlets in the *Survey*, projected from the Census of Retail Trade. It underlines the importance of choosing a suitably defined sales area, a point we will discuss later.

The difficulty in using data on sales of retail outlets as an indicator of the demand for a specified product is that, except perhaps in such a case as the sales of gasoline service stations, the given product usually forms a very small proportion of the sales of retail outlets classified in many different ways, A typical drug product, for example, will be sold through outlets classified as drug, general merchandise, or food, and the total sale will include a host of products with divergent sales potentials.

For this reason, it is frequently more desirable to establish a potential for a commodity or service, not by sales estimates of certain types of outlets, but at least in part on the demand for that product as indicated by the number and income characteristics of its potential consumers.

In recognition of the importance of the population, sales and income factors, a formula devised many years ago by SALES MANAGEMENT has been found to offer reasonable area sales quotas for many consumer goods that are neither low-priced staples nor high value luxury goods, and that are sold through standard retail outlets. This formula assigns a weight of 2 to an area's percentage of total population, a weight of 3 to the area's percentage of total retail sales, and a weight of 5 to its percentage of total disposable income, to yield what we call the Buying Power Index. Correlation analysis in which the sales of a given product are expressed as a mathematical function of so-called "independent" quantitative factors will yield weights similar to those employed in the SALES MANAGEMENT formula. If the analysis is to proceed to an investigation of all sales areas, it is desirable to limit the independent factors to those for which quantitative data are available for all counties.

The Buying Power Index is only one of many possible combinations of *Survey* data that have been devised to approximate market potentials. Experience is the only guide, since individual goods and services have their own particular characteristics. The examples below illustrate only some of the many different approaches. In all these cases, the punch card equipment makes possible the reduction to manageable proportions an otherwise insuperable job of tedious transcription and calculation.

To Evaluate Sales Performance

Before discussing specific industry applications, a word about the general use of IBM punch cards for sales and promotion analysis. More and more companies of all sizes are increasingly adapting their accounting procedures and sales records to punch card equipment. This offers many new opportunities for evaluating sales performance. If a sales figure for an area or a product is expressed as a percent of the company total, comparison with some objective indicator of the potential, also expressed as a percentage, will draw immediate attention to the area or product for which sales are significantly greater or less than potential.

We reproduce actual IBM layout cards on page 53, indicating the number and diversity of market factors underlying the data in the *Survey* which can be reproduced for special analyses. IBM cards contain 80 columns which permit including on a single card information on company sales, codes to identify the area (which can refer to states, counties, cities, metropolitan areas, or any combination thereof), alphabetic description of the area, plus as many as six or seven of the market factors most applicable to a particular product.

After a sales manager, or market research head, has decided which factors are of chief concern to him, he can take a set of county cards containing this information and rearrange them to conform to his sales areas, based on the county-by-county definition of each area. The cards can then be run through an IBM listing machine, to yield potentials, subtotaled for each area, which can be compared with actual sales.

The selection of market factors for any particular product depends in great measure on what economists call its "elasticity of demand." In simple terms—the degree to which its appeal is that of a low-priced necessity or high-priced luxury item or service. For products with a mass appeal, population would receive most weight. Luxury-type products would give most emphasis to income, and within income, to those groups falling into the higher income brackets. At the same time, retail sales should also receive some weight, because an area may have both consumers and sufficient income, but the demand will not be effective unless there are sufficient outlets to realize the sales potential.

Modifications of "Buying Power Index": Products with Mass Appeal

The principle of using population, sales and income as the basic three factors (as in the Buying Power Index) can be used for all types of goods. A large food manufacturer regularly uses the *Survey* cards, giving a



Women are like that. One look at that money-back Guaranty Seal, and the buying urge surges! And only *one* magazine can offer advertisers this selling symbol that influences 31,000,000* women to buy.

While it's true *that Good Housekeeping turns down about a million dollars worth of advertising* every year because products do not pass our rigid laboratory checks... there's a definitely rosy side to the picture, too. **We work with manufacturers to** *bring* their products up to and above par. Many a manufacturer has corrected product faults on Good Housekeeping's counsel, and has seen his sales volume soar and his complaints toboggan. So you see... we aim to help the whole manufacturing industry, as *well* as to protect our readers!



She's sold when she's told:

"Good Housekeeping Guarantees It"

*Crossley

weight of 4 to population, 4 to food sales, and 2 to income (all factors expressed as percentages of U. S. A.). This type of formula, suitable for low-priced necessities, has also been successfully applied to such products as shoes, tobacco, work clothing, and drug products. In the past years, many large food processors have used *Survey* cards, with particular emphasis in the weighting, on population and and food sales factors.

A formula applicable to higher-priced products, used by a leading manufacturer of washing machines and other appliances, assigns a weight of 2 to number of families, 2 to sales of furniture-household, appliances-radio stores, and 6 to income (all expressed as percentages of U. S. A.). In this case families are substituted for population, as should be the case wherever the product is sold on a household basis, rather than to persons. Similar formulas have been successfully used by manufacturers of refrigerators, vacuum cleaners, sewing machines and ranges.

Products with Quality Appeal

For a wide variety of high-priced products, reliance on the income factor alone, no matter how heavily weighted, is not desirable because the income percentage is based on an aggregate. The total income figure for a county or city will include income of all classes, and frequently the contribution of high income families will be dampened by the income of low income groups.

For this reason, the income distributions underlying the income totals in the *Survey* (see card 2, page 53) offer far better indicators of potential for high quality products.

Most people do not realize what great variation exists in the distribution of high and low income families. Consider first Westchester, a well-to-do suburban county. Probably most people would estimate its demand for consumer goods at about six-tenths of one percent of the U.S. total, this being close to the Buying Power Index, which is the most widely used single indicator of demand. For low valued products, the population percentage would probably be used (.4364%) and for high value products the income percentage is commonly used (.6842%).

But Westchester has a much wider range of variation in demand. As seen in the table below, it has only .2587% of all consumer units, in the $0-$2,500 group, and this is a better indicator of Westchester's demand for such items, perhaps, as work clothes or oleomargarine. At the other extreme Westchester has 1.3568% of the nation's high income families (i.e. earning over $10,000 per year) so that this would be a better indicator of Westchester's demand for such items as Cadillacs, sport cars, etc. And since such well-to-do families in Westchester earn far more than the national average for families in this bracket, Westchester has 3.4242% of the total income earned by all families earning over $10,000. Thus Westchester's demand for extreme luxury products (e.g. diamond bracelets, paintings, Lincoln Continentals) is seen to be over 13 times as great as its demand for low value goods.

While Westchester offers perhaps the widest income variations of any county, even a typically average urban county like St. Louis has 1.4245% of the nation's top income and only .7622% of the nation's low income families, a variation of 186%. Another dramatic indicator of the wide differences in relative standings is the fact that while St. Louis is nearly three times as important as Westchester as a market for low value goods, Westchester is nearly two and one-half times more important than St. Louis as a luxury market. None of these facts could emerge from a mere comparison of the buying power indexes alone; such refinements require use of the data on income groups.

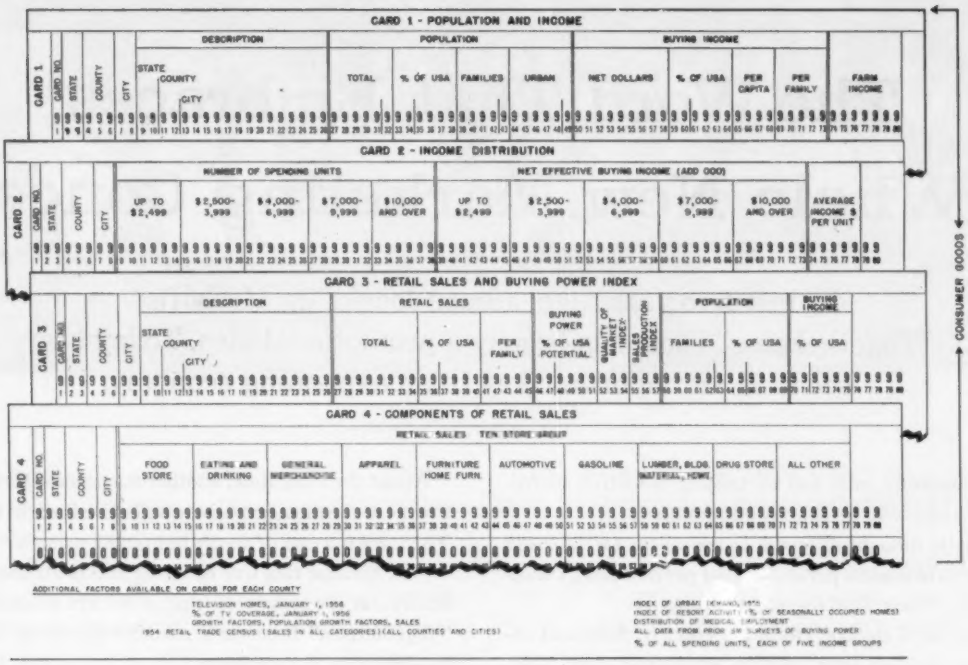
Even for goods geared primarily to middle income families, the income distribution data will often highlight the true market potential in areas dominated by other income groups. For instance, a large manufacturer of "high fidelity" phonographs in the price range of $50 to $150 has discovered through analysis that its prime market embraces families earning between $2,500 and $7,000, with the income groups at either end excluded. Using our county-by-county data on the number of families in each of five income groups, the company converted each group into a specific percentage of the U.S. total, and thus was in a position to re-group the counties by sales territories and compare the results with actual sales percentages.

A typical southern sales area, for instance, would have 5.75% of all families in the 0—$2,500 class, 4.52% of the $2,500—$4,000 families, 2.25% of the $4,000—$7,000 families, 2.02% of the $7,000 to $10,000 families and 1.80% of the above $10,000 families. In this area, and indeed in most areas, the company found that its actual sales percentage corresponded most closely to the 2.25% figure, i.e., the middle income group. The fact that the area had nearly 4% of the nation's population was only half as important.

The marketing importance of income distributions can be summarized by this fact. The sales response to practically all goods and services, other than basic necessities, will bear some relationship to the income of the consumer. These relationships can be fairly easily determined by sampling surveys. A recent survey of life insurance ownership conducted by the Survey Research Center of the University of Michigan indicated that about 50 percent of all families earning under $2,500 were insured, whereas the percentage for families earning between $2,500 and $4,000 was about 80, and for families earning over $4,000, the percentage was about 92. These percentages could then be applied to the number of consumer units falling in each income bracket, to yield for each county a *theoretical* or *potential* number of units that should carry life insurance if the national experience were duplicated in each county. The life insurance industry could then determine, by comparison with actual numbers of persons in-

ST. LOUIS COUNTY VS. WESTCHESTER
Comparison of Relative Importance

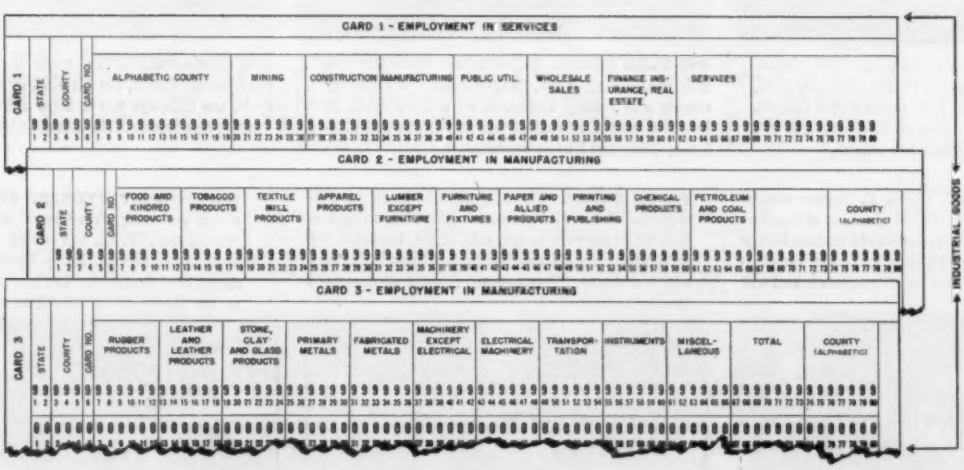
	Percentages of U.S. Total		*Ratio of Importance*
	St. Louis	*Westchester*	*St. Louis to Westchester*
Population	.8370	.4363	1.92
Net Effective Income	.9875	.6842	1.44
Retail Sales	.9266	.5394	1.72
Buying Power Index	.9401	.5911	1.59
All Spending Units	.9121	.4161	1.59
Spending Units 0—$2,500	.7622	.2587	2.95
Spending Units 2,500— 4,000	.8838	.3132	2.82
Spending Units 4,000— 7,000	1.0122	.4260	2.38
Spending Units 7,000—10,000	1.0506	.6470	1.62
Spending Units Over 10,000	1.0542	1.3588	.78
Income of Spending Units Earning Over $10,000	1.4245	3.4242	.42
Range of variation, high to low:	186%	1324%	



We show here the most widely used IBM cards underlying the data published in the 1956 SURVEY OF BUYING POWER and which are therefore available for the analysis of markets, both consumer and industrial. The first set of four cards relates primarily to consumer goods. Card 1 offers basic data on population, families and income for the U. S., states, counties, cities and metropolitan areas. Card 2 offers for the same areas data on the distribution of income. In this card we show the number of spending units falling into each of five income classes. The sum of the income earned in all income classes is shown as "net dollars income" on Card 1. In addition there is a considerable body of data available on IBM cards not show above.

The three industrial cards shown below carry data on employment in each of 28 industrial categories for every county in the nation, suitable for use in many industrial maketing problems.

NOTE: All data on the IBM cards are also available, without additional charge, on Remington-Rnd cards.



The Word That Embraces A Whole New Marketing Concept

Just two years ago, admen looked on McCall's "Togetherness" theme as largely a promotional idea. Today they see it as an important key to an expanding economy.

Until quite recently, sales and advertising executives identified *markets* chiefly with geography and numbers.

They normally thought of media as the means for reaching markets in terms of readers per dollar, cost per thousand, cumulative audience. Their thinking was *quantitative.*

Then—great social changes swept the country. Sales and advertising men, keeping pace, became marketing men. They began to recognize that important *qualitative* forces were influencing the buying patterns in the markets they were wooing.

These changes were chronicled by FORTUNE in its series on "The Changing American Market."

About the same time, another magazine—McCALL'S—gave a name to the most pervasive qualitative force in today's market. The force is a *way of family living:* the name is *"Togetherness."*

And because this way of living affects all the members of a family—at the same time that it centers around the woman—"Togetherness" becomes a marketing concept that's crucially important to the marketer.

"Togetherness" recognizes that today's woman no longer leads a "sheltered" existence. Today, she lives in, with and for her family—with interests broadened to include the interests of every member of the family. And this "Togetherness" way

During the past year alone, the word "Togetherness" (as inspired by McCall's) has come into



RELIGION. Speaking on a nationwide NBC broadcast of The National Radio Pulpit, Dec. 18, 1955, Dr. Ralph W. Sockman, of New York's Christ Church, Methodist, said: "This sense of *togetherness* is the natural healthful air in which life unfolds."



POPULAR MUSIC. Miller Music Company has published a song called, *"Togetherness,"* recorded by singing star Johnny Desmond, on a Coral label. It has been played extensively on juke-boxes and disc-jockey programs from coast to coast.



SUPERMARKETS. Like many of America's biggest supermarket chains, the Pick-N-Pay stores in northern Ohio, use full-page ads in local newspapers to salute *"family togetherness* . . . in living, and in shopping."

WRITER-ECONOMIST. Sylvia F. Porter, nationally syndicated financial writer, speaking of *togetherness,* says: "This partnership aspect of American family life is one of the great economic and social developments of today. Its impact on all markets is and will be profound."



TRADE SHOWS. The Merchandise Mart, in Chicago, one of the world's largest and best-known centers devoted to showrooms and exhibitions, keynoted the 1956 International Home Furnishings Show in January with the theme: *"Togetherness* . . . spirit of America's families today."



DEPARTMENT STORES. Among the leading stores endorsing *Togetherness,* is The Hecht Co., Washington, D. C., top winner of Brand Names Foundation awards. Harry Davidow, Exec. V. P., shows how The Hecht Co. has chosen *Togetherness* as the theme of its 60th Anniversary celebration.





of living extends, naturally, to buying decisions affecting almost every product used in the home or by every family member.

The woman of the family makes the product and brand decisions on beauty products, fashion items. She dominates the buying decisions on food products, home appliances, furnishings. She also exerts major influence in buying decisions on such other items as automobiles, power tools, lawn mowers, the clothes her husband and children wear.

But these decisions are not arbitrary. They are arrived at after considering the interests of every member of the family. They are "Togetherness" decisions.

This is the marketing reality today—this is why "Togetherness" is an important marketing concept—the key to an expanding economy.

This is the reality that guides McCALL'S editors—that is reflected on every page of the magazine—that achieves greater reader interest and responsiveness than ever before. This is the opportunity McCALL'S offers.

It seems almost redundant to add that more and more marketers are turning to the opportunity "Togetherness" affords them—as they recognize, more and more, that today "Togetherness" inspires the buying decision.

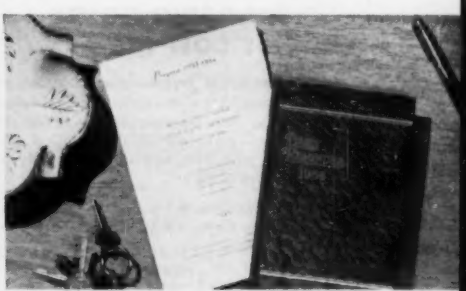
wider and more frequent use among people in all walks of life.



COLLEGES. The Third Annual Report of the Simmons College Alumnae Fund, in Boston, titled "*Togetherness,*" states: "*Togetherness* is a vital factor in family life . . . The test of a family is its *togetherness.*"

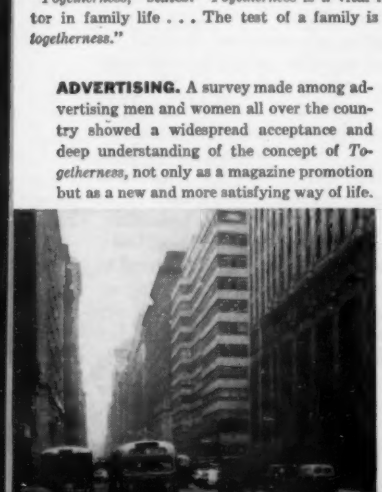


GOVERNMENT. Speaking on a nationwide broadcast last month, Senator Estes Kefauver, of Tennessee, chairman of a special Senate Investigating Committee on Juvenile Delinquency, said: "*Togetherness,* to me, is a good solution of all problems families face today."

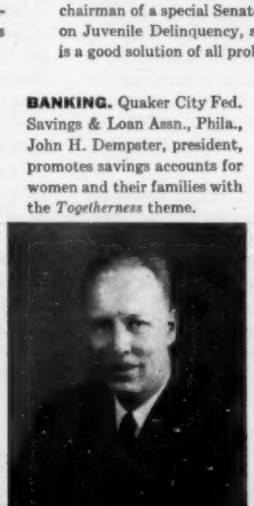


SCHOOLS. This month the Parent-Teacher Association of the Murray Avenue School in Larchmont, N. Y., announced that the subject for its 1955-1956 Program will be: "*Togetherness*—with our children, with our school, with our community."

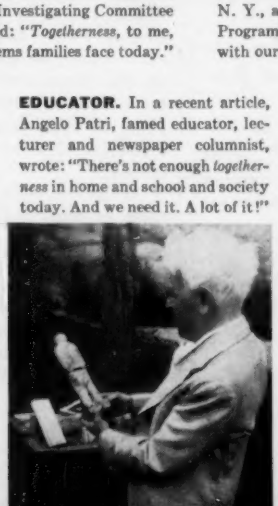
ADVERTISING. A survey made among advertising men and women all over the country showed a widespread acceptance and deep understanding of the concept of *Togetherness,* not only as a magazine promotion but as a new and more satisfying way of life.



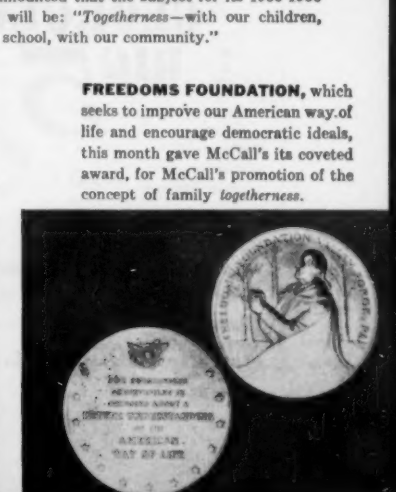
BANKING. Quaker City Fed. Savings & Loan Assn., Phila., John H. Dempster, president, promotes savings accounts for women and their families with the *Togetherness* theme.



EDUCATOR. In a recent article, Angelo Patri, famed educator, lecturer and newspaper columnist, wrote: "There's not enough *togetherness* in home and school and society today. And we need it. A lot of it!"



FREEDOMS FOUNDATION, which seeks to improve our American way of life and encourage democratic ideals, this month gave McCall's its coveted award, for McCall's promotion of the concept of family *togetherness.*



NOW

...with One Buy

You get *Dominant* Coverage of GEORGIA'S 5 Major Markets!

Plus

- **Larger radio circulation *throughout the state* than any other station can deliver.**
- **Local Impact with Home-Town Programming.**
- **Network advantages— 5 top stations in one buy.**

You know the intense listener loyalty that stations command *locally*. You know the strong dealer influence that stations command *locally*. Now you can have these local station advantages . . . PLUS time-saving economies—with the GEORGIA BIG 5! Five leading stations in one buy . . . involving only one bill.

Georgia Big 5

is your BIG Georgia Buy

MORE RADIO HOMES... AT LESS COST PER MINUTE!

For only $48.50 per *daytime minute*, the Georgia Big 5 delivers 83% — yes 83% — of all Georgia radio homes! More Georgia homes — at *less* cost per minute — make the GEORGIA BIG 5 your *big* buy — your *best* buy — in the nearly $3 billion Georgia market.

Let your Avery-Knodel man give you *all* the details on the Georgia Big 5 Stations — your *big* buy in Georgia:



WGST Atlanta 5,000W ABC

WGAC Augusta 5,000W ABC

WRBL Columbus 5,000W CBS

WMAZ Macon 10,000W CBS

WTOC Savannah 5,000W CBS

Represented by

AVERY-KNODEL, Inc.

sured in each county, which counties have as yet not tapped their full life insurance potential.

The same procedure can be followed on a company as opposed to an industry basis. The distribution of a particular quality brand of liquor could be established by setting up a system of graded weights on consumer units falling in each income bracket. In this way, a weighted potential can be set up for each county, expressed as a percentage of total expected company sales. This would highlight areas where sales do not reflect the full potential of middle and high income brackets.

Eventually, the results of the great Bureau of Labor Statistics 1950 study of consumer expenditures will be available, which will show the effect of income groupings on a wide variety of consumer expenditures for housing, fuel, housefurnishings, food, tobacco, liquor, clothing, medical care, recreation, reading, transportation and insurance. This information when applied to the *Survey* data on income breakdowns, will permit a great extension of our present knowledge of regional marketing patterns. (See "Now a New Way to Guesstimate Potentials for 1500 Products," SALES MANAGEMENT, Jan. 15, 1956, pp. 60-63).

Urban Demand

Consumer demand for a wide variety of goods and services seems related to the degree of urbanization of an area, as well as to other factors discussed above. Of two counties with equal population and income, the one that is more "urbanized" will have consumer expenditure patterns geared to a certain urban way of life—greater proportionate expenditures on consumer services in general, such as rent, recreation, personal services, insurance, and on such goods as fashion apparel lines, men's accessories, and jewelry. This fact suggests the desirability of constructing a special "Index of Urban Demand" which will give emphasis to this urban factor. This index is similar in structure to the Buying Power Index, except that for each county we use its urbanized population (expressed as a percentage of total U.S. urbanized population) in place of total population in deriving a weighted index of urban buying power.

As an example, a large manufacturer of high style belts, braces, garters and jewelry has constructed an index of urban demand by giving a weight of 3 to urban population, 3 to retail sales and 4 to income, all expressed as percentages of the U.S. After weighting these three factors we add them to arrive at the index of urban demand. The degree to which this formula steps up the potential for urban areas is illustrated below, for instance, for a rural and urban county in Alabama:

Percentage of U. S. A.	Autauga	Jefferson
Population	.0108	.3734
Urban population	.0040	.4829
Sales	.0036	.3612
Income	.0048	.3416
B. P. I.	.0056	.3538
Index of Urban Demand	.0042	.3839

Here the rural county—Autauga—having much less of an urban population (.0040% of USA total) than total population (.0108) therefore has an index of urban demand (.0042) which is 25% less than its BPI. Jefferson county, on the other hand, being heavily urbanized, has an index of urban demand which is 9% greater than its BPI. In this way the urban demand index will give a special boost to all urban counties, at the expense of the rural counties, totaling 100% for all counties in the U.S. This index can thus be used by all manufacturers and distributors who have felt in the past that for their products the BPI throws too much emphasis on rural areas.

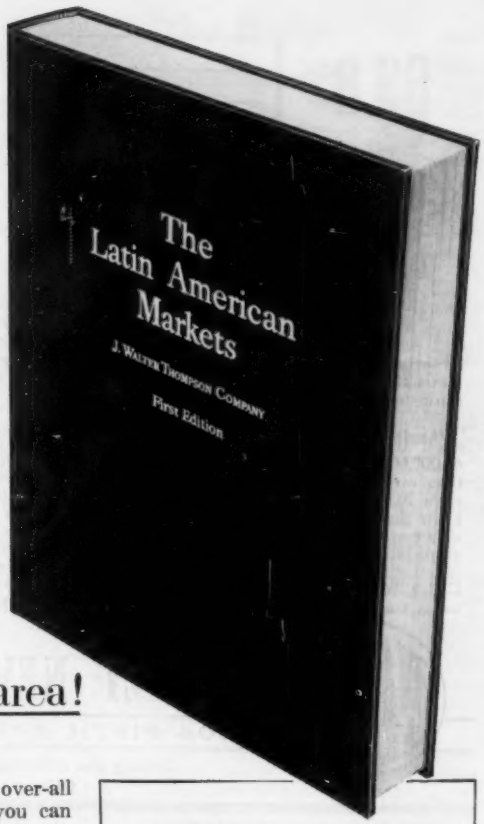
Relation of Consumer Demand to Commercial and Industrial

Many manufacturers find that the demand for their products may not be confined to consumer markets, but may overlap the industrial and commercial markets too. One example would be producers of materials and equipment used in the construction of homes, factories and commercial establishments. Another example may be the problem of fire insurance companies whose coverage rates differ with respect to homes, plants and commercial establishments. In such cases, county potentials may be developed as follows: National (or state wide) aggregates have to be established for each of the three types of demand. Each may then be automatically distributed among all counties, using the number of occupied homes, expressed as a % of the USA, to indicate the relative importance among all counties of consumer demand. In the same way the industrial aggregate may be apportioned among all counties by use of data available on IBM cards on the number of factory employees in 1954. Finally, it has been found that the % of USA retail sales is so highly correlated with such types of commercial activity as wholesaling, finance, insurance, utilities, warehousing, etc., that it can be safely used to distribute any commercial aggregate. The results may be illustrated by consideration below of estimates of fire insurance potentials for two counties

Just published!

Facts about the fast-growing Latin American markets never before available!

This book tells you where the money is



in the world's 3rd wealthiest market area!

This book gives you facts never before collected under one cover—along with an analysis of these facts which will be indispensable to you if you sell, advertise or want to invest in Latin America.

THE LATIN AMERICAN MARKETS—gives you your first clear picture of the world's third wealthiest market area . . . from Mexico and the islands of the Caribbean to Cape Horn, at South America's southern tip, country by country and market by market. *Nothing like it has appeared before.*

The marketing information in this new book is the most accurate obtainable. It is so up to date that it even includes the recent changes of province names in Argentina.

Here are facts culled from no fewer than 73 major official sources and literally hundreds of minor ones.

Compiled by J. Walter Thompson Company—published by McGraw-Hill—THE LATIN AMERICAN MARKETS includes 24 maps designed especially for this book by the American Map Company, which are worth the price of the book alone.

ORGANIZED FOR EASY USE

THE LATIN AMERICAN MARKETS is organized in three parts:

Part 1: Gives you an understanding of basic trends—gives you an over-all background against which you can interpret the detailed information in Part Two.

Part 2: Classifies each of 30 markets separately, in detail, under 10 major topics or yardsticks. It gives you the facts essential for effective marketing—Population, Climate, Production, Income, Exports, Resources, and so on. This section also tells how these characteristics may affect packaging, distribution, sales potential, etc.

Part 3: Provides the basis for decisions to enter or not enter these markets; and how to enter them. Should method of entry be by branch factory, or by licensing arrangement or exporting? If exporting—what methods and channels should be used? What are the conditions affecting marketing, advertising and other promotional efforts?

If you need this book at all it is indispensable. Order *now*. Already, prior to publication, half of the First Edition has been reserved. While they last, we will be happy to mail you a copy, anywhere within the Continental United States, prepaid for examination. Study it for five days. If it does not live up to your expectations, return it to us and you will owe us nothing. If you decide you wish to own it . . . remit $18.00.

It is impossible to do more than suggest the great values this book may have for you. You must examine it yourself. Mail the coupon!

A quick look at the colossal Latin American market

- Latin America is a market of roughly 173 million people—this is eight million more than the total population of the United States
- Latin Americans consumed about $37 billion in goods and services in 1954 (at 1950 prices)
- **Last year we sold** more to the country of Venezuela ($531 million) than to Austria, Denmark, Ireland, Greece, Norway, Portugal, Turkey, Spain, New Zealand, Egypt and Ethiopia *put together*
- **Last year we sold** more to the Central American Republics and Mexico than to Great Britain, our best overseas market, and the Scandinavian countries *combined*

J. Walter Thompson Co., Dept. S-5
420 Lexington Ave., New York 17, N. Y.

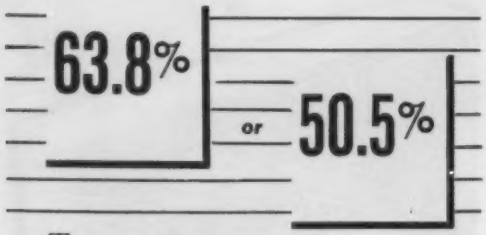
Send me the First Edition of THE LATIN AMERICAN MARKETS, postpaid, for free examination. I will remit $18 payment in full or return the volume, with my reasons for returning it, in 5 days.

Name_____

Address_____

City_____ State_____

Postal regulations require remittance in full with all orders from outside the U.S.A.



The Net of Selling Is The Same

THE best marketing and advertising plans recognize sales are made where people live—63.8% in areas under 50,000 or 50.5% under 10,000. Even in the largest metropolitan area nearly half of all consumer buying is sold most effectively by local newspapers. Ask your dealer. He will stock your merchandise quicker if you advertise locally. Hometown Weekly Newspapers are by far your best self merchandising tool on distributors, dealers and all buying consumers.

Wheels & Roads Have Revolutionized Buying Habits

48,000,000 passenger cars have made long distance shopping more than ever a national habit. The chart at the right shows retail sales based on store audits. However, seasoned marketing men know that 50.5% of our nation's consumers account for considerably more than 29.0% drug sales or 34.7% of food sales or 31.4% of all retail sales. Hometown U. S. A. weekly newspapers sell most effectively in over 17,000,000 or over ½ of all U. S. Households. Call a W. N. R. sales representative for plan to fit your market needs and information about 1-order, 1-bill, 1-check, service plan.

Population & Retail Sales

	Under 50,000	Under 10,000
Population	63.8%	50.5%
Retail Sales (Total)	49.9%	31.4%
Food Stores	53.1%	34.7%
General Merchandise	32.7%	18.1%
Furniture & Radio	42.3%	21.7%
Automotive	52.7%	34.0%
Drug Stores	47.9%	29.0%

(Note) These figures from Sales Management based on data in May 10, 1955 Survey of Buying Power.

WNR INC.

WEEKLY NEWSPAPER REPRESENTATIVES INC.

404 FIFTH AVENUE, NEW YORK 18, N. Y. PHONE BRyant 9-7300

Serving the Advertisers and Agencies in behalf of America's Weekly Newspapers

Offices: New York, Chicago, Detroit

in Massachusetts, obtained by use of the above three factors to distribute state-wide aggregates:

Type of Premium (Th. $)	Suffolk	Worcester
Habitational	3117	1948
Mercantile	4145	1764
Manufacturing	920	918
Total	8182	4630

Thus proper emphasis has been given to the greater relative importance of manufacturing in Worcester as compared with Suffolk.

Other Uses of Survey Data on Cards

a. **Classification By Size and Market.** Many companies find it desirable to regroup cities into various classifications not found in the *Survey*. The IBM cards facilitate the distribution of city cards into size groupings for population, families, retail sales, etc. Certain interesting market characteristics emerge from such analyses. Although per capita and per family income vary directly with city population size, the largest per capita food sales are found in cities with populations of between 2,500 and 50,000; the highest general merchandise sales per capita in cities with populations of between 250,000 and 1,000,000; the highest per capita sales of home furnishings, radios and appliances in cities with populations of between 100,000 and 250,000; the highest per capita automotive sales in cities with populations between 25,000 and 50,000; and the highest per capita sales of drugs in cities with populations of between 100,000 and 500,000.

b. **Curtis Market Areas.** All 3,072 county cards are annually distributed and subtotaled into the 501 market areas delineated by the Curtis Research Department. Other national breakdowns in use include the 613 Hearst Areas and the National Wholesale Druggists Association 84 areas.

c. **Television Areas.** The major broadcasting networks all use *Survey* data on cards to work out market data subtotals for television areas. A commonly used set of television coverage areas is that devised and kept up-to-date by Television Magazine. There are about 250 such television areas. IBM cards containing *Survey* data can be coded to include such TV coverage areas as well as county data on the number of television homes (as of Jan. 1, 1956), plus ratios of TV homes to total homes.

d. **Survey** cards carrying data on households are used as a base to establish current circulation coverage ratios for all major magazines. Eleven cooperating advertising agencies in Chicago recently broke down the circulations of 60 leading magazines by counties and metropolitan areas, relating circulation figures to *Survey* data. A similar study was also made by them on newspaper circulation. *Survey* cards are also used as a base to establish number of radio and television homes, by county.

e. **Supermarket Sales by County.** The research department of *The American Weekly* has used IBM *Survey* data on food sales to segregate sales of supermarkets. Ratios of supermarket sales to total food sales have been found to range from under 25 percent in Cook County to over 75 percent in Los Angeles.



See every advertisement of interest to you in 1393 shopping centers



ACB Newspaper Research Service brings you every advertisement you want to see that is published in daily or Sunday newspapers of the United States. You may have this service in complete tabulated and summarized report form; or you may make up your own reports from the full-page tearsheets we furnish you.

With ACB Research Service, you know exactly what is being advertised by your dealers; or your competitor's dealers; or the content and extent of releases by competitors in national advertising.

ACB shows above how you can buy these services by markets; but you can order by your sales territories; or even single towns. You may take these services continuously, or periodically.

ACB Services are among the most useful tools in merchandising and distribution. They are so flexible that you can get exactly what you want in coverage—and in duration. Send today for catalog.

Send for ACB's Catalog. **48 pages.** Describes each of ACB's 14 Research Services. Gives many case histories; cost of service, or method of estimating; complete directory of dailies; U. S. Census of retail stores. It's free! Ask for it today.

ACB reads every advertisement in every daily newspaper

ACB SERVICE OFFICES

79 Madison Ave. • New York 16
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave. • Memphis 3
51 First St. • San Francisco 5

ACB
The ADVERTISING CHECKING BUREAU INC.

f. **Growth Factors.** Data on households taken from successive *Surveys* have been found to be useful in establishing growth trends, by county, in residential construction.

g. **Back Data.** Many users desire back series in order to keep track of divergent regional trends. One difficulty in the use of past *Surveys of Buying Power* for such a purpose is that we do not publish past estimates for changes in level resulting from the publication of new and more accurate information available from the Census Bureau. Although on the whole valid indications of trend movement will emerge from comparisons of estimates in the 1956 *Survey* with past *Surveys*, there will be occasional discrepancies due to revision of levels. For those interested in long term trends by counties, Market Statistics, Inc., has developed sets of IBM cards containing comparable data on population and sales going back to 1939 covering all counties.

h. **Forecasts of Market Data.** Several large companies use *Survey* data on cards to project trends for one-to-three-year periods, in an effort to avoid basing current quotas entirely on past experience.

i. **Industrial Markets.** Data on industrial plants and employment are available on cards for all 3,072 counties, and not just for the leading 100 counties published in the *Survey*. The layout-form on page 53 indicates the twenty-six industrial classifications for which such data are available.

See section on Industrial Potentials for discussion of various uses of *Survey* industrial data.

The above can only suggest some of the many new developments made possible by the availability of *Survey* data on cards. The research staffs of SALES MANAGEMENT and Market Statistics, Inc., will gladly offer, without charge, advice and consultation service on any marketing problem that may require such use of *Survey* data. Address communications to either SALES MANAGEMENT or to Market Statistics, Inc., 432 Fourth Ave., New York 16, N. Y., MUrray Hill 4-3559.

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Permission to reproduce this Survey of Buying Power data in printed form, in whole or in part, may be granted only through written request to SALES MANAGEMENT, INC.

The Daily Newspaper retains...



advertising leadership in a changing world

Ours has been an unique observation post of advertising.

For more than 30 years ACB has read every daily and Sunday newspaper advertisement published in the U. S. When ACB started this job, the headlines were telling of General Pershing's appointment to high command in World War I.

Since that time electronic advertising media have been invented and come into common use. Competitive printed media has, during that time, made an impressive growth. But during all this time the daily and Sunday newspaper has grown still faster in circulation and advertising, until now more advertising runs in the daily newspapers than in all other media combined. There are 45 million families in the U. S., but 54 million newspapers are sold daily. More newspapers are sold than bottles of milk!

Why Newspaper Linage Grows

From ACB's unique observation post we have seen some of the reasons why this growth in newspaper advertising . . . the ability to name the local store . . . the ability to step up dealer distribution and cooperation . . . the ability to select the most productive markets.

Our reading in behalf of the daily newspaper publishers led us into Newspaper Research Services for merchandisers. See opposite column.

These merchandisers usually ask us to take the jig-saw puzzle of newspaper advertising in 1,393 U. S. cities and put it into one sharp, coherent picture so that they can tell "who" is advertising "what," "where," and just how their own efforts stand in the picture.

ACB furnishes a complete, accurate & dependable service

See opposite column for listing of ACB Service Offices

ACB
The ADVERTISING CHECKING BUREAU INC.

Where are today's industrial markets?

This free book gives the answers



"Well worth the study of any sales manager interested in today's industrial markets."
—The Sales Executive

Also available: *Free wall map, 22" x 35", showing major industrial counties, manufacturing employment of each state, and major industries within each state.*

Mill & Factory's Industrial Market Analysis and wall map were prepared as a service to industry . . . are offered free to interested industrial sales executives. Here's information you need... up-to-date, easy to use.

mail this coupon:

MILL & FACTORY, A Conover-Mast Publication
205 East 42nd Street
New York 17, N. Y.

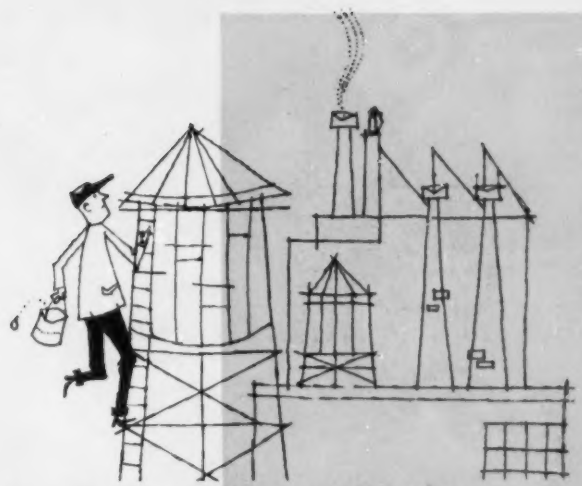
☐ Please send INDUSTRIAL MARKET ANALYSIS
☐ Please send wall map

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE____ STATE_____



The Survey of Industrial Buying Power

In our survey of industrial potentials we offer for the fourth successive year, rankings of leading counties which are unique; they are not available in any other source, not even in the published tabulations of the Census of Manufacturers. This year we have added six additional industrial classifications, and now offer our rankings for the following industry groups:

20—Food & kindred products
21—Tobacco manufactures
22—Textile mill products
23—Apparel & fabric products
24—Lumber & wood products
25—Furniture & fixtures
26—Paper & allied products
27—Printing & publishing
28—Chemicals & allied products
29—Petroleum & coal products
30—Rubber products
31—Leather & leather products
32—Stone, clay & glass
33—Primary metal industries
34—Fabricated metal products
35—Machinery (except electrical)
36—Electrical machinery, equipment, etc.
37—Transportation equipment
38—Instruments & related products

Total Manufacturing
Mining
Contract construction
Public utilities
Wholesale trade
Finance, insurance, real estate
Services (business & professional)

In addition to the 100 leading county estimates on employment for the major industries, we are adding in this 1956 *Survey* a new feature in which each of the 2-digit manufacturing industries is broken down into its 3-digit sub-divisions, with carefully prepared estimates of "Value of Product Shipped" in 1955, along with official government estimates for the year 1953.

These estimates were prepared for SALES MANAGEMENT by Peter B. B. Andrews, our consulting economist, and former economic adviser to the government, with the assistance of his panel of experts representing 291 manufacturers, associations, publications, government bureaus, colleges and the like. Each man was asked to check Mr. Andrews' estimates on those particular categories of business with which he is intimately connected.

"Value of Products Shipped" is, in essence, another name for manufacturer's gross sales. You might call it the manufacturer's *billings* in each category. In substance it is the sum total of what the manufacturer pays out for his supplies, services, fuel, energy, contract work—plus the values he adds by manufacture and his mark-up.

SM's editors hope that this refinement of the basic 2-digit information will prove useful to subscribers. The estimates should be of particular use in the many 2-digit industries where the coverage is very broad and the subdivisions represent industries which in a sense are very competitive. For example, the government classification #29 is "Petroleum and Coal Products". Petroleum and coal are highly competitive as sources of energy and except at the retail level, those interested in petroleum see coal only as a strong competitor—and vice versa. This new SALES MANAGEMENT service breaks down the big groups into meaningful, component parts. See further comment.

The rankings on employment by industries relate to the leading 100 counties in each industry, with respect to average employment in 1955. The employment data were assembled in advance of the release of 1954 data from the 1954 Census of Manufactures, but we have every reason to believe that our estimates will check closely with those of the Census Bureau, when the latter gets around to releasing county employment data toward the end of 1956. Our estimates will tend to be higher because they re-





CEILINGS ARE PUT TO WORK

(above) as part of Whirlpool-Seeger's twenty miles of overhead trolley conveyors provides economical, live storage of unfinished cabinets at the St. Joseph plant. Modern assembly-line techniques (right) are used in the manufacturing of all products: domestic clothes washers, ranges, refrigerators, home freezers and air conditioners. A total of 7-1/2 million square feet of space is devoted to manufacturing in plants at St. Joseph, Michigan; Clyde, Marion and Hamilton, Ohio; Evansville and LaPorte, Indiana; and St. Paul, Minnesota.

American Machinist Spearheads Your Sales...

at Metalworking plants such as Whirlpool-Seeger where 94.5% of purchase dollars goes for the *machinery, materials, parts and supplies* needed for production . . .

. . . and as you would expect Whirlpool-Seeger Corporation's purchasing pattern is typical of most Metalworking companies.

When these purchases are made, you find that production executives and engineers, in Metalworking plants everywhere, exert the primary influence in choice-of-brand. For theirs is the responsibility to create Metalworking's multi-billion dollar outflow of goods.

The sure way to establish *your* brand with these men who influence the biggest share of purchases . . . to get and keep recognition . . . to minimize "pioneering" and "cold" sales work . . . is through the advertising pages of American Machinist.

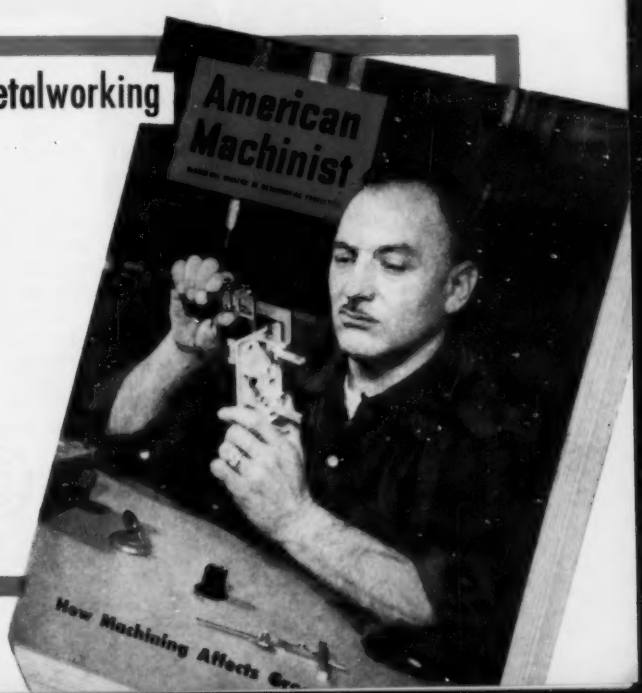
Preferred by Metalworking production executives and engineers—it's *subscribed* to by over 37,000 of them—more than any other Metalworking magazine.

. . . bought by the men who buy for Metalworking

ABP ABC

The McGraw-Hill Magazine of Metalworking Production
McGraw-Hill Building, New York 36, N. Y.

Published every other Monday
Member of the Audit Bureau of Circulations
and the Associated Business Publications





bested again

...by the competitor who "got invited"

It has been proved that the industrial salesman's chances of getting an order are 317% better when he's been *invited* to call by a prospect who has already studied his catalog.

Whenever, then, a ready buyer has immediate access to your competitor's catalog . . . and not to yours...even your best salesmen are fighting against four-to-one odds that competition will get the business.

The checklist on the opposite page will help you decide if your salesmen are losing business far too often because your catalog *isn't* working for them as widely, or frequently, as you planned it should. Only when you can answer "Yes" to every question this checklist asks, can you be confident your catalog has an even or better chance of doing the job you want it to do: *getting more invitations for your salesmen to call on ready buyers.*

Sweet's Catalog Service
a division of F. W. Dodge Corporation
119 West 40th Street, New York 18, N. Y.

How effective is your catalog procedure?

Careful answers to these questions will tell you. A "no" to any one of them is good reason to review your entire catalog program.

1. Do you have a tested system for making sure your catalog reaches the important buying influences for your products... in the companies with volume buying power?

yes ☐ no ☐

(Sweet's market-specialized Catalog Files are distributed to the companies that have over 80% of the total buying power in the industries these Files serve. Individuals who receive them are continually checked for their buying influence.)

2. Does your present system provide for the immediate distribution of your catalog to every good, new company that comes into your market?

yes ☐ no ☐

(With daily access to Dodge reports on new plant construction, plus continuing market analysis and field research by its distribution staff, Sweet's spots potential new sources of business immediately; distributes appropriate Catalog Files to them as soon as their buying power is known and qualifies them.)

3. Do you know how many of the men who have received your catalog have kept it, and have filing systems which make it easy for them to find and use it?

yes ☐ no ☐

(Catalogs bound, indexed, and distributed in a Sweet's File are always easy to find, cannot be misfiled or lost.)

4. When your customers and prospects want to compare products, preparatory to calling in possible suppliers, does your system make it reasonably certain that your catalog can't be overlooked?

yes ☐ no ☐

(Sweet's binds the catalogs of comparable products next to each other, indexes each one for easy reference. This minimizes the chances that any suitable product cataloged in a Sweet's File will be overlooked when ready buyers are searching for the answer to a need.)

5. Are you sure that all of your important customers and prospects have your current catalog?

yes ☐ no ☐

(Sweet's distributes *new* Catalog Files each year. Every user of a Sweet's File is therefore certain that each catalog bound into his Sweet's File provides him with the up-to-date and correct buying data upon which he can rely.)

6. Has your catalog been prepared to give your customers and prospects exactly the kind of buying information about your products that they should have... and will it logically lead them to take the next buying action you want them to take: call in your salesman or distributor; write to you; or specify your product?

yes ☐ no ☐

(Sweet's has been designing and producing market-specialized, action-evoking catalogs for fifty years . . . has had notable success in doing so . . . designs and produces more manufacturers' catalogs, by far, than any other company in the world.)

There is a Sweet's Catalog Service office near you. A call or letter to any one of them will bring you prompt and thorough help in making sure your catalog... its design, production, and distribution... results in more orders for you at the lowest possible cost.

late to 1955 whereas 1954, the year chosen by the Census, was a recession year with respect to industrial activity. As was the case with the 1947 Census of Manufactures, however, the official data (because of the non-disclosure rule) will not offer any employment information for any county and industry in which a very small number of plants are of dominant importance. Since such a county will frequently be a leading county in that industry, we have made our own estimates for such counties.

The data here testify to the tremendous shifts in industrial markets that have taken place in the post-war period, which, for some categories, such as electronics and aircraft, have involved radical transformations of the industrial maps. Manufacturing activity in the U.S. is highly centralized, and a consideration of the leading 100 counties in any one industry will usually help pinpoint the prime markets for industrial goods.

This year it has been necessary to eliminate "number of plants" and "value added by manufacture" because county data based on the 1954 census is as yet not available.

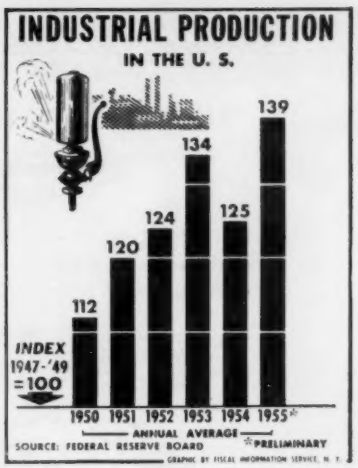
It will be noted that we have added three new classifications of interest in industrial marketing: mining, contract construction and public utilities. The latter exclude interstate railway operations, but include local railways, bus lines, trucking and warehousing, highway transportation, taxicabs, transportation by water, air and pipelines, telecommunications and utilities and sanitary services.

Mining covers metals, coal, petroleum and natural gas and non-metallic mining and quarrying operations. Contract construction includes general contractors and all special trade contractors.

In addition we have added three trade and service classifications. Wholesale trade includes the operations of merchant wholesalers and all other agents, brokers, wholesale sales branches, farm product assemblers and petroleum bulk stations. Finance, insurance and real estate include the operations of banks, credit agencies, securities and commodity brokers, insurance, etc. Service employment covers all the business, professional and personal service industries.

These new data, in addition to the twenty manufacturing breakdowns (which are defined according to the 2-digit SIC codes) offer in our belief the most extensive survey of industrial markets available.

Precisely because this information had never before been available in this form, it has literally revolutionized the technique of setting sales quotas for industrial products. We know of



no better way to illustrate this point than to cite again an actual case, that of one of the nation's largest manufacturers of a certain kind of equipment used in the apparel industry. For years, they wrote to us, they had been preparing their area quotas by using local directories listing the name of apparel manufacturers. Here they ran into a common problem that (1) such directories are not uniformly available for all areas, (2) many company names have no real existence, i.e., there is no plant operation associated with the name, (3) there is no way of evaluating the importance of any given name, short of an individual research job for each listed company. These difficulties in general have always impeded the job of setting systematic sales quotas for any areas other than the major metropolitan areas (for which Census data were available), not only in this particular industry, but for all other industries.

When the research department of this major supplier of apparel equipment saw our initial estimates of employment in apparel manufacture in 200 leading counties, their first reaction, they told us frankly, was one of scepticism. This vanished completely however, when they transferred the SALES MANAGEMENT data on to maps, coloring each listed county and compared this map with a similar map prepared from their sales records. The agreement between the two maps was close enough to convince them that here at last was an objective opportunity to test the reasonability of their sales volume in one county as compared with another. Here again, they reported, they found substantial agreement with their own sales experience, but now their interest was centered on areas in which divergences appeared between their sales figures and the SM potentials.



At this point, they contacted the SALES MANAGEMENT research department, asking for an opportunity to check into our data at first hand. They explained in effect, that they were convinced that our data offered them a chance to revise their sights, but that a thorough-going re-alignment would disturb so many sleeping dogs that they would be called upon to defend the new quotas against the most critical kind of scrutiny. We were naturally delighted, for this was precisely the problem we had anticipated, and described our techniques, as we do below, but with more illustrative detail. Sufficient to say, our data, both published and unpublished, are now being used as the basis of the sales quotas for the products of this leading industrial supplier.

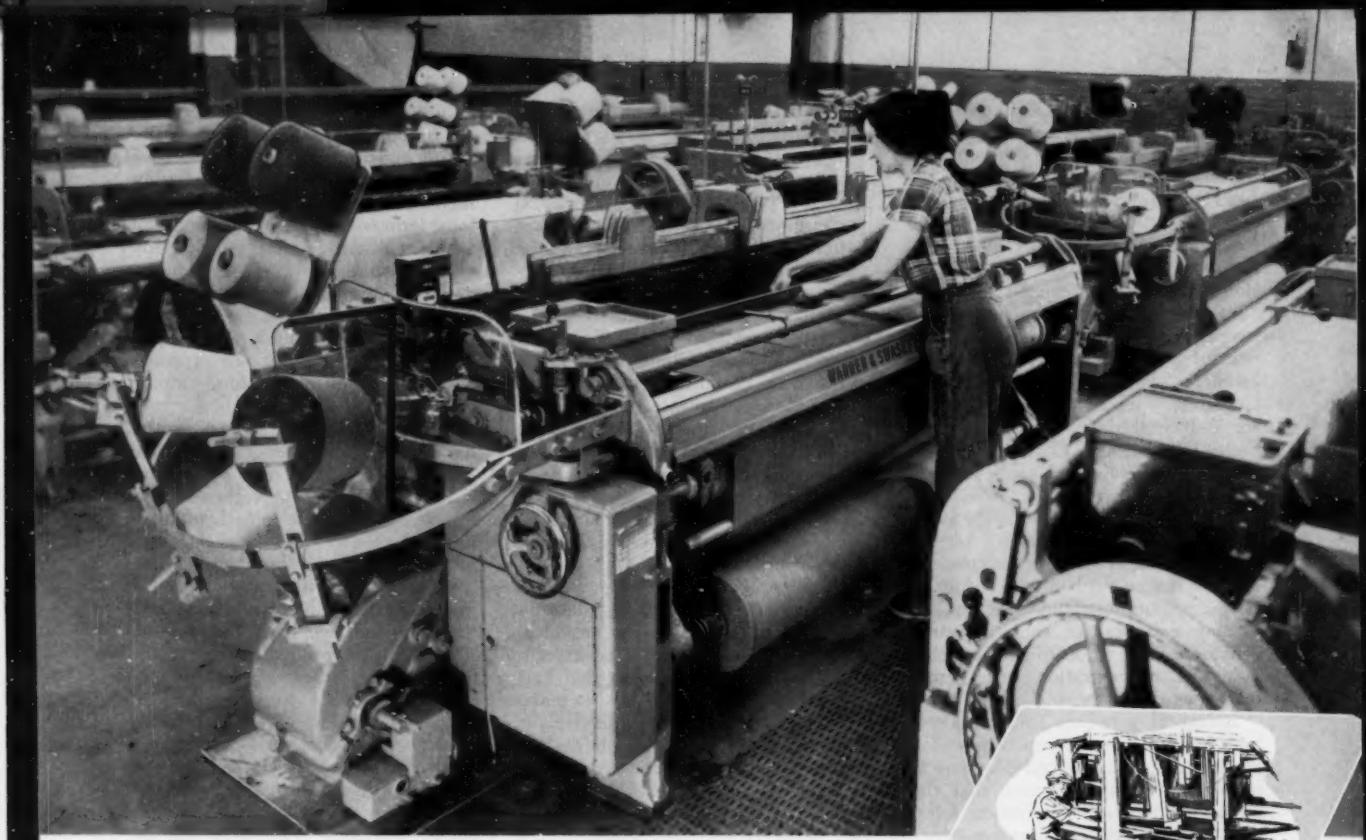
How the Data Were Derived

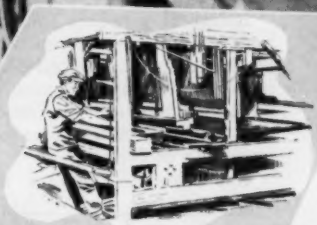
Those familiar with industrial marketing data will know that the Census Bureau has never released data on employment by industry for all counties, chiefly because of the Census Bureau's necessary adherence to the "disclosure" rule. Being prohibited by law from publishing any statistics that disclose information reported by individual companies, the Census has followed the practice of showing employment for a particular industry or locality only when three or more companies are involved.

(The insistence on having at least three companies involved was based on the fact that publication of a total for two firms would enable either firm to establish the statistics of the other firm by subtraction.)

Since manufacturing is highly centralized, there are countless numbers of cases where a single firm or a pair of firms will dominate the entire activity of a single county, and consequently would require concealment in Census publications.

In preparing the estimates of employment published here, it must be emphasized that no attempt was made to use unpublished Census materials. Our starting point was a tabulation of 1947 Census of Manufactures data which showed for each county in the United States, the number of plants in each of three different size-categories for twenty industrial classifications. For each of these 180,000 "cells," our research staff prepared estimates of the average number of employees. These estimates were based on a series of studies for each industrial group of the variation in the size of plant, and the results checked against Census published data and refined with the use of employment and payroll data taken from Social Security tabulations, which in





product-design engineers make markets grow

Product Engineering

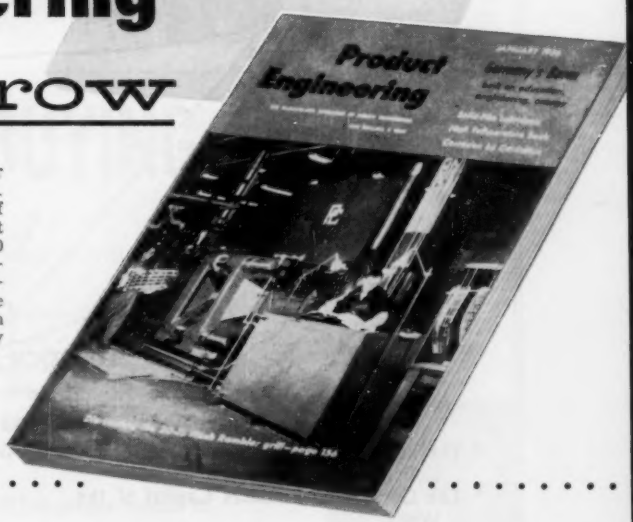
makes sales grow

THE textile industry started with foot-operated looms and hand-carved shuttlecocks... grew into a $12-billion titan. Here's growth paced by constantly improving design of machinery to increase output and lower costs. Progress continues. Product-design engineers are developing high-speed, automatic machines to spin, cord, twist, wind, warp, weave, slash, knit, dye and finish natural yarns as well as chemistry's miracle fibres.

Today, more than ever, product-design engineers are doing big things for products and people ...creating NEW MARKETS and MAKING THEM GROW.

Present-day thinking in its Design Engineering Headquarters will to a large measure determine a company's future. It will also determine materials, parts, components and finishes used in the company's products.

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PRODUCT ENGINEERING

THE McGRAW-HILL MAGAZINE *of design engineering*

McGRAW-HILL BUILDING, NEW YORK 36

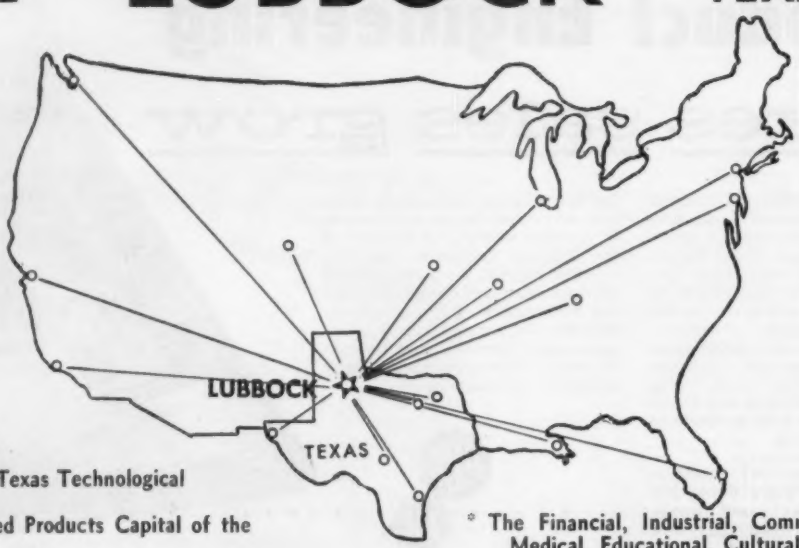
some aspects offer more detailed information than the Census. After the 1947 base data were established, projections were made to 1953 on the basis of the Social Security payroll tabulations. The annual Survey of Manufactures helped check our 1953 estimates, and permitted final projections to 1955 based on BLS data on employment and sales trends in the twenty major industrial classes. Other fruitful sources of county employment estimates have been Chambers of Commerce, whom we poll annually for industrial data, and the various State Employment Commissions. All the data developed at each stage of the inquiry have been transferred to IBM cards and are consequently available for special industrial market analyses. The most obvious and immediate use that such data can be put to is the preparation of rankings of the leading counties for each industrial category. Thus we learn how regional industrial concentration varies from industry to industry.

Industrial suppliers can use these rankings and the data on which they are based to establish sales quotas in precisely the same manner that the companion tables for population, sales, and income are used for consumer marketing problems.

One note of caution must be sounded. Consumer markets are far more stable than industrial markets. It is not uncommon in some industries for employment in an area dominated by a few plants to fall as much as 50 percent or increase by 200 percent within a single year. Consequently, the margin of error that must of necessity be accorded our estimates of Industrial Potential is far greater than is the case for our regional estimates of population, sales, and income whose range of fluctuation is far more narrow. Once again, then, we release our industrial potential data with the invitation to industrial marketing people to give us their reaction and suggestions for improvement. In working on industrial potential data over the past four years, our research department has accumulated considerable material on industrial marketing that may prove useful. Each year new uses for the data come to our attention. For instance, one large railroad found it possible to use the data for a problem that had never before been solved: i.e., to make estimates of the volume of freight tonnage originating in each county for each of the major industrial classifications.

The most common application, however, takes the following form. A company making a certain type of industrial lubricant, let us say, may analyze its customers and decide that its market is composed mainly of plants producing chemicals, machinery, electrical machinery and transportation equipment. It may feel that each of those four industries is equally important, so that it will request a county-by-county listing (covering all counties and therefore achieving 100% coverage) of employment in each industry, plus a county total for the four industries. The latter may be expressed as a percentage of the four industry total for the U.S. to indicate the overall relative importance of each county. As an added refinement, the company may decide to give each of the four industries a different weight, depending on its actual sale to each industry, in which case it will want each county total to reflect these differential weights for each industry. The use of punch cards facilitates such calculations. Indeed, we have the example of one company producing paper forms for industrial and commercial use who found it possible to determine the relative importance of each of the 27 separate industrial and commercial categories for which we had data on cards. Applying these cards to each county, they succeeded in establishing dollar potentials for each county, which are the sum of 27 different subpotentials in each county. Thus their

MAKE **LUBBOCK** TEXAS

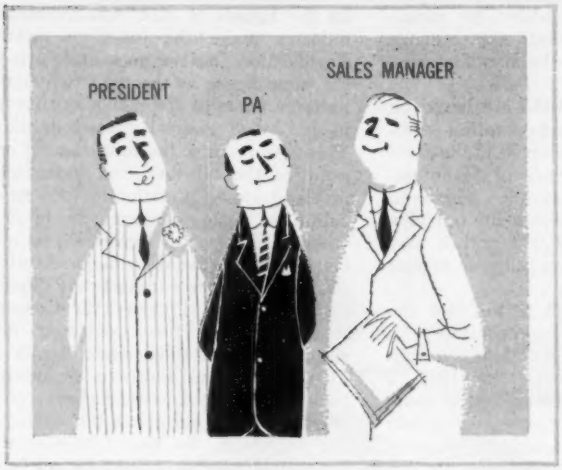


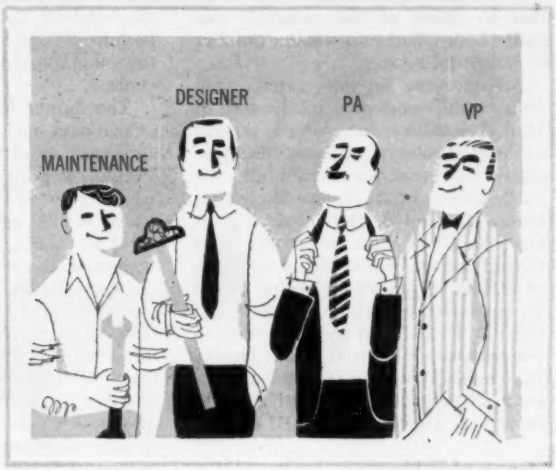
* The home of Texas Technological College.
* The Cottonseed Products Capital of the World.
* The Nation's Third Fastest Growing City.
* The Financial, Industrial, Commercial, Medical, Educational, Cultural Center of an area as large as New York State.

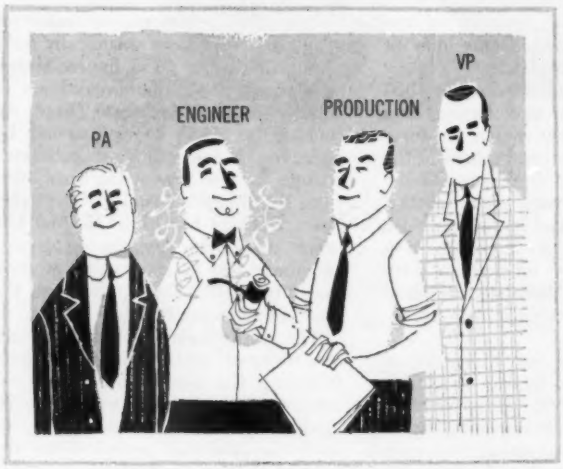
YOUR PLANT LOCATION

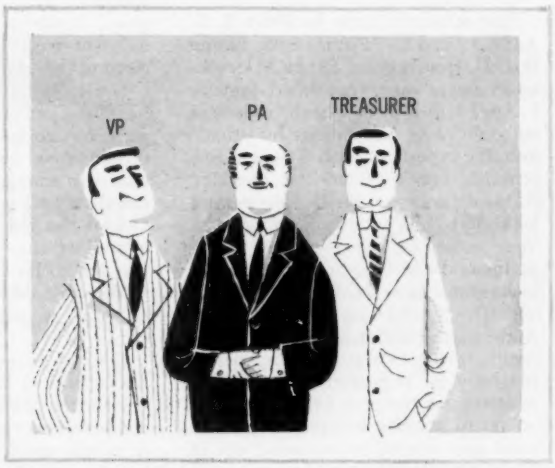
For Complete Information Write: LUBBOCK CHAMBER OF COMMERCE

THE PA'S ALWAYS IN THE PICTURE







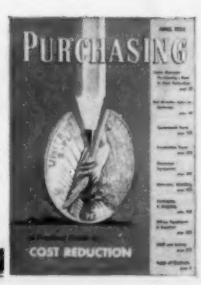


ON THE PLANT BUYING TEAM!

It's widely recognized in industry today that *many* men have buying influence in large companies. But *one* man is *always* in on the buying decision – the Purchasing Agent.

That's why leading industrial advertisers always make sure – no matter what other media they use – that PURCHASING is a basic magazine on their industrial advertising schedules.

Since 1915, PURCHASING has been the PA's own magazine – the *one* business publication he reads regularly, the *one* magazine he finds most useful. PURCHASING gives you the largest available coverage of industrial purchasing executives. Shouldn't you, too, be in PURCHASING?



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A basic magazine on any industrial advertising schedule!

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company potential is in theory the sum of 27 times 3070 or 82,890 separate calculations. While this is the most elaborate application of our cards that we know of, the principle can easily be applied to a smaller number of industrial classes.

All questions on this material will be cheerfully answered by the staff of Market Statistics, Inc., which, serving as the research arm of SALES MANAGEMENT, has the major responsibility for its development. It is very likely that before the end of the calendar year, the release of data from the 1954 Census will make possible an updating of number of plants and value added by manufacture. Those interested in the use of the IBM cards underlying the data should write or phone Dr. Jay M. Gould, Managing Director of Market Statistics, Inc., 432 Fourth Avenue, New York 16, New York, MU 4-3559.

Value of Shipments

The estimates made by Peter B. B. Andrews and his "Future Sales Rating Board" (see regular SALES MANAGEMENT issues each year dated January 1, April 1, July 1, October1) represent not only close calculations by private industry experts in each 3-digit classifications, but governmental checking and estimates as well. Government authorities take no responsibility for these estimates, but a number of departmental and bureau executives and technicians have been extremely cooperative in affording guidance to Mr. Andrews and his board of experts. The results, given in the following pages, represent the only study of its kind in existence for the year 1953 and it will be many months before the government gets around to releasing any of its studies made for that year.

All dollar figures shown are "value of shipments", which may be defined as cost of materials, supplies, fuel, electric energy and contract work, plus the total of value added by manufacture. "Value added" approximates the value created in the manufacturing process.

The figures for 1953 are based on official data, including operating establishments' reports received in the 1953 Census Annual Survey of Manufactures. The 1953 sample numbered about 50,000 establishments out of a total of about 280,000 and it was somewhat larger than previous Annual Survey samples.

Neither the 1953 figures nor the 1955 estimates are comparable with the complete Census of Manufactures data for 1947, since for 1947 a number of industries included some products which were not classified into a particular class of products but were tabulated and published as "not specified by kind." For subsequent years, however, all products of the industry were classified into one or more of the product classes.

Some of the figures even for 1953 had to be estimated since Census data were not completely shown for some sub-divisional industries because of the unknown amount of duplication of one sub-divisional industry with another. Census did not show an estimate for a product class or an aggregate if it was felt to be at all inconsistent with related data, or the associated standard of error exceeded (with few exceptions) 15%.

Estimates made for these SALES MANAGEMENT final figures, therefore, brought a complete, comprehensive computation, though inevitably some relatively small duplication may exist in one sub-divisional industry with others in the homogenous groupings of product classes under the major standard two-digit classification.

It should be noted, too, that adding all the figures of each sub-divisional industry under the two-digit major classification does not necessarily bring the same figure as the total two-digit industry value of shipments as shown in published Annual Survey tables. This is so because the breaking out of some of the sub-divisional industries involved some estimating as to duplication of value of products totals, whereas the overall figures given by Census for the two-digit major classifications attempt to eliminate any duplication entirely. Moreover, the Census total industry figure comprises all shipments by establishments classified in the specified industry including their shipments of product classes primary to other industries but excluding shipments by establishments in other industries of product classes primary to the specified industry.

The 1955 estimates of value of products shipped are specifically comparable with the 1953 figures shown and are in the same breakdown of sub-divisional industries. These estimates for 1955 were reached by obtaining a consensus of estimated change for the year 1955 over 1953 from the Board of Analysts of Future Sales Ratings for each of the 138 industries shown. Average percentage of gain or loss in 1955 value of shipments over 1953 was applied and the final estimate reached for 1955.

The arrangement of "Value of Products Shipped" material is very simple: following the county by county estimates of employment within the 20 (2-digit) major classifications, we show the Andrews' estimates for the 3-digit divisional categories.



BE SURE TO CHECK ALL FACTORS

WHEN CONSIDERING A LOCATION TO SERVE THE GROWING WESTERN MARKET

You will discover

OGDEN, UTAH is the logical location due to:

- A central location to conveniently reach the entire western market.
- The largest rail switching terminal in the West.
- Low cost electric power.
- Availability of natural gas.
- Eleven motor truck lines radiating service over 3 federal and 5 state highways.
- Planned Industrial District Sites available.
- An ample supply of productive, loyal labor.
- Area complies with established industrial dispersion criteria.
- A community interested in the success of new business.

All communications in strictest confidence

WEBER COUNTY INDUSTRIAL BUREAU

SUITE 230 BEN LOMOND HOTEL OGDEN, UTAH



which of your sales points has the greatest appeal?

Knowing, for sure, can get you more business out of every dollar you spend for advertising.

Today there is a new and inexpensive way to identify and clarify your best sales appeals. It is a highly specialized type of personal sales investigation which we have developed over a period of many years.

We call it "Ditch-Digging" research. It digs into the interests and informational needs of your potential customers. Since our investigators do not identify themselves with our client, they can get the client's prospects to talk about things they normally wouldn't tell his salesmen.

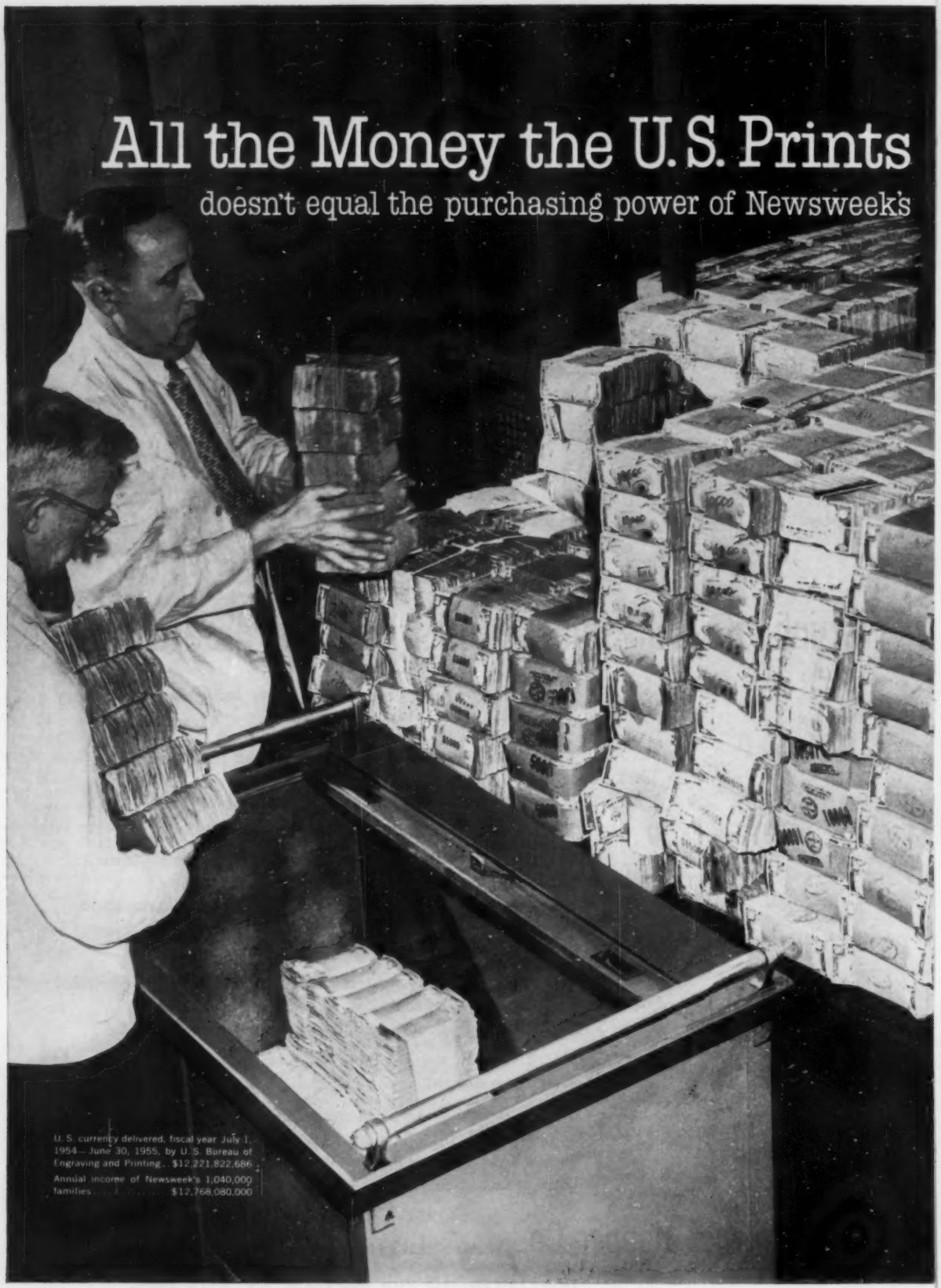
All of our trained investigators have had successful sales experience. They conduct each interview with an astute "sales sense" that smokes out the true picture of your best sales approaches.

This, inevitably, reduces the guesswork that hampers advertising effectiveness.

If you'd like to hear how other companies have used Hopper Company Sales Investigations to get "Ditch-Digging Advertising That Sells by Helping People Buy," just say the word. There are many actual cases we can tell you about.

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All the Money the U.S. Prints
doesn't equal the purchasing power of Newsweek's
U. S. currency delivered, fiscal year July 1, 1954—June 30, 1955, by U. S. Bureau of Engraving and Printing.. $12,221,822,686
Annual income of Newsweek's 1,040,000 families $12,768,080,000



in One Year

million-plus families . . . . . **Fact is,**

The median income of Newsweek's reader families is the second highest among all national magazines*

*Daniel Starch & Staff, Consumer Magazine Report

WHAT'S MORE—Newsweek delivers more readers in Business, Industry and Government... per advertising dollar... than any other weekly magazine.



Serving America's Most Significant Million

Summary of Industrial Potentials, 1955

Code No.	Industry	Employment (In Thousands) 1947	1955	Index of Change	Leading 100 Counties	% of U. S. Total
20	Food & Kindred Products	1,441.8	1,540.0	106.8	927.4	60.2
21	Tobacco Products	111.8	102.6	91.8	101.9	99.3
22	Textile Mill Products	1,233.4	1,047.9	85.0	780.2	68.7
23	Apparel & Related Products	1,081.8	1,196.7	110.5	879.7	73.6
24	Lumber & Products	635.7	724.7	114.0	274.0	37.8
25	Furniture & Fixtures	322.4	348.8	108.2	247.5	71.0
26	Paper & Allied Products	449.8	541.1	120.3	371.4	68.6
27	Printing & Publishing	715.5	802.1	112.1	619.0	77.2
28	Chemical & Allied Products	632.3	786.9	124.5	572.1	72.7
29	Petroleum & Coal Products	212.0	249.6	117.7	224.3	89.9
30	Rubber Products	250.1	268.8	111.5	269.1	93.2
31	Leather & Leather Products	383.2	398.8	104.1	302.7	75.9
32	Stone, Clay & Glass Products	482.1	526.5	113.9	334.3	63.5
33	Primary Metals	1,157.1	1,281.2	110.7	1,072.3	83.7
34	Fabricated Metal Products	971.5	1,076.6	110.8	854.3	79.4
35	Machinery (except Electrical)	1,545.3	1,554.0	100.6	1,221.8	78.6
36	Electrical Machinery	801.4	1,145.6	142.9	949.4	82.9
37	Transportation Equipment	1,181.7	1,849.8	156.5	1,675.9	90.6
38	Instruments & Related Products	232.0	337.3	145.4	287.3	85.2
39	Miscellaneous Industries	464.4	512.9	110.4	.....	....
	Manufacturing, Total	14,294.3	16,976.0	118.8	10,632.9	62.6
	Mining	943.0	785.0	83.2	1,511.2	65.1
	Contract Construction	1,982.0	2,557.0	129.0	1,558.1	60.9
	Public Utilities	2,565.0	2,882.0	112.4	1,959.2	68.0
	Wholesale Trade	2,410.0	2,880.0	119.5	2,082.2	72.3
	Finance, Insurance, & Real Estate	1,672.0	2,192.0	131.1	1,614.1	73.6
	Services	4,783.0	5,665.0	118.9	3,542.7	62.3

Manufacture of Food and Kindred Products, Leading Counties

SM Estimates for 100 counties with 60% of 1955 Employment — S.I.C. Code #20

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Cook, Ill.	92.1	Kings, N. Y.	28.7	Milwaukee, Wisc.	19.9	Essex, N. J.	16.6	Hamilton, Ohio	13.9
Los Angeles, Cal.	45.2	Wayne, Mich.	24.0	Allegheny, Pa.	18.0	Douglas, Neb.	16.1	Suffolk, Mass.	13.7
New York, N. Y.	32.2	St. Louis, Mo.	22.9	Queens, N. Y.	17.3	San Francisco, Cal.	15.3	Cuyahoga, Ohio	13.5
Philadelphia, Pa.	30.9	Baltimore, Md.	22.8	Santa Clara, Cal.	17.1	Alameda, Cal.	14.5	Jefferson, Ky.	13.1



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MARKET FACTS ABOUT THE DAIRY INDUSTRIES

Data FOLDERS for Advertisers and Advertising Agencies

Here are three information-packed brochures designed to make your market and media selection easier. Completely covers the vast and complex Dairy Industries and offers you an accurate, elucidating picture of this tremendous, profitable market. Here is a stable market — one that is growing steadily — a market you cannot overlook when planning future advertising schedules. Get a comprehensive picture of these markets — production charts by states for all dairy products — the processing of milk from farm to consumer — lists of advertisers — market coverage — product sales — equipment used — circulation and rates.

These brochures are designed to help you intelligently determine where your sales possibilities exist.

THE OLSEN PUBLICATIONS

pin-point separate and distinctly different branches of the Dairy Industries and together blanket the field. Write or phone for complete market data.

THESE FREE SERVICES AVAILABLE to complement your advertising and sales program — lists of jobbers and dealers — contact with salesmen calling at dairy plants — product listing in jobbers' and dealers' bulletins — monthly market letter — production statistics — data sheets — figures on sales potentials — counsel and advice when solicited.

Manufacture of Food Products, Leading Counties—(Cont'd)

SM Estimates for 100 counties with 60% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Erie, N. Y.	12.8
Middlesex, Mass.	11.6
Hudson, N. J.	11.6
Tarrant, Tex.	10.6
Dallas, Tex.	10.6
Orleans, La.	10.4
Marion, Ind.	9.9
Wyandotte, Kans.	9.6
Monroe, N. Y.	9.0
Fulton, Ga.	8.9
Hennepin, Minn.	8.8
Denver, Colo.	8.6
Harris, Tex.	8.5
Saint Clair, Ill.	8.1
King, Wash.	7.6
Camden, N. J.	7.4
Calhoun, Mich.	7.3
Shelby, Tenn.	7.3
Jackson, Mo.	7.2
Dakota, Minn.	7.1
Multnomah, Ore.	7.0
Franklin, Ohio	6.8
Black Hawk, Iowa	6.8
Buchanan, Mo.	6.7
Bexar, Tex.	6.5
Oklahoma, Okla.	6.2
Bronx, N. Y.	6.2
Sacramento, Cal.	6.1
Woodbury, Iowa	6.1
Dauphin, Pa.	5.8
Polk, Fla.	5.7
Fresno, Cal.	5.7
Ramsey, Minn.	5.6
San Joaquin, Cal.	5.6
Davidson, Tenn.	5.5
Linn, Iowa	5.4
Hillsborough, Fla.	5.1
Dane, Wisc.	5.0
Mower, Minn.	4.9
Henrico, Va.	4.9
Peoria, Ill.	4.8
Westchester, N. Y.	4.8
Jefferson, Ala.	4.7
Dade, Fla.	4.7
Washington, D. C.	4.4
Providence, R. I.	4.2
Minnehaha, S. D.	4.1
Vigo, Ind.	3.9
Berks, Pa.	3.8
Mecklenburg, N. C.	3.7
Essex, Mass.	3.7
Montgomery, Ohio	3.7
Lancaster, Pa.	3.7
Sedgwick, Kans.	3.6
Polk, Iowa	3.6
Kent, Mich.	3.6
Pierce, Wash.	3.6
Macon, Ill.	3.5
Duval, Fla.	3.5
Cumberland, Me.	3.5
Wapello, Iowa	3.4
Brown, Wisc.	3.2
Lucas, Ohio	3.2
Dubuque, Iowa	3.2
Greene, Mo.	3.2
Albany, N. Y.	3.1
Salt Lake, Utah	3.1
York, Pa.	3.1
Hampden, Mass.	3.0
Passaic, N. J.	3.0
San Diego, Cal.	3.0
Knox, Tenn.	3.0
Hartford, Conn.	3.0
Orange, Cal.	2.9
New Haven, Conn.	2.9
Vanderburgh, Ind.	2.9
Harrison, Miss.	2.8
Allen, Ind.	2.7
Norfolk, Va.	2.7
Sussex, Del.	2.6
Total Above Counties	927.4
% of U. S. A. Total	60.2

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
201	MEAT PRODUCTS—Fresh beef, veal, lamb and mutton, pork, lard, hides, skins and pelts, prepared meats, sausage casing, dressed poultry and small game: $12,121 million in 1953, compared with $12,970 million in 1955.
202	DAIRY PRODUCTS—Butter, cheese, concentrated milk, ice cream and other dairy products: $3,016 million in 1953, compared with $3,227 million in 1955.
203	CANNING, PRESERVING AND FREEZING—The entire range of fish, fruits, vegetables, baby foods, soups, jams, jellies, pickles, sauces and frozen foods: $3,513 million in 1953, compared with $3,759 million in 1955.
204	GRAIN-MILL PRODUCTS—Flour and meal, prepared animal feeds, cereal breakfast foods, milled rice and byproducts: $5,704 million in 1953, compared with $6,103 in 1955.
205	BAKERY PRODUCTS—Bread, rolls, cakes, pies, pastries, biscuits, crackers and pretzels: $3,950 million in 1953, compared with $4,227 in 1955.
206	SUGAR—Raw cane sugar, cane sugar refinery products and sugar beet products: $1,231 million in 1953, compared with $1,317 in 1955.
207	CONFECTIONERY & RELATED PRODUCTS—Chocolate and cocoa products, other confectionery products, salted, roasted and blanched nuts chewing gum and chewing gum base: $1,548 million in 1953 vs. $1,656 million in 1955.
208	BEVERAGES—Bottled soft drinks and carbonated water, brewery and malthouse products, wines and brandy and distillery products: $4,114 million in 1953, vs. $4,402 million in 1955.
209	MISCELLANEOUS FOOD PREPARATIONS—Leavening compounds, shortening and salad oils, margarine, corn products and starch, flavorings, macaroni and noodle products, roasted coffee, eggs (liquid, dried and frozen), potato chips, etc.: $4,965 million in 1953 vs. $5,313 million in 1955.

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Manufacture of Tobacco Products, Leading Counties

SM Estimates for 90 counties with 99% of 1955 Employment — S.I.C. Code #21

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
Forsyth, N. C.	12.3
Henrico, Va.	10.1
Jefferson, Ky.	8.6
Durham, N. C.	7.2
Philadelphia, Pa.	6.1
Hillsborough, Fla.	5.5
Luzerne, Pa.	4.2
Rockingham, N. C.	2.6
York, Pa.	2.5
Duval, Fla.	2.3
Dinwiddie, Va.	1.9
Hudson, N. J.	1.7
Wilson, N. C.	1.4
Lancaster, Pa.	1.4
Charleston, S. C.	1.3
Gadsden, Fla.	1.3
Robeson, N. C.	1.2
Allen, Ohio	1.2
Pitt, N. C.	1.1
Nash, N. C.	1.1
Orleans, La.	1.0
Lackawanna, Pa.	.9
Cook, Ill.	.9
Middlesex, N. J.	.9
New York, N. Y.	.9
St. Louis, Mo.	.9
Lenoir, N. C.	.8
Lehigh, Pa.	.8
Vance, N. C.	.8
Camden, N. J.	.7
Vanderburgh, Ind.	.7
Fayette, Ky.	.7
Wayne, N. C.	.7
Ohio, W. Va.	.7
Halifax, Va.	.7
Westchester, N. Y.	.6
Cabell, W. Va.	.6
Dallas, Ala.	.6
Mercer, N. J.	.5
Christian, Ky.	.5
Warren, Ky.	.5
Granville, N. C.	.5
Queens, N. Y.	.4
Essex, N. J.	.4
Shelby, Tenn.	.4
Johnston, N. C.	.4
Pittsylvania, Va.	.4
Northumberland, Pa.	.4
Norfolk, Va.	.4
Marshall, Ky.	.3
Hillsborough, N. H.	.3
Adams, Pa.	.3
Montgomery, Tenn.	.3
Davidson, Tenn.	.3
Bexar, Tex.	.3
Suffolk, Mass.	.3
Los Angeles, Cal.	.3
Sumner, Tenn.	.3
Dutchess, N. Y.	.3
Kings, N. Y.	.3
Cuyahoga, Ohio	.3
Wake, N. C.	.3
Lowndes, Ga.	.2
Greene, Tenn.	.2
Wayne, Mich.	.2
Hampshire, Mass.	.2
Weakley, Tenn.	.2
Lucas, Ohio	.2
Edgecombe, N. C.	.2
Pinellas, Fla.	.2
Dauphin, Pa.	.2
Berks, Pa.	.2
Auglaize, Ohio	.2
Coffee, Ga.	.2
Hamilton, Ohio	.2
Hancock, Ohio	.2
Mason, Ky.	.2
New Haven, Conn.	.1
Hartford, Conn.	.1
Boyle, Ky.	.1
Milwaukee, Wisc.	.1
Baltimore, Md.	.1
Henderson, Ky.	.1
Marion, S. C.	.1
Nottoway, Va.	.1
Prince Edward, Va.	.1
Bronx, N. Y.	.1
San Francisco, Cal.	.1
Passaic, N. J.	.1
Fairfield, Conn.	.1
Hampden, Mass.	.1
Total Above Counties	101.9
% of U. S. A. Total	99.3

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
211	CIGARETTES—$1,644 million in 1953, compared with $1,710 million in 1955.
212	CIGARS—$357 million in 1953, compared with $380 million in 1955.
213	CHEWING & SMOKING TOBACCO—Snuff: $180 million in 1953, vs. $191 million in 1955.
214	TOBACCO STEMMING & REDRYING—$1,035 million in 1953, vs. $1,076 million in 1955.

Manufacture of Textile Mill Products, Leading Counties

SM Estimates for 100 counties with 69% of 1955 Employment — S.I.C. Code #22

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
Philadelphia, Pa.	34.3
Providence, R. I.	34.2
Gaston, N. C.	23.7
Spartanburg, S. C.	20.5
Bristol, Mass.	19.6
Greenville, S. C.	19.5
Passaic, N. J.	19.1
Guilford, N. C.	19.0
Cabarrus, N. C.	15.1
New York, N. Y.	15.0
Middlesex, Mass.	14.5
Berks, Pa.	14.2
Anderson, S. C.	13.8
Worcester, Mass.	12.8
Alamance, N. C.	12.0
Essex, Mass.	11.0
Pittsylvania, Va.	10.4
Muscogee, Ga.	10.0
Montgomery, N. Y.	9.5
Lancaster, Pa.	9.1
York, S. C.	8.7
Catawba, N. C.	8.6
Forsyth, N. C.	8.4
Kings, N. Y.	8.2
Mecklenburg, N. C.	7.3
Troup, Ga.	7.2
Hamilton, Tenn.	7.2
Fairfield, Conn.	7.0
Chambers, Ala.	7.0
York, Me.	6.9
Hillsborough, N. H.	6.6
Montgomery, Pa.	6.5
Cleveland, N. C.	6.4
Greenwood, S. C.	6.4
Windham, Conn.	6.3
Randolph, N. C.	6.0
Hudson, N. J.	5.9
Lehigh, Pa.	5.9
Androscoggin, Me.	5.8
Fulton, Ga.	5.7
Cook, Ill.	5.7
Berkshire, Mass.	5.6
Laurens, S. C.	5.5
Hampden, Mass.	5.4
Knox, Tenn.	5.4
Bergen, N. J.	5.4
New London, Conn.	5.2
Lancaster, S. C.	5.1
Floyd, Ga.	5.1
Spaulding, Ga.	5.0
Rockingham, N. C.	5.0
Westchester, N. Y.	4.9
Davidson, N. C.	4.9
Cuyahoga, Ohio	4.9
Aiken, S. C.	4.9
Rutherford, N. C.	4.8
Upson, Ga.	4.7
Hartford, Conn.	4.7
Rowan, N. C.	4.7
Union, S. C.	4.7
Luzerne, Pa.	4.6
Pickens, S. C.	4.6
Walker, Ga.	4.4
Kent, R. I.	4.4
Norfolk, Mass.	4.4
Lackawanna, Pa.	4.3
Talladega, Ala.	4.2
Chester, S. C.	4.2
Iredell, N. C.	4.2
Northampton, Pa.	4.2
Stanly, N. C.	4.1
Tallapoosa, Ala.	4.0
Burke, N. C.	4.0
Surry, N. C.	3.9
Delaware, Pa.	3.8
Richmond, N. C.	3.6
Polk, Ga.	3.6
Calhoun, Ala.	3.6
Oneida, N. Y.	3.5
Chattooga, Ga.	3.5
Essex, N. J.	3.5
Caldwell, N. C.	3.4
Richmond, Ga.	3.4
Tolland, Conn.	3.3
Queens, N. Y.	3.3
Durham, N. C.	3.3
York, Pa.	3.3
Buncombe, N. C.	3.2
Washington, R. I.	3.2
Halifax, N. C.	3.2
Los Angeles, Cal.	3.1
Kennebec, Me.	3.1
Cherokee, S. C.	3.1
Coweta, Ga.	3.0
Oconee, S. C.	3.0
Davidson, Tenn.	2.9
Columbia, Pa.	2.8
Orange, N. Y.	2.8
Newberry, S. C.	2.8
Etowah, Ala.	2.8
Total Above Counties	720.2
% of U. S. A. Total	68.7

INDUSTRIAL SALES DATA FOR ALL COUNTIES

Industrial data for all counties—not just the leading 100—are available on IBM cards. Address Market Statistics, Inc., 432 Fourth Avenue, New York 16, N.Y. Phone MUrray Hill 4-3559.

Manufacture of Textile Mill Products, Leading Counties—(Cont'd)

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
221	WOOLEN & WORSTED MANUFACTURES—Scoured wool, yarns, woolen and worsted fabrics, and finishing wool textiles: $1,963 million in 1953, vs. $2,022 million in 1955.
222	YARN & THREAD MILLS, EXCEPT FABRICS—Thrown yarns, thread, and yarns spun on cotton system: $1,096 million in 1953, compared with $1,129 million in 1955.
223	COTTON & RAYON BROAD-WOVEN FABRICS—Cotton broad-woven fabrics in the gray and synthetic and silk broad-woven fabrics in the gray: $4,716 million in 1953 vs. $4,900 million in 1955.
224	NARROW FABRIC MILLS—$292 million in 1953, vs. $301 million in 1955.
225	KNITTING MILLS—Hosiery, knit outerwear and underwear, knit gloves, mittens, knit fabrics. $2,337 million in 1953, compared with $2,407 million in 1955.
226	FINISHING TEXTILES, EXCEPT WOOL—$853 million in 1953, compared with $879 million in 1955.
227	CARPETS & RUGS—Carpets, rugs and mats of wool and other fibers, and hard-surfaced floor coverings: $837 million in 1953, compared with $872 million in 1955.
228	HATS, EXCEPT CLOTH & MILLINERY—$142 million in 1953, compared with $146 million in 1955.
229	MISCELLANEOUS TEXTILE GOODS—Felt goods except woven felt and hats, lace goods, paddings and upholstery filling, processed waste and recovered fibers, coated fabrics, jute, cordage and twine: $977 million in 1953, vs. $1,110 million in 1955.

Manufacture of Apparel and Related Products, Leading Counties

SM Estimates for 100 counties with 74% of 1955 Employment — S.I.C. Code #23

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
New York, N. Y.	230.0
Kings, N. Y.	49.5
Philadelphia, Pa.	45.4
Los Angeles, Cal.	42.9
Cook, Ill.	37.5
Suffolk, Mass.	20.6
Hudson, N. J.	19.4
Luzerne, Pa.	18.0
Bristol, Mass.	16.7
Baltimore, Md.	16.2
St. Louis, Mo.	14.7
Passaic, N. J.	11.2
Essex, N. J.	10.8
Cuyahoga, Ohio	10.4
Lackawanna, Pa.	10.1
Monroe, N. Y.	9.3
Dallas, Tex.	9.1
Bronx, N. Y.	9.0
Schuylkill, Pa.	9.0
Northampton, Pa.	9.0
Queens, N. Y.	8.9
Lehigh, Pa.	8.9
Hamilton, Ohio	8.0
San Francisco, Cal.	7.5
Jackson, Mo.	7.4
Middlesex, N. J.	7.0
Fairfield, Conn.	6.8
Fulton, Ga.	6.7
New Haven, Conn.	6.5
Westchester, N. Y.	6.3
Middlesex, Mass.	5.4
Bergen, N. J.	5.2
Orleans, La.	5.2
Lancaster, Pa.	5.1
Hennepin, Minn.	5.1
Dade, Fla.	5.0
Union, N. J.	4.9
Rensselaer, N. Y.	4.9
Montgomery, Pa.	4.8
Worcester, Mass.	4.8
York, Pa.	4.8
Northumberland, Pa.	4.5
Wayne, Mich.	4.4
Cabarrus, N. C.	4.3
Milwaukee, Wisc.	4.1
Monmouth, N. J.	4.1
Berks, Pa.	4.0
Cumberland, N. J.	3.9
Orange, N. Y.	3.7
Atlantic, N. J.	3.7
Greenville, S. C.	3.7
Hampden, Mass.	3.7
Erie, N. Y.	3.5
Ulster, N. Y.	3.3
Tarrant, Tex.	3.2
Bucks, Pa.	3.1
Lebanon, Pa.	3.1
Guilford, N. C.	3.0
Dauphin, Pa.	2.9
Ramsey, Minn.	2.9
Bexar, Tex.	2.9
Knox, Tenn.	2.8
El Paso, Tex.	2.8
Davidson, Tenn.	2.7
Lycoming, Pa.	2.6
Essex, Mass.	2.6
Nassau, N. Y.	2.6
Providence, R. I.	2.6
Albany, N. Y.	2.5
Suffolk, N. Y.	2.4
Cambria, Pa.	2.4
Franklin, Pa.	2.4
Carbon, Pa.	2.4
Henrico, Va.	2.3
Whitfield, Ga.	2.2
King, Wash.	2.2
Graves, Ky.	2.2
Dutchess, N. Y.	2.1
Greenwood, S. C.	2.1
Multnomah, Ore.	2.1
Cumberland, Pa.	2.0
Hartford, Conn.	1.9
Harris, Tex.	1.9
Rockingham, N. C.	1.8
McLennan, Tex.	1.8
Roanoke, Va.	1.8
Campbell, Va.	1.8
Shelby, Tenn.	1.8
Mercer, N. J.	1.7
Jefferson, Ky.	1.7
Camden, N. J.	1.7
Cabell, W. Va.	1.6
Marion, Ind.	1.6
Floyd, Ga.	1.6
Denver, Colo.	1.6
Morris, N. J.	1.6
St. Joseph, Ind.	1.5
Covington, Ala.	1.5
Carroll, Md.	1.4
Frederick, Md.	1.4
Total Above Counties	879.7
% of U. S. A. Total	73.6

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
231	MEN'S & BOYS' SUITS & COATS—$1,233 million in 1953, compared with $1,307 million in 1955.
232	MEN'S & BOYS' FURNISHINGS—Shirts, underwear, nightwear, neckwear, separate trousers, work and sport apparel: $1,780 million in 1953, compared with $1,887 million in 1955.
233	WOMEN'S & MISSES' OUTERWEAR—Blouses, waists, dresses, household apparel, suits, coats, skirts, neckwear and scarves: $3,703 million in 1953, vs. $3,935 million in 1955.
234	WOMEN'S & CHILDREN'S UNDERGARMENTS—Underwear and nightwear, corsets and allied garments: $1,141 million in 1953, compared with $1,219 million in 1955.
235	MILLINERY (trimmed hats)—$153 million in 1953, compared with $171 million in 1955.
236	CHILDREN'S OUTERWEAR—Children's and infants' dresses, blouses, waists, shirts and coats: $512 million in 1953, vs. $557 million in 1955.
238	MISCELLANEOUS APPAREL & ACCESSORIES—Dress and semi-dress gloves and mittens, fabric and combination-fabric leather work gloves and mittens, suspenders, garters, robes, dressing gowns, raincoats, leather and sheep-lined clothing, belts, handkerchiefs and apparel not elsewhere classified: $504 million in 1953 vs. $538 million in 1955.
239	MISCELLANEOUS FABRICATED TEXTILES—Curtains and draperies except lace, house furnishings, bedding materials and towels, textile bags canvas products, trimmings, stamped art goods, needlework, etc.: $1,384 million in 1953 vs. $1,446 million in 1955.

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Manufacture of Lumber and Products, Leading Counties

SM Estimates for 100 counties with 38% of 1955 Employment — S.I.C. Code #24

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
Lane, Ore.	12.2
Humboldt, Cal.	11.1
Douglas, Ore.	9.4
Cook, Ill.	8.9
Los Angeles, Cal.	7.9
Multnomah, Ore.	7.8
Coos, Ore.	7.1
Grays Harbor, Wash.	6.7
Cowlitz, Wash.	6.3
King, Wash.	6.1
Shelby, Tenn.	5.9
Linn, Ore.	5.8
Pierce, Wash.	5.1
Snohomish, Wash.	5.1
Mendocino, Cal.	4.1
Jackson, Ore.	4.0
Jefferson, Ky.	3.9
Siskiyou, Cal.	3.2
Oxford, Me.	3.2
Klamath, Ore.	3.1
Penobscot, Me.	2.8
Lassen, Cal.	2.7
Chatham, Ga.	2.6
Phillips, Ark.	2.5
New York, N. Y.	2.5
Thurston, Wash.	2.5
Somerset, Me.	2.4
Spokane, Wash.	2.4
Shasta, Cal.	2.3
Clackamas, Ore.	2.3
Columbia, Ore.	2.2
Winnebago, Wisc.	2.2
Rapides, La.	2.1
Jones, Miss.	2.1
Wayne, Mich.	2.1
Dubuque, Iowa	2.1
Montgomery, Ala.	2.1
Clarke, Ala.	2.1
Floyd, Ind.	2.0
Tuscaloosa, Ala.	2.0
Harris, Tex.	2.0
Montgomery, Tex.	2.0
Lewis, Wash.	2.0
Marathon, Wisc.	1.9
Hinds, Miss.	1.9
Clallam, Wash.	1.9
Fulton, Ga.	1.9
Henrico, Va.	1.9
Norfolk, Va.	1.9
Pulaski, Ark.	1.9
Hennepin, Minn.	1.9
Milwaukee, Wisc.	1.9
Lincoln, Ore.	1.9
Mobile, Ala.	1.9
Bradley, Ark.	1.9
Franklin, Me.	1.8
Tippecanoe, Ind.	1.8
Whatcom, Wash.	1.8
St. Louis, Mo.	1.8
Angelina Tex.	1.8
Philadelphia, Pa.	1.8
Baltimore, Md.	1.8
Plumas, Cal.	1.8
Jefferson, Ala.	1.8
St. Louis, Minn.	1.8
Kings, N. Y.	1.8
Skagit, Wash.	1.8
Marion, Ore.	1.8
Hillsborough, N. H.	1.7
Clatsop, Ore.	1.7
Deschutes, Ore.	1.7
Sumter, S. C.	1.7
Pacific, Wash.	1.7
Cumberland, Me.	1.6
Polk, Ore.	1.6
Tangipahoa, La.	1.6
Josephine, Ore.	1.6
Union, Ark.	1.6
Washington, Ore.	1.6
Nansemond, Va.	1.6
Tillamook, Ore.	1.6
Choctaw, Ala.	1.6
Taylor, Fla.	1.5
Lauderdale, Miss.	1.5
Orangeburg, S. C.	1.5
Butte Cal.	1.5
Dallas, Ala.	1.5
Bowie, Tex.	1.5
Benton, Ore.	1.5
Davidson, N. C.	1.5
Alameda, Cal.	1.5
Bibb, Ga.	1.4
Duval, Fla.	1.4
Wood, Wisc.	1.4
Missoula, Mont.	1.4
Queens, N. Y.	1.4
Eldorado, Cal.	1.4
McCurtain, Okla.	1.4
Hampton, S. C.	1.4
Wilcox, Ala.	1.4
Total Above Counties	274.0
% of U. S. A. Total	37.8

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
241	LOGGING & LOGGING CONTRACTORS—Logs and pulpwood produced, $582 million in 1953, compared with $629 million in 1955.
242	LUMBER & TIMBER BASIC PRODUCTS—Sawmill and planing mill products, veneer, shingles and shakes, cooperage stock and excelsior products: $3,332 million in 1953, vs. $3,599 million in 1955.
243	MILLWORK & RELATED PRODUCTS—Window and door frames, doors, wood sash, plywood and prefabricated wood products: $1,501 million in 1953, compared with $1,630 million in 1955.
244	WOODEN CONTAINERS—All varieties of wooden boxes, fruit and vegetable baskets, rattan and willow ware and cooperage: $615 million in 1953, vs. $664 million in 1955.
249	MISCELLANEOUS WOOD PRODUCTS—Wood preserving, lasts and related products, frames for mirrors and pictures, handles, furniture parts, ladders and wood products not elsewhere classified: $739 million in 1953, vs. $798 million in 1955.

Manufacture of Furniture and Fixtures, Leading Counties

SM Estimates for 100 counties with 71% of 1955 Employment — S.I.C. Code #25

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
Cook, Ill.	18.0
Los Angeles, Cal.	17.4
New York, N. Y.	8.7
Kent, Mich.	7.8
Kings, N. Y.	7.0
Philadelphia, Pa.	5.5
Worcester, Mass.	5.4
St. Louis, Mo.	5.3
Chautauqua, N. Y.	5.0
Guilford, N. C.	4.6
Trumbull, Ohio	4.4
York, Pa.	4.4
Kane, Ill.	4.3
Hamilton, Ohio	4.2
Caldwell, N. C.	4.1
Cuyahoga, Ohio	4.0
Kenosha Wisc.	3.8
Catawba N. C.	3.7
Mahoning, Ohio	3.7
Baltimore, Md.	3.6
Wayne, Mich.	3.4
Fulton, Ga.	3.4
Jefferson, Ky.	3.2
Dade, Fla.	3.1
Shelby, Tenn.	3.1
Davidson, N. C.	2.9
Burke, N. C.	2.9
Henry, Va.	2.8
San Francisco, Cal.	2.8
Muskegon, Mich.	2.4
Middlesex, Mass.	2.3
Erie, N. Y.	2.3
Union, N. J.	2.3
Dallas, Tex.	2.3
Winnebago, Ill.	2.2
Suffolk, Mass.	2.2
Sebastian, Ark.	2.1
Multnomah, Ore.	2.1
Queens, N. Y.	2.1
Allegheny, Pa.	2.0
Dubois, Ind.	2.0
Stark, Ohio	2.0
Hinds, Miss.	1.9
Harris, Tex.	1.8
Hudson, N. J.	1.8
Cattaraugus, N. Y.	1.7
Northumberland, Pa.	1.6
Bronx, N. Y.	1.5
Iredell, N. C.	1.5
Sheboygan, Wisc.	1.5
Lycoming, Pa.	1.5
Manitowoc, Wisc.	1.5
Erie, Pa.	1.4
St. Joseph, Ind.	1.4
Alameda, Cal.	1.4
Vanderburgh, Ind.	1.4
Hamilton, Tenn.	1.4
Pierce, Wash.	1.4
Elkhart, Ind.	1.4
Surry, N. C.	1.3
Hennepin, Minn.	1.3
Essex, N. J.	1.3
Milwaukee, Wisc.	1.3
Perry, Ind.	1.3
Roanoke, Va.	1.3
Nassau, N. Y.	1.2
Randolph, N. C.	1.2
Columbiana, Ohio	1.2
Tarrant, Tex.	1.2
Ottawa, Mich.	1.2
Campbell, Va.	1.1
Monroe, N. Y.	1.1
Kankakee, Ill.	1.1
Davidson, Tenn.	1.0
Jackson, Mo.	1.0
Forsyth, N. C.	1.0
Marion, Ind.	1.0
McDowell, N. C.	1.0
La Porte, Ind.	1.0
Stephens, Ga.	1.0
Du Page, Ill.	1.0
Carroll, Va.	1.0
King, Wash.	1.0
Oklahoma, Okla.	.9
Orleans, La.	.9

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Manufacture of Furniture and Fixtures, Leading Counties—(Cont'd)

SM Estimates for 100 counties with 71% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Wilkes, N. C.	.9
Washington, Va.	.9
Broome, N. Y.	.9
Ramsey, Minn.	.8
Sumter, S. C.	.8
Hamblen, Tenn.	.8
Mecklenburg, N. C.	.8
Jefferson, Ala.	.8
Pulaski, Va.	.8
Bartholomew, Ind.	.7
Middlesex, N. J.	.7
Floyd, Ind.	.7
Franklin, Ohio	.7
Bristol, Mass.	.7
Shelby, Ind.	.7
Total Above Counties	247.5
% of U. S. A. Total	71.0

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
251	HOUSEHOLD FURNITURE—Wood house furniture upholstered and not upholstered, metal household furniture, mattresses and bedsprings, and household furniture not elsewhere classified: $2,472 million in 1953, vs. $2,695 million in 1955.
252	OFFICE FURNITURE—Both metal and wood: $222 million in 1953, compared with $249 million in 1955.
254	PARTITIONS & FIXTURES—Shelving, lockers, cases, cabinets, counters and other fixtures: $246 million in 1953, vs. $270 million in 1955.
256	SCREENS, SHADES & BLINDS—$238 million in 1953, compared with $259 million in 1955.

Manufacture of Paper and Allied Products, Leading Counties

SM Estimates for 100 counties with 69% of 1955 Employment — S.I.C. Code #26

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Cook, Ill.	21.7
New York, N. Y.	11.3
Philadelphia, Pa.	10.5
Los Angeles, Cal.	10.0
Kalamazoo, Mich.	10.0
Kings, N. Y.	9.5
Wayne, Mich.	8.3
Middlesex, Mass.	8.2
Ramsey, Minn.	7.9
Hampden, Mass.	7.7
Winnebago, Wisc.	7.6
Butler, Ohio	7.5
St. Louis, Mo.	6.7
Mobile, Ala.	6.0
Hudson, N. J.	5.7
Chatham, Ga.	5.7
Hamilton, Ohio	5.6
Worcester, Mass.	5.3
Niagara, N. Y.	5.1
Queens, N. Y.	5.1
Bergen, N. J.	4.9
Outagamie, Wisc.	4.9
Wood, Wisc.	4.9
Cuyahoga, Ohio	4.5
Milwaukee, Wisc.	4.5
Baltimore, Md.	4.4
Penobscot, Me.	4.0
Oswego, N. Y.	3.9
Brown, Wisc.	3.8
Allegany, Md.	3.5
Essex, N. J.	3.5
Saratoga, N. Y.	3.5
Shelby, Tenn.	3.5
Clark, Wash.	3.4
Henrico, Va.	3.3
Monroe, Mich.	3.2
Montgomery, Ohio	3.1
Escambia, Fla.	3.1
Cumberland, Me.	3.1
Oxford, Me.	3.1
Coos, N. H.	3.0
Suffolk, Mass.	3.0
Kennebec, Me.	3.0
Berkshire, Mass.	2.9
Harris, Tex.	2.9
Marathon, Wisc.	2.8
Fulton, Ga.	2.8
Jefferson, La.	2.7
Alameda, Cal.	2.7
Erie, N. Y.	2.7
Cowlitz, Wash.	2.7
Erie, Pa.	2.6
York, Pa.	2.6
Washington, La.	2.6
New Haven, Conn.	2.6
Snohomish, Wash.	2.5
Morehouse, La.	2.5
Northampton, Pa.	2.4
Jefferson, N. Y.	2.4
Jones, Miss.	2.4
Delaware, Pa.	2.4
Georgetown, S. C.	2.3
Ouachita, La.	2.3
Allegheny, Pa.	2.3
Marion, Ind.	2.2
Bucks, Pa.	2.2
Duval, Fla.	2.2
Clackamas, Ore.	2.2
Camden, N. J.	2.2
Essex, Mass.	2.1
Alleghany, Va.	2.1
Dallas, Tex.	2.1
Haywood, N. C.	2.0
Ouachita, Ark.	2.0
Chester, Pa.	2.0
Will, Ill.	2.0
Kane, Ill.	1.9
Berrien, Mich.	1.9
Providence, R. I.	1.8
Albany, N. Y.	1.8
Jackson, Miss.	1.8
St. Lawrence, N. Y.	1.8
Koochiching, Minn.	1.8
Jackson, Mo.	1.8
Middlesex, N. J.	1.8
Ross, Ohio	1.8
Rockland, N. Y.	1.8
Hennepin, Minn.	1.7
Monroe, N. Y.	1.7
Marinette, Wisc.	1.7
New London, Conn.	1.7
Montgomery, Pa.	1.7
Hartford, Conn.	1.7
Blair, Pa.	1.7
Washington, N. Y.	1.6
Darlington, S. C.	1.6
Carlton, Minn.	1.6
Tuscaloosa, Ala.	1.6
Madison, Ill.	1.6
Kent, Mich.	1.6
Total Above Counties	371.4
% of U. S. A. Total	68.6

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
261	PULP, PAPER & PAPERBOARD—Basic pulp, paper and paper board including construction paper and board: $5,374 million in 1953, vs. $6,180 million in 1955.
264	PAPER COATING & GLAZING—Coating for printing, waxing, gumming, etc.: $650 million in 1953, compared with $758 million in 1955.
265	ENVELOPES—$184 million in 1953 vs. $214 million in 1955.
266	PAPER BAGS—Grocery, variety, specialty and shipping bags: $647 million in 1953 vs. $744 million in 1955.
267	PAPERBOARD CONTAINERS & BOXES—Cartons, boxes, fiber cans, tubes, drums, etc.: $2,247 million in 1953, vs. $2,584 million in 1955.
269	PULP GOODS & MISCELLANEOUS PAPER PRODUCTS—Die-cut paper and board, wall paper, pulp goods pressed and molded, and converted paper products not elsewhere classified: $1,470 million in 1953, vs. $1,891 in 1955.

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Printing and Publishing, Leading Counties

SM Estimates for 100 counties with 77% of 1955 Employment — S.I.C. Code #27

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
New York, N. Y.	114.4
Cook, Ill.	77.5
Philadelphia, Pa.	31.0
Los Angeles, Cal.	25.3
Suffolk, Mass.	15.4
Wayne, Mich.	14.0
Cuyahoga, Ohio	13.4
St. Louis, Mo.	11.9
Hamilton, Ohio	11.6
San Francisco, Cal.	10.7
Milwaukee, Wisc.	10.6
Washington, D. C.	10.3
Baltimore, Md.	9.0
Ramsey, Minn.	8.7
Montgomery, Ohio	8.1
Jackson, Mo.	8.0
Kings, N. Y.	7.8
Allegheny, Pa.	7.6
Westchester, N. Y.	6.7
Hennepin, Minn.	6.4
Nassau, N. Y.	6.3
Marion, Ind.	5.4
Essex, N. J.	5.4
Dallas, Tex.	5.4
Erie, N. Y.	5.3
Davidson, Tenn.	5.3
Jefferson, Ky.	5.2
Monroe, N. Y.	4.9
Middlesex, Mass.	4.8
Hampden, Mass.	4.7
Hudson, N. J.	4.3
Polk, Iowa	4.3
Fairfield, Conn.	4.2
Fulton, Ga.	4.2
Harris, Tex.	4.1
Franklin, Ohio	4.1
New Haven, Conn.	3.8
Denver, Colo.	3.8
Queens, N. Y.	3.8
King, Wash.	3.6
Providence, R. I.	3.3
Alameda, Cal.	3.3
Dade, Fla.	3.3
Clark, Ohio	3.2
Worcester, Mass.	3.2
Albany, N. Y.	3.2
Multnomah, Ore.	3.1
Hartford, Conn.	2.9
Bronx, N. Y.	2.9
Henrico, Va.	2.8
Tarrant, Tex.	2.6
Union, N. J.	2.5
Orleans, La.	2.4
Middlesex, N. J.	2.4
Bexar, Tex.	2.4
Niagara, N. Y.	2.3
Passaic, N. J.	2.3
Jefferson, Ala.	2.3
Bergen, N. J.	2.3
Lackawanna, Pa.	2.1
Kent, Mich.	2.1
Shawnee, Kans.	2.0
Dutchess, N. Y.	2.0
Racine, Wisc.	2.0
Kane, Ill.	2.0
York, Pa.	2.0
Onondaga, N. Y.	1.9
Schenectady, N. Y.	1.9
Oklahoma, Okla.	1.9
Douglas, Neb.	1.9
Summit, Ohio	1.8
Shelby, Tenn.	1.8
Lucas, Ohio	1.8
Delaware, Pa.	1.7
Sedgwick, Kans.	1.6
Sullivan, Tex.	1.6
San Diego, Cal.	1.6
Norfolk, Mass.	1.6
Tulsa, Okla.	1.6
Duval, Fla.	1.6
Stark, Ohio	1.6
Lancaster, Pa.	1.6
Salt Lake, Utah	1.5
Mecklenburg, N. C.	1.5
Will, Ill.	1.4
Lake, Ind.	1.4
Ogle, Ill.	1.4
Maricopa, Ariz.	1.3
Camden, N. J.	1.3
Santa Clara, Cal.	1.3
Northampton, Pa.	1.3
Montgomery, Ind.	1.3
Peoria, Ill.	1.2
Bristol, Mass.	1.2
Spokane, Wash.	1.2
Luzerne, Pa.	1.2
Hillsborough, Fla.	1.2
Chemung, N. Y.	1.2
Winnebago, Wisc.	1.1
Montgomery, Pa.	1.1
Total Above Counties	619.0
% of U. S. A. Total	77.2

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
271	NEWSPAPERS—$2,833 million in 1953 vs. $3,031 million in 1955.
272	PERIODICALS—$1,444 million in 1953 vs. $1,548 million in 1955.
273	BOOKS & PAMPHLETS & PRINTING—$709 million in 1953, compared with $740 million in 1955.
274	MISCELLANEOUS PUBLISHING—$167 million in 1953, vs. $179 million in 1955.
275	COMMERCIAL PRINTING—Letterpress, offset and gravure printing, and exclusive of publication printing: $2,163 million in 1953, vs. $2,314 in 1955.
276	LITHOGRAPHING—$757 million in 1953 vs. $810 million in 1955.
277	GREETING CARDS—$172 million in 1953 vs. $194 million in 1955.
278	BOOKBINDING & RELATED INDUSTRIES—Bookbinding, blankbooks and paper ruling, looseleaf binding and devices and receipts for miscellaneous bookbinding work: $269 million in 1953, vs. $295 million in 1955.
279	PRINTING TRADES SERVICE INDUSTRIES—Typesetting, engraving and plate printing, photoengraving, electrotyping and stereotyping: $430 million in 1953, vs. $463 million in 1955.

Manufacture of Chemicals and Allied Products, Leading Counties

SM Estimates for 100 counties with 73% of 1955 Employment — S.I.C. Code #28

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Cook, Ill.	30.3
Wayne, Mich.	18.8
Philadelphia, Pa.	17.6
Los Angeles, Cal.	16.3
Kanawha, W. Va.	15.4
Middlesex, N. J.	15.1
St. Louis, Mo.	14.7
Union, N. J.	13.1
Hamilton, Ohio	12.8
Hudson, N. J.	12.5
Kings, N. Y.	11.8
Benton, Wash.	11.5
Cuyahoga, Ohio	11.2
Essex, N. J.	11.1
New York, N. Y.	10.8
Sullivan, Tenn.	10.4
Harris, Tex.	9.8
Baltimore, Md.	9.6
Niagara, N. Y.	9.4
Erie, N. Y.	9.1
Marion, Ind.	8.5
East Baton Rouge, La.	7.3
Salem, N. J.	7.2
Jefferson, Ky.	7.0
Middlesex, Mass.	6.8
Midland, Mich.	6.5
Davidson, Tenn.	6.3
Clark, Ind.	6.3
Wyandotte, Kans.	6.2
Queens, N. Y.	5.8
Allegheny, Pa.	5.7
Anderson, Tenn.	5.6
Saint Clair, Ill.	5.5
Rockland, N. Y.	5.4
Lake, Ohio	5.4
Chesterfield, Va.	5.4
Bernalillo, N. M.	5.3
Alameda, Cal.	5.2
Passaic, N. J.	4.9
Hamilton, Tenn.	4.8
Johnson, Kans.	4.8
Somerset, N. J.	4.7
Escambia, Fla.	4.6
Carter, Tenn.	4.5
Will, Ill.	4.5
Giles, Va.	4.4
Bergen, N. J.	4.2
Shelby, Tenn.	4.2
Allegany, Md.	4.0
Lake, Ill.	3.9
Onondaga, N. Y.	3.9
Delaware, Pa.	3.8
New Castle, Del.	3.8
Galveston, Tex.	3.7
Sussex, Del.	3.5
Milwaukee, Wisc.	3.5
Lake, Ind.	3.5
Buncombe, N. C.	3.4
Aiken, S. C.	3.3
Hampden, Mass.	3.2
Augusta, Va.	3.2
Contra Costa, Cal.	3.1
New Haven, Conn.	3.1
Summit, Ohio	3.1
Brazoria, Tex.	3.1
Kalamazoo, Mich.	3.0
Henry, Va.	3.0
Fulton, Ga.	2.8
Bucks, Pa.	2.8
Hennepin, Minn.	2.8
Camden, N. J.	2.7
Roanoke, Va.	2.7
Mifflin, Pa.	2.7
Calcasieu, La.	2.7
Wood, W. Va.	2.6

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PLASTICS TECHNOLOGY

THE MAGAZINE OF APPLIED ENGINEERING

circulation analysis*

by types of manufacturers or processors and by functions

manufacturers or processors served

molders, extruders, fabricators, laminators, producers of film and sheeting	62.9%	6411
producers of basic materials	17.1%	1747
industrial end-users of plastic components and parts	6.1%	619
manufacturers of machinery and equipment, independent laboratories, government agencies engaged in plastics development	13.9%	1413

functions

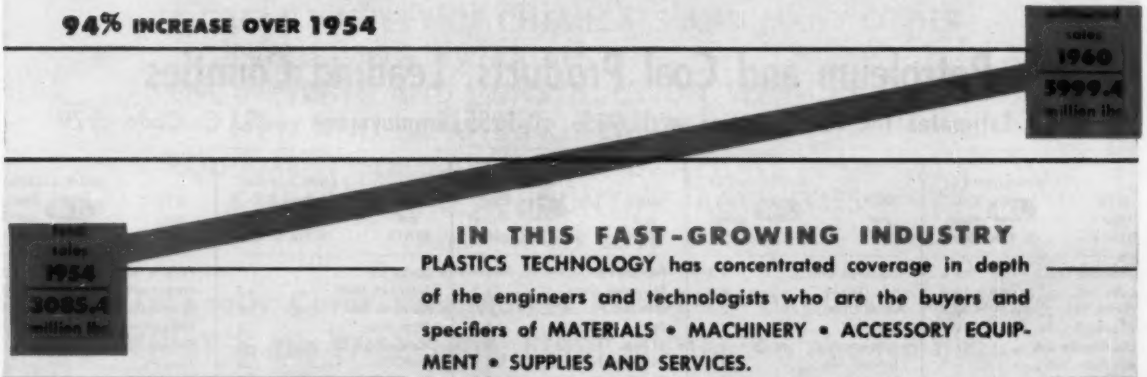
management	25.5%	2601
design, applied research, development and technical service	44.7%	4558
plant operation	24.3%	2418
company libraries	5.5%	533

* Based on 10,190 circulation (June, 1955)

MARKET FORECAST FOR 1960 VERSUS 1954

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PLASTICS TECHNOLOGY has concentrated coverage in depth of the engineers and technologists who are the buyers and specifiers of MATERIALS • MACHINERY • ACCESSORY EQUIPMENT • SUPPLIES AND SERVICES.

Estimates courtesy Gordon Brown, Vice President, Bakelite Company, Division of Union Carbide and Carbon Corp.

BILL BROTHERS PUBLICATIONS

381 FOURTH AVENUE
NEW YORK 16, N. Y.

the monthly technical publication edited for men in the plastics industry responsible for design, development, applied research, plant operations

Manufacture of Chemicals and Allied Products—(Cont'd)

SM Estimates for 100 counties with 73% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
San Francisco, Cal.	2.6
Norfolk, Va.	2.6
Denver, Colo.	2.5
Vigo, Ind.	2.5
Anne Arundel, Md.	2.4
Warren, Va.	2.4
Montgomery, Pa.	2.4
Putnam, W. Va.	2.3
Dallas, Tex.	2.3
Nueces, Tex.	2.3
Prince George, Va.	2.3
Franklin, Ohio	2.2
Essex, Mass.	2.2
Westchester, N. Y.	2.2
Jackson, Mo.	2.2
Rensselaer, N. Y.	2.2
Fairfield, Conn.	2.1
Suffolk, Mass.	2.0
Richmond, N. Y.	2.0
Mobile, Ala.	2.0
Ramsey, Minn.	1.9
Jasper, Mo.	1.9
San Bernardino, Cal.	1.9
Westmoreland, Pa.	1.9
Total Above Counties	572.1
% of U. S. A. Total	72.7

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
281	INDUSTRIAL INORGANIC CHEMICALS—Alkalies, chlorine, synthetic ammonia, nitric acid, sulfuric acid and inorganic chemicals not elsewhere classified: $1,836 million in 1953, vs. $3,031 million in 1955.
282	INDUSTRIAL ORGANIC CHEMICALS—Cyclic (coal tar) curdes, plastics materials, synthetic rubber, synthetic fibers, explosives and organic chemicals not elsewhere classified: $6,151 million 1953, vs. $7,086 million in 1955.
283	DRUGS & MEDICINES—Biological products, botanical products, medicinal chemicals and pharmaceutical preparations: $1,972 million in 1953, vs. $2,250 million in 1955.
284	SOAP & RELATED PRODUCTS—Soap and glycerin, cleaning and polishing preparations, and sulfonated oils and fats: $1,544 million in 1953, vs. $1,751 million in 1955.
285	PAINTS & ALLIED PRODUCTS—$1,847 million in 1953, vs. $2,186 million in 1955.
286	GUM & WOOD CHEMICALS—Hardwood and softwood distillation products, gum naval stores and natural tanning and dyeing materials: $145 million in 1953, vs. $165 million in 1955.
287	FERTILIZERS—$919 million in 1953 vs. $1,057 million in 1955.
288	VEGETABLE & ANIMAL OILS—$2,180 million in 1953 vs. $2,475 million in 1955.
289	MISCELLANEOUS CHEMICALS—Printing ink, toilet preparations, glue and gelatin, carbon lamp and bone black, compressed and liquefied gases except liquefied petroleum gas, insecticides and fungicides, salt and chemical products not elsewhere classified: $2,321 million in 1953, vs. $2,646 in 1955.

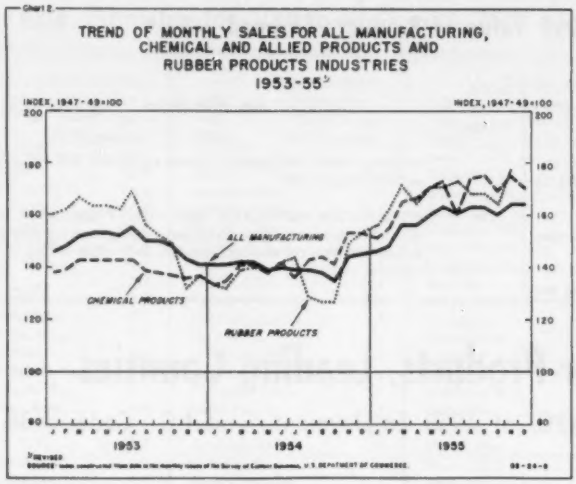
Petroleum and Coal Products, Leading Counties

SM Estimates for 100 counties with 90% of 1955 Employment — S.I.C. Code #29

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Jefferson, Tex.	18.0
Lake, Ind.	15.0
Harris, Tex.	12.2
Philadelphia, Pa.	11.9
Los Angeles, Cal.	11.2
Allegheny, Pa.	7.8
Contra Costa, Cal.	7.4
East Baton Rouge, La.	7.2
Delaware, Pa.	6.7
Madison, Ill.	6.2
Hudson, N. J.	5.8
Union, N. J.	5.5
Will, Ill.	5.3
Cook, Ill.	4.6
Calcasieu, La.	4.0
San Francisco, Cal.	3.9
Galveston, Tex.	3.6
Gloucester, N. J.	3.4
Baltimore, Md.	3.1
Tulsa, Okla.	3.1
Wayne, Mich.	3.1
Cuyahoga, Ohio	3.1
Kay, Okla.	2.8
Lucas, Ohio	2.7
Erie, N. Y.	2.6
Jefferson, Ala.	2.2
Jackson, Mo.	2.1
Beaver, Pa.	2.0
Middlesex, Mass.	1.9
Hamilton, Ohio	1.8
Jefferson, La.	1.8
Hutchinson, Tex.	1.8
Kings, N. Y.	1.5
Butler, Kans.	1.4
Middlesex, N. J.	1.4
Natrona, Wyo.	1.4
Venango, Pa.	1.4
Nueces, Tex.	1.4
Wyandotte, Kans.	1.2
Tarrant, Tex.	1.2
Union, Ark.	1.1
St. Louis, Mo.	1.1
Fayette, Pa.	1.1
Mahoning, Ohio	1.1
McKean, Pa.	1.0
Brooke, W. Va.	1.0
El Paso, Tex.	1.0
Montgomery, Kans.	1.0
Crawford, Ill.	1.0
St. Charles, La.	1.0
Webster, La.	.9
Utah, Utah	.9
Yellowstone, Mont.	.9
Dutchess, N. Y.	.9
Saint Clair, Ill.	.9
Throckmorton, Tex.	.9
Lawrence, Ill.	.9
Boyd, Ky.	.9
McLennan, Tex.	.8
Cambria, Pa.	.8
Westmoreland, Pa.	.8
Milwaukee, Wisc.	.8
Butler, Pa.	.7
Caddo, La.	.7
Salt Lake, Utah	.7
Alameda, Cal.	.7
Allen, Ohio	.6
Hancock, W. Va.	.6
Kern, Cal.	.6
Bergen, N. J.	.6
Lorain, Ohio	.6
Chatham, Ga.	.6
Kanawha, W. Va.	.6
Norfolk, Mass.	.6
Stark, Ohio	.6
Creek, Okla.	.6
Payne, Okla.	.5
Oklahoma, Okla.	.5
Northampton, Pa.	.5
Orleans, La.	.5
Stephens, Okla.	.5
Sedgwick, Kans.	.5
Brazoria, Tex.	.5
Mobile, Ala.	.5
Fayette, Ill.	.4
Allegany, N. Y.	.4
Saint Louis, Minn.	.4
Montgomery, Pa.	.4
Ramsey, Minn.	.4
York, Pa.	.4
Essex, N. J.	.4
Warren, Pa.	.4
Dauphin, Pa.	.4
Kenton, Ky.	.4
Wichita, Tex.	.4
Trumbull, Ohio	.4
Cattaraugus, N. Y.	.4
Lawrence, Ohio	.4
Pueblo, Colo.	.4
Somerset, N. J.	.4
Total Above Counties	224.3
% of U. S. A. Total	89.9

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For explanation of "Value of Products Shipped," see page 70



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BILL BROTHERS PUBLICATIONS

Petroleum and Coal Products, Leading Counties—(Cont'd)

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
291	PETROLEUM REFINING—Lubricants, including gasoline, kerosene, distillate fuel oil, liquefied petroleum gases, petroleum waxes, etc.: $10,628 million in 1953, vs. $11,586 million in 1955.
293	COKE & BY-PRODUCTS—Screenings and breeze, coke-oven gas and other by-products: $1,525 million in 1953, vs. $1,449 million in 1955.
295	PAVING AND ROOFING MATERIALS—Mixtures and blocks, asphalt and tar roofing, sidings, felts, coatings, cements and pitches: $487 million in 1953, vs. $570 million in 1955.
299	MISCELLANEOUS PETROLEUM AND COAL PRODUCTS—Lubricating oils, oil base stocks and greases, fuel briquets, packaged fuel and other products of these industries not elsewhere classified: $912 million in 1953, vs. $1,003 million in 1955.

Manufacture of Rubber Products, Leading Counties

SM Estimates for 100 counties with 93% of 1955 Employment — S.I.C. Code #30

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Summit, Ohio	60.5
Los Angeles, Cal.	14.1
Middlesex, Mass.	11.3
New Haven, Conn.	10.1
Wayne, Mich.	8.2
Montgomery, Ohio	6.9
Cook, Ill.	6.5
Providence, R. I.	5.7
St. Joseph, Ind.	5.7
Denver, Colo.	5.4
Bristol, Mass.	5.4
Mercer, N. J.	5.3
Montgomery, Pa.	5.1
Passaic, N. J.	5.0
Allegany, Md.	4.8
Shelby, Tenn.	4.6
Norfolk, Mass.	3.9
Erie, N. Y.	3.5
Hampden, Mass.	3.5
Eau Claire, Wisc.	3.4
Fairfield, Conn.	3.0
Etowah, Ala.	3.0
Philadelphia, Pa.	2.9
Polk, Iowa	2.8
Richland, Ohio	2.4
Marion, Ind.	2.4
Portage, Ohio	2.1
Allen, Ind.	2.1
Baltimore, Md.	1.9
Bristol, R. I.	1.8
Westmoreland, Pa.	1.8
Lake, Ohio	1.8
Broome, N. Y.	1.8
Erie, Pa.	1.7
Morris, N. J.	1.7
Hancock, Ohio	1.6
Suffolk, Mass.	1.5
Shawnee, Kans.	1.5
Ashland, Ohio	1.5
Adams, Miss.	1.4
Wayne, Ohio	1.4
Orange, Cal.	1.4
Jackson, Mich.	1.4
Stark, Ohio	1.3
McLennan, Tex.	1.3
Hamilton, Ind.	1.3
Rock Island, Ill.	1.2
Ottawa, Okla.	1.2
New Castle, Del.	1.2
Queens, N. Y.	1.2
Elkhart, Ind.	1.1
Mahoning, Ohio	1.1
Tuscaloosa, Ala.	1.1
Oakland, Mich.	1.1
Kings, N. Y.	1.1
Gibson, Tenn.	1.0
Cumberland, Me.	1.0
Essex, Mass.	1.0
Lee, Iowa	1.0
Montgomery, Tenn.	1.0
Medina, Ohio	1.0
Essex, N. J.	1.0
Alameda, Cal.	1.0
Auglaize, Ohio	.9
Cuyahoga, Ohio	.9
Geauga, Ohio	.9
Lancaster, Neb.	.9
Middlesex, Conn.	.8
Wabash, Ind.	.8
Haywood, N. C.	.8
Calcasieu, La.	.7
Worcester, Mass.	.7
Harford, Md.	.7
Crawford, Ohio	.7
La Crosse, Wisc.	.7
Hennepin, Minn.	.7
Dutchess, N. Y.	.7
Windsor, Vt.	.7
Kent, Mich.	.7
Carroll, Md.	.6
Bucks, Pa.	.6
Huron, Ohio	.6
Colbert, Ala.	.6
Coshocton, Ohio	.6
Marion, Mo.	.9
Wexford, Mich.	.6
Hunterdon, N. J.	.6
Burlington, N. J.	.6
Ottawa, Ohio	.5
Hillsborough, N. H.	.5
Daviess, Ind.	.5
Lucas, Ohio	.5
Hampshire, Mass.	.5
Erie, Ohio	.5
Huntington, Ind.	.4
Cecil, Md.	.4
Berrien, Mich.	.4
Richmond, N. Y.	.4
Bergen, N. J.	.4
Clarion, Pa.	.4
Total Above Counties	289.1
% of U. S. A. Total	93.2

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
301	TIRES & INNER TUBES—$1,821 million in 1953, compared with $2,076 million in 1955.
302	RUBBER FOOTWEAR—$189 million in 1953, vs. $208 million in 1955.
303	RECLAIMED RUBBER—$49 million in 1953, compared with $54 million in 1955.
309	RUBBER INDUSTRIES, NOT ELSEWHERE CLASSIFIED—Tire repair materials, rubber and plastic heels and soles, mechanical rubber goods, druggist and medical sundries, etc.: $1,848 million in 1953, vs. $2,105 million in 1955.

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A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable . . . that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

Manufacture of Leather and Leather Products, Leading Counties

SM Estimates for 100 counties with 76% of 1955 Employment — S.I.C. Code #31

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
Essex, Mass.	25.7
New York, N. Y.	24.9
Broome, N. Y.	14.0
St. Louis, Mo.	13.6
Middlesex, Mass.	12.4
Plymouth, Mass.	10.5
Cook, Ill.	9.9
Kings, N. Y.	8.6
Worcester, Mass.	8.0
Philadelphia, Pa.	7.8
Suffolk, Mass.	7.8
Hillsborough, N. H.	7.6
Androscoggin, Me.	7.2
Milwaukee, Wisc.	6.5
Fulton, N. Y.	5.7
Stratford, N. H.	5.0
Los Angeles, Cal.	4.5
Scioto, Ohio	4.0
Essex, N. J.	3.8
Rockingham, N. H.	3.3
Franklin, Mo.	3.2
Davidson, Tenn.	3.1
Lancaster, Pa.	2.9
Hamilton, Ohio	2.8
Franklin, Ohio	2.6
Queens, N. Y.	2.5
York, Me.	2.5
Denver, Colo.	2.4
Kennebec, Me.	2.4
Campbell, Va.	2.4
Luzerne, Pa.	2.3
New Castle, Del.	2.2
York, Pa.	2.2
Penobscot, Me.	2.1
Berks, Pa.	2.1
Bristol, Mass.	2.1
Somerset, Me.	2.1
Dauphin, Pa.	2.0
Hudson, N. J.	2.0
Norfolk, Mass.	1.9
Herkimer, N. Y.	1.9
Fairfield, Conn.	1.8
Orange, N. Y.	1.6
Baltimore, Md.	1.5
Rock, Wisc.	1.5
Sheboygan, Wisc.	1.5
Cape Girardeau, Mo.	1.4
Gasconade, Mo.	1.4
Blair, Pa.	1.4
Cumberland, Me.	1.3
Monroe, N. Y.	1.3
Randolph, Ill.	1.3
Cayuga, N. Y.	1.3
Cole, Mo.	1.3
Middlesex, N. J.	1.2
Oxford, Me.	1.2
Perry, Mo.	1.2
Marion, Mo.	1.2
Wayne, Mich.	1.2
Coles, Ill.	1.1
Bronx, N. Y.	1.1
Lebanon, Pa.	1.1
Lycoming, Pa.	1.1
Dodge, Wisc.	1.1
Passaic, N. J.	1.1
Gwinnett, Ga.	1.1
Sumner, Tenn.	1.0
Bergen, N. J.	1.0
Kent, Mich.	1.0
Tioga, Pa.	1.0
Camden, N. J.	1.0
Jackson, Mo.	1.0
Lackawanna, Pa.	1.0
Schuylkill, Pa.	1.0
Onondaga, N. Y.	1.0
Saline, Mo.	.9
Chippewa, Mich.	.9
Merrimack, N. H.	.9
Cumberland, Pa.	.9
San Mateo, Cal.	.9
St. Francois, Mo.	.9
Elk, Pa.	.9
Adams, Pa.	.9
Sullivan, N. H.	.9
New London, Conn.	.9
Ross, Ohio	.8
Haywood, N. C.	.8
Richland, Ill.	.8
Randolph, Mo.	.8
Goodhue, Minn.	.8
Saint Clair, Ill.	.8
McCracken, Ky.	.8
Lehigh, Pa.	.8
Jackson, Ill.	.8
Racine, Wisc.	.8
Scott, Mo.	.8
Grafton, N. H.	.8
Lincoln, Wisc.	.8
Ottawa, Mich.	.8
Washington, Md.	.7
Total Above Counties	302.7
% of U. S. A. Total	75.9

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
311	LEATHER TANNING & FINISHING—Cattle, calf, sheep and other leathers: $745 million in 1953, vs. $790 million in 1955.
312	INDUSTRIAL LEATHER BELTING—Packing, oil and grease retainers, washers, etc.: $80 million in 1953, vs. $90 million in 1955.
313	FOOTWEAR CUT STOCK—$185 million in 1953, vs. $196 million in 1955.
314	FOOTWEAR (EXCEPT RUBBER)—$1,952 million in 1953, vs. $2,069 million in 1955.
316	LUGGAGE—Suitcases, briefcases, bags, trunks, etc.: $178 million in 1953, vs. $185 in 1955.
317	HANDBAGS & SMALL LEATHER GOODS—$303 million in 1953, vs. $317 million in 1955.

Manufacture of Stone, Clay and Glass Products, Leading Counties

SM Estimates for 100 counties with 64% of 1955 Employment — S.I.C. Code #32

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
Los Angeles, Cal.	19.2
Cook, Ill.	11.8
Wayne, Mich.	8.9
Steuben, N. Y.	8.5
Cumberland, N. J.	8.4
Ramsey, Minn.	8.1
La Salle, Ill.	7.0
Lucas, Ohio	6.8
Westmoreland, Pa.	6.7
Washington, Pa.	6.5
Worcester, Mass.	5.8
Baltimore, Md.	5.6
Hancock, W. Va.	5.6
Armstrong, Pa.	5.5
St. Louis, Mo.	5.4
Mercer, N. J.	5.3
Philadelphia, Pa.	5.1
Montgomery, Pa.	4.9
Muskingum, Ohio	4.8
Niagara, N. Y.	4.7
Northampton, Pa.	4.5
Franklin, Ohio	4.4
Harrison, W. Va.	4.3
Erie, N. Y.	4.3
Madison, Ill.	4.2
New York, N. Y.	4.1
Columbiana, Ohio	4.0
Kanawha, W. Va.	4.0
Stark, Ohio	4.0
Licking, Ohio	3.9
Fairfield, Ohio	3.9
Cuyahoga, Ohio	3.9
Tuscarawas, Ohio	3.8
Lawrence, Pa.	3.7
Somerset, N. J.	3.7
Middlesex, N. J.	3.5
Jefferson, Ala.	3.4
Alameda, Cal.	3.2
Hamilton, Tenn.	3.1
Jefferson, Mo.	3.0
Albany, N. Y.	2.9
Audrain, Mo.	2.9
Lake, Ind.	2.6
Kings, N. Y.	2.5
Delaware, Ind.	2.5
Dallas, Tex.	2.5
Wyandotte, Kans.	2.5
Mahoning, Ohio	2.5
Summit, Ohio	2.4
Washington, Vt.	2.4
Onondaga, N. Y.	2.4
Lake, Ill.	2.4
Wood, W. Va.	2.3
Harris, Tex.	2.2
Marion, W. Va.	2.2
Beaver, Pa.	2.2
Fayette, Pa.	2.2
Fairfield, Conn.	2.2
Clearfield, Pa.	2.1
Seneca, Ohio	2.1
Huntingdon, Pa.	2.1
Dade, Fla.	2.1
Grant, Ind.	2.0
Knox, Tenn.	2.0
Cabell, W. Va.	2.0
Orleans, La.	2.0
Santa Clara, Cal.	2.0
Middlesex, Mass.	2.0
Lehigh, Pa.	1.9
San Bernardino, Cal.	1.9
Lancaster, Pa.	1.9
Salem, N. J.	1.8
Hamilton, Ohio	1.8
Rutland, Vt.	1.7
Wood, Ohio	1.7
Perry, Ohio	1.7
Centre, Pa.	1.6
Okmulgee, Okla.	1.6
Genesee, N. Y.	1.5
Richmond, Ga.	1.5
Hudson, N. J.	1.5
Calhoun, Mich.	1.5
Webster, Iowa	1.5
Schenectady, N.Y.	1.5
Bexar, Tex.	1.4
Chemung, N. Y.	1.4
Passaic, N. J.	1.4
Jefferson, Ky.	1.4
King, Wash.	1.4
Jefferson, Ohio	1.4

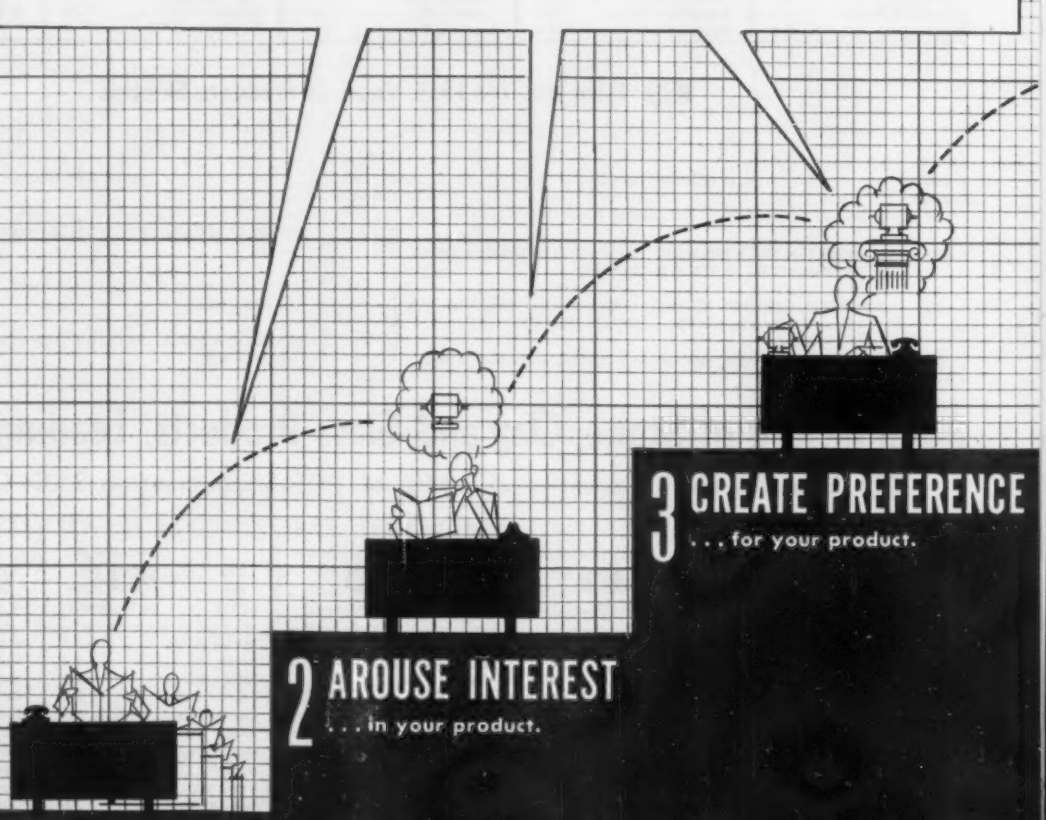
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Methods Chart for

APPLY BUSINESS PAPER ADVERTISING HERE

Sound and consistent Product Advertising **is the best, quickest and cheapest way to accomplish the *preliminary* steps in building an order.**

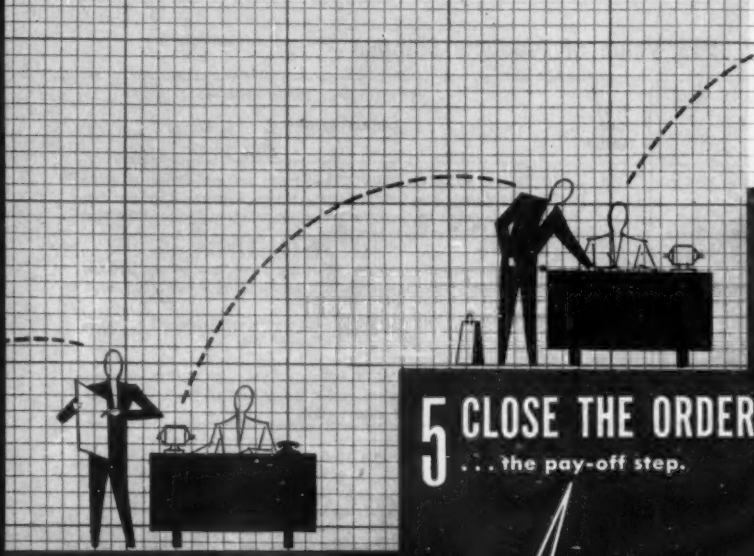


1 CONTACT
the men who directly or indirectly control the buying.

2 AROUSE INTEREST
. . . in your product.

3 CREATE PREFERENCE
. . . for your product.

INCREASING SALES POWER



6 KEEP CUSTOMERS SOLD

. . . apply advertising to help the salesman hold the line against competition—lay the foundation for future sales.

5 CLOSE THE ORDER

. . . the pay-off step.

SPECIFIC PROPOSAL

. . . applying your product to the prospect's problem.



FOR GREATER SALES PRODUCTION . . . HERE

With ADVERTISING (Mechanized Selling) functioning properly on Steps 1-2-3 the salesman can concentrate more of his valuable selling time on the important job of producing finished orders.

McGRAW-HILL PUBLISHING COMPANY, INC.

ABP 330 WEST 42nd STREET, NEW YORK 36, N. Y. ABC

HEADQUARTERS FOR BUSINESS INFORMATION

McGRAW-HILL FOR BUSINESS

Manufacture of Stone, Clay, Glass Products,—(Cont'd)

SM Estimates for 100 counties with 64% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
Lawrence, Ind.	1.4	Contra Costa, Cal.	1.4					Total Above Counties..	334.3
Bergen, N. J.	1.4	Hinds, Miss.	1.4	Riverside, Cal.	1.3	Queens, N. Y.	1.3		
Denver, Colo.	1.4	Providence, R. I.	1.3	Essex, N. J.	1.3	Hillsborough, Fla.	1.3	% of U. S. A. Total....	63.5

SM Estimates of 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
321	FLAT GLASS—Sheet window glass and plate glass: $268 million in 1953, vs. $296 million in 1955.
322	PRESSED & BLOWN GLASSWARE & CONTAINERS—$988 million in 1953, vs. $1,081 million in 1955.
323	PRODUCTS OF PURCHASED GLASS—Laminated glass, mirrors, etc.: $423 million in 1953, vs. $462 million in 1955.
324	CEMENT, HYDRAULIC—$778 million in 1953, vs. $884 million in 1955.
325	STRUCTURAL CLAY PRODUCTS—Brick and hollow tile, floor and wall tile, sewer pipe, clay refractories, etc.: $523 million in 1953, vs. $575 million in 1955.
326	POTTERY & RELATED PRODUCTS—Vitreous and semi-vitreous plumbing fixtures, vitreous china table and kitchen articles, fine earthenware, porcelain electrical supplies, art, decorative and novelty pottery ware, etc.: $393 million in 1953, vs. $432 million in 1955.
327	CONCRETE & PLASTER PRODUCTS—Mineral wool, lime, gypsum products, concrete block, brick and pipe, etc.: $1,273 million in 1953, vs. $1,409 in 1955.
328	CUT STONE & STONE PRODUCTS—Cut marble, cut granite, cut limestone, etc.: $158 million in 1953, vs. $172 million in 1955.
329	MISCELLANEOUS NONMETALLIC MINERAL PRODUCTS—Asbestos products, gaskets, nonclay refractories, statuary and art goods, etc.: $1,351 million in 1953, vs. $1,486 million in 1955.

Manufacture of Primary Metals, Leading Counties

SM Estimates for 100 counties with 84% of 1955 Employment — S.I.C. Code #33

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)	CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
Allegheny, Pa.	98.0	Jefferson, Ohio	9.8	Spokane, Wash.	6.2	Providence, R. I.	4.1	Colbert, Ala.	3.1
Cook, Ill.	65.9	Saginaw, Mich.	9.6	St. Lawrence, N. Y.	5.9	Alameda, Cal.	4.1	Scott, Iowa	3.0
Lake, Ind.	60.2	Mercer, Pa.	9.5	Oneida, N. Y.	5.8	New Castle, Del.	4.0	Lake, Ill.	2.9
Cuyahoga, Ohio	50.4	Montgomery, Pa.	9.4	Lawrence, Pa.	5.8	Saint Clair, Ill.	4.0	Maricopa, Ariz.	2.9
Wayne, Mich.	48.4	Dauphin, Pa.	9.0	Erie, Pa.	5.6	Berrien, Mich.	4.0	Campbell, Ky.	2.8
Baltimore, Md.	34.2	Worcester, Mass.	8.7	Jackson, Mo.	5.5	Saint Louis, Minn.	3.9	Boyd, Ky.	2.8
Erie, N. Y.	32.5	Washington, Pa.	8.5	Essex, N. J.	5.4	Butler, Pa.	3.9	Passaic, N. J.	2.8
Beaver, Pa.	31.5	Philadelphia, Pa.	8.4	Contra Costa, Cal.	5.4	Scioto, Ohio	3.8	San Mateo, Cal.	2.7
Mahoning, Ohio	30.6	Fairfield, Conn.	8.2	Harris, Tex.	5.3	Franklin, Ohio	3.7	Albany, N. Y.	2.7
Jefferson, Ala.	29.6	St. Louis, Mo.	7.5	Utah, Utah	5.2	Westchester, N. Y.	3.6	Oakland, Mich.	2.6
Northampton, Pa.	28.3	Blount, Tenn.	7.2	Union, N. J.	5.2	Hampden, Mass.	3.5	Kings, N. Y.	2.6
Los Angeles, Cal.	24.7	Chester, Pa.	7.2	Etowah, Ala.	5.1	New York, N. Y.	3.5	Fulton, Ga.	2.6
Stark, Ohio	24.4	Berks, Pa.	7.1	Hamilton, Ohio	5.1	Montgomery, Ohio	3.5	Carbon, Pa.	2.5
Trumbull, Ohio	21.7	Onondaga, N. Y.	7.1	Hudson, N. J.	4.9	Howard, Ind.	3.4	Peoria, Ill.	2.5
Westmoreland, Pa.	18.2	Middlesex, N. J.	6.8	Hamilton, Tenn.	4.8	Multnomah, Ore.	3.3	Ingham, Mich.	2.5
Madison, Ill.	16.1	Pueblo, Colo.	6.6	Marion, Ind.	4.8	Bucks, Pa.	3.3	Bergen, N. J.	2.5
New Haven, Conn.	15.7	Lucas, Ohio	6.5	Delaware, Pa.	4.8	Calhoun, Ala.	3.3		
Cambria, Pa.	15.5	Niagara, N. Y.	6.5	Lebanon, Pa.	4.7	Hartford, Conn.	3.2	Total Above Counties..	1,072.3
Milwaukee, Wisc.	14.0	San Bernardino, Cal.	6.5	Burlington, N. J.	4.6	Salt Lake, Utah	3.2		
Lorain, Ohio	13.4	Butler, Ohio	6.4	Chautauqua, N. Y.	4.4	Vermilion, Ill.	3.2	% of U. S. A. Total....	83.7
Hancock, W. Va.	10.2	Muskegon, Mich.	6.3	St. Clair, Mich.	4.4	Cabell, W. Va.	3.1		

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MONTHLY SALES FORECAST

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to changes in the making . . . each month.

Manufacture of Primary Metals, Leading Counties—(Cont'd)

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
331	BLAST FURNACES & STEEL MILLS—Pig iron and other blast furnace products, steel works and rolling mills products, ferroalloys and other additives: $14,837 in 1953, vs. $15,727 million in 1955.
332	IRON & STEEL FOUNDRIES—Gray-iron, malleable-iron and steel castings: $2,908 million, vs. $3,082 in 1955.
333	PRIMARY NONFERROUS METALS—Copper, lead, zinc, aluminum, etc.: $1,439 million in 1953, vs. $1,525 in 1955.
334	SECONDARY NONFERROUS METALS—$711 million in 1953, vs. $754 million in 1955.
335	NONFERROUS METAL ROLLING & DRAWING—Plates, sheets, strips and other rolled, drawn and extruded products: $3,026 million in 1953, vs. $3,208 million in 1955.
336	NONFERROUS FOUNDRIES—Nonferrous casting, including die: $1,013 million in 1953, vs. $1,074 million in 1955.
339	MISCELLANEOUS PRIMARY METAL INDUSTRIES—Iron and steel forgings, nonferrous wire except insulated, nonferrous forgings, metal powders etc.: $1,738 million in 1953, vs. $1,842 million in 1955.

Manufacture of Fabricated Metals, Leading Counties

SM Estimates for 100 counties with 79% of 1955 Employment — S.I.C. Code #34

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Cook, Ill.	84.5
Wayne, Mich.	69.2
Los Angeles, Cal.	43.3
Philadelphia, Pa.	37.8
Cuyahoga, Ohio	35.7
Hartford, Conn.	18.4
St. Louis, Mo.	17.3
New York, N. Y.	17.3
Kings, N. Y.	16.7
Allegheny, Pa.	16.2
Baltimore, Md.	15.5
Kent, Mich.	14.3
Hamilton, Ohio	14.2
Erie, N. Y.	14.0
Milwaukee, Wisc.	12.8
Franklin, Ohio	12.0
Essex, N. J.	11.8
Winnebago, Ill.	11.3
Fairfield, Conn.	11.0
New Haven, Conn.	10.4
Worcester, Mass.	10.3
Queens, N. Y.	9.3
Jefferson, Ky.	8.9
Summit, Ohio	8.7
Lucas, Ohio	8.4
Marion, Ind.	8.1
Hudson, N. J.	7.9
Mercer, N. J.	7.9
Butler, Ohio	7.8
Lake, Ind.	7.8
Alameda, Cal.	7.3
Middlesex, Mass.	7.3
Suffolk, Mass.	7.2
Beaver, Pa.	7.2
San Francisco, Cal.	7.1
Hamilton, Tenn.	7.1
Stark, Ohio	6.7
Providence, R. I.	6.7
Madison, Ind.	6.4
Montgomery, Pa.	6.4
Jefferson, Ala.	6.3
Hennepin, Minn.	6.2
Union, N. J.	6.2
Harris, Tex.	6.0
Lorain, Ohio	5.4
Trumbull, Ohio	5.0
Onondaga, N. Y.	4.9
Jackson, Mo.	4.9
Bucks, Pa.	4.9
Erie, Pa.	4.9
Mahoning, Ohio	4.8
Westmoreland, Pa.	4.7
King, Wash.	4.7
Macomb, Mich.	4.7
Oakland, Mich.	4.6
Oneida, N. Y.	4.6
Lancaster, Pa.	4.6
Multnomah, Ore.	4.4
Dade, Fla.	4.4
Bronx, N. Y.	4.1
York, Pa.	3.9
Tippecanoe, Ind.	3.8
Bergen, N. J.	3.7
Sedgwick, Kans.	3.5
Sheboygan, Wisc.	3.5
Westchester, N. Y.	3.5
Ohio, W. Va.	3.4
La Crosse, Wisc.	3.4
Nassau, N. Y.	3.3
Chautauqua, N. Y.	3.3
Manitowoc, Wisc.	3.3
Dallas, Tex.	3.2
Hampden, Mass.	3.2
Essex, Mass.	3.2
Monroe, N. Y.	3.2
Henrico, Va.	3.2
Passaic, N. J.	3.2
Davidson, Tenn.	3.2
Ramsey, Minn.	3.1
Berks, Pa.	3.0
Kankakee, Ill.	2.9
Chester, Pa.	2.8
Tulsa, Okla.	2.8
Lehigh, Pa.	2.7
Ottawa, Mich.	2.7
Bristol, Mass.	2.6
Vanderburgh, Ind.	2.5
Orleans, La.	2.5
Racine, Wisc.	2.4
Richland, Ohio	2.4
Calhoun, Mich.	2.3
Columbiana, Ohio	2.3
New Castle, Del.	2.3
New London, Conn.	2.3
Northampton, Pa.	2.3
Camden, N. J.	2.2
Oklahoma, Okla.	2.2
Elkhart, Ind.	2.2
Delaware, Pa.	2.1
Roanoke, Va.	2.1
Total Above Counties	854.3
% of U. S. A. Total	79.4

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For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.

Fabricated Metal Products, Leading Counties—(Cont'd)

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
341	TIN CANS AND OTHER TINWARE—$1,274 million in 1953, vs. $1,321 million in 1955.
342	CUTLERY, HAND TOOLS & HARDWARE—$1,638 million in 1953, vs. $1,697 million in 1955.
343	HEATING & PLUMBING EQUIPMENT—$1,449 million in 1953, vs. $1,500 million in 1955.
344	STRUCTURAL & ORNAMENTAL PRODUCTS—$4,033 million in 1953, vs. $4,167 million in 1955.
346	METAL STAMPING & COATING—vitreous enameled products, job stampings, pails, ash cans, cooking utensils, electroplating, polishing, etc.: $2,732 million in 1953, vs. $2,814 million in 1955.
347	LIGHTING FIXTURES—$703 million in 1953, vs. $729 million in 1955.
348	PREFABRICATED WIRE PRODUCTS—Nails, spikes, wire rope and cable, fencing, wire cloth, wire springs, etc.: $1,333 million in 1953, vs. $1,380 million in 1955.
349	MISCELLANEOUS FABRICATED METAL PRODUCTS—Barrels, drums, safes, chests, bank vaults, bolts, nuts, washers, rivets, screw machine products, collapsible tubes, foil and leaf, etc.: $2,186 million in 1953, vs. $2,298 in 1955.

Manufacture of Machinery,* Leading Counties

SM Estimates for 100 counties with 79% of 1955 Employment — S.I.C. Code #35

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Cook, Ill.	104.9
Wayne, Mich.	72.4
Cuyahoga, Ohio	65.8
Milwaukee, Wisc.	55.8
Los Angeles, Cal.	46.6
Montgomery, Ohio	38.2
Hartford, Conn.	34.0
Philadelphia, Pa.	28.4
Worcester, Mass.	22.4
Hamilton, Ohio	21.8
Tazewell, Ill.	21.8
Fairfield, Conn.	21.7
St. Louis, Mo.	19.3
Allegheny, Pa.	18.1
Stark, Ohio	17.9
Rock Island, Ill.	17.7
Providence, R. I.	16.7
Kings, N. Y.	15.4
Hampden, Mass.	14.9
Onondaga, N. Y.	14.9

*Except Electrical.
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Manufacture of Machinery,* Leading Counties—(Cont'd)

SM Estimates for 100 counties with 79% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Union, N. J.	14.8
Hennepin, Minn.	14.3
Hudson, N. J.	14.2
Erie, N. Y.	13.9
Harris, Tex.	13.9
Essex, N. J.	13.3
Winnebago, Ill.	13.2
Jefferson, Ky.	12.0
Erie, Pa.	11.7
Marion, Ind.	11.6
Vanderburgh, Ind.	11.6
Schenectady, N. Y.	11.5
New Haven, Conn.	11.0
Franklin, Ohio	11.0
Kent, Mich.	10.9
Dutchess, N. Y.	10.3
New York, N. Y.	10.3
Broome, N. Y.	9.6
Lucas, Ohio	9.5
Muskegon, Mich.	9.3
Delaware, Pa.	9.3
York, Pa.	9.2
Oakland, Mich.	8.7
Middlesex, Mass.	8.6
Wayne, Ind.	8.6
Monroe, N. Y.	8.5
Alameda, Cal.	8.2
Baltimore, Md.	7.8
Richland, Ohio	7.6
Chemung, N. Y.	7.1
Ramsey, Minn.	7.0
Suffolk, Mass.	6.8
Essex, Mass.	6.6
Black Hawk, Iowa	6.4
Berrien, Mich.	6.4
Berks, Pa.	6.4
Racine, Wisc.	6.0
Lenawee, Mich.	5.9
Lake, Ill.	5.8
St. Joseph, Ind.	5.5
Westmoreland, Pa.	5.5
Macomb, Mich.	5.4
Sangamon, Ill.	5.4
Rock, Wisc.	5.1
Kane, Ill.	5.1
Allen, Ind.	4.9
Mercer, N. J.	4.9
Lycoming, Pa.	4.8
Dallas, Tex.	4.8
Montgomery, Pa.	4.7
Summit, Ohio	4.7
Saginaw, Mich.	4.6
Tulsa, Okla.	4.5
Venango, Pa.	4.4
Lawrence, Pa.	4.4
Jackson, Mo.	4.4
Chatauqua, N. Y.	4.3
Shelby, Tenn.	4.3
Linn, Iowa	4.2
Will, Ill.	4.1
Allen, Ohio	4.1
Butler, Ohio	4.1
Passaic, N. J.	4.0
San Francisco, Cal.	4.0
La Porte, Ind.	3.9
Calhoun, Mich.	3.8
Lancaster, Pa.	3.8
Franklin, Pa.	3.7
Litchfield, Conn.	3.7
Erie, Ohio	3.7
Herkimer, N. Y.	3.7
Polk, Iowa	3.7
Norfolk, Mass.	3.7
Westchester, N. Y.	3.5
Clark, Ohio	3.5
Scott, Iowa	3.5
Tompkins, N. Y.	3.3
Oneida, N. Y.	3.3
Adams, Ill.	3.2
Bristol, Mass.	3.1
Total Above Counties	1,221.8
% of U. S. A. Total	78.6

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
351	ENGINES & TURBINES—Internal combustion engines except automotive and aircraft, and steam engines and turbines: $1,236 million in 1953, vs. $1,279 million in 1955.
352	TRACTORS & FARM MACHINERY—$2,429 million in 1953, vs. $2,500 million in 1955.
353	CONSTRUCTION & MINING MACHINERY—Also oil and gas field machinery and tools: $1,885 million in 1953, vs. $1,972 million in 1955.
354	METALWORKING MACHINERY—Machine tools, rolling mill machinery, power-driven hand tools, cutting tools, jigs, fixtures, etc.: $3,808 million in 1953, vs. $3,932 million in 1955.

*Except Electrical.

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Manufacture of Machinery,* Leading Counties—(Cont'd)

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
355	SPECIAL INDUSTRY MACHINERY, NOT ELSEWHERE CLASSIFIED—Food-products machinery and textile machinery, paper-industries machinery, printing-trades machinery, woodworking machinery, chemical-manufacturing industries machinery, plastics-working machinery, rubber-working machinery, railway maintenance equipment, etc.: $2,122 million in 1953, vs. $2,190 million in 1955.
356	GENERAL INDUSTRIAL MACHINERY—Pumps and compressors, elevators and moving stairways, conveyors, industrial fans and blowers, industrial trucks, tractors, trailers and stackers, mechanical power-transmission equipment, industrial furnaces and ovens, mechanical stokers, heat exchangers and steam condensers, etc.: $3,399 million in 1953, vs. $3,507 in 1955.
357	OFFICE & STORE MACHINES—Computing machines, cash registers, typewriters, scales, balances, automatic merchandising machines, etc.: $966 million in 1953, vs. $1,018 million in 1955.
358	SERVICE & HOUSEHOLD MACHINES—Domestic laundry equipment, commercial laundry equipment, sewing machines, vacuum cleaners, refrigeration machinery, measuring and dispensing pumps, etc.: $1,951 million in 1953, vs. $2,020 million in 1955.
359	MISCELLANEOUS MACHINERY PARTS—Valves and fittings, fabricated pipe and fittings, ball and roller bearings and machine shop products: $3,078 million in 1953, vs. $3,170 million in 1955.

Manufacture of Electrical Machinery, Leading Counties

SM Estimates for 100 counties with 83% of 1955 Employment — S.I.C. Code #36

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
Cook, Ill.	129.7
Los Angeles, Cal.	49.5
Philadelphia, Pa.	38.4
Essex, N. J.	32.2
Schenectady, N. Y.	30.8
Hudson, N. J.	29.9
Milwaukee, Wisc.	26.8
Essex, Mass.	26.8
Cuyahoga, Ohio	25.8
Middlesex, Mass.	25.2
Allegheny, Pa.	23.6
Marion, Ind.	19.5
New York, N. Y.	19.2
St. Louis, Mo.	17.5
Madison, Ind.	16.1
Baltimore, Md.	14.6
Camden, N. J.	14.5
Fairfield, Conn.	14.1
Onondaga, N. Y.	13.6
Montgomery, Ohio	13.6
Hamilton, Ohio	12.9
Allen, Ind.	12.8
Berkshire, Mass.	12.8
Passaic, N. J.	12.6
Erie, N. Y.	12.4
Monroe, N. Y.	12.4
Hartford, Conn.	10.1
Lucas, Ohio	9.9
Kings, N. Y.	9.6
Suffolk, Mass.	9.4
Mercer, Pa.	8.9
New Haven, Conn.	7.6
Union, N. J.	6.9
Westchester, N. Y.	6.8
Wayne, Mich.	6.8
Hampden, Mass.	6.8
Queens, N. Y.	6.2
Jackson, Mo.	5.8
Daviess, Ky.	5.8
Bristol, Mass.	5.6
Providence, R. I.	5.5
Niagara, N. Y.	5.4
Lehigh, Pa.	5.4
Forsyth, N. C.	5.3
Santa Clara, Cal.	5.1
Montgomery, Pa.	5.1
Erie, Pa.	4.8
Middlesex, N. J.	4.7
Allen, Ohio	4.7
Linn, Iowa	4.5
San Mateo, Cal.	4.4
Worcester, Mass.	4.3
Somerset, N. J.	4.1
Elk, Pa.	4.0
Beaver, Pa.	4.0
Seneca, Ohio	3.9
Dallas, Tex.	3.8
Oneida, N. Y.	3.8
Bergen, N. J.	3.8
Lancaster, Pa.	3.8
Hennepin, Minn.	3.8
Howard, Ind.	3.5
Kane, Ill.	3.5
Monmouth, N. J.	3.3
Sangamon, Ill.	3.2
Strafford, N. H.	3.0
Chemung, N. Y.	3.0
Mercer, N. J.	2.9
Racine, Wisc.	2.9
Norfolk, Mass.	2.8
Washington, Pa.	2.8
Muskingum, Ohio	2.8
Alamance, N. C.	2.7
Trumbull, Ohio	2.7
Elkhart, Ind.	2.7
Richland, Ohio	2.6
Cabell, W. Va.	2.6
Grant, Ind.	2.6
McHenry, Ill.	2.4
Northampton, Pa.	2.4
Washtenaw, Mich.	2.3
Lake, Ill.	2.2
Lorain, Ohio	2.2
Litchfield, Conn.	2.2
Monroe, Ind.	2.2
Bartholomew, Ind.	2.2
Windham, Conn.	2.1
Ashtabula, Ohio	2.1
Nassau, N. Y.	2.1
Lycoming, Pa.	2.0
Shiawassee, Mich.	2.0
Berks, Pa.	2.0
Northumberland, Pa.	1.9
Morris, N. J.	1.9
Bucks, Pa.	1.9
De Kalb, Ill.	1.9
Clark, Ohio	1.8
Adams, Ill.	1.8
San Francisco, Cal.	1.7
Berrien, Mich.	1.7
Total Above Counties	949.4
% of U. S. A. Total	82.9

SM Estimate for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
361	ELECTRICAL INDUSTRIAL APPARATUS—Wiring devices, carbon and graphite products, electrical measuring instruments, motors and generators, transformers, electrical control apparatus, electrical welding apparatus, etc.: $4,634 million in 1953, vs. $4,657 million in 1955.
362	ELECTRICAL APPLIANCES—Fans, household water heaters, small household electrical appliances, soldering irons, commercial and food warming equipment, etc.: $787 million in 1953, vs. $811 million in 1955.
363	INSULATED WIRE & CABLE—$1,346 million in 1953, vs. $1,393 in 1955.
364	ENGINE ELECTRICAL EQUIPMENT—For internal combustion engines: $649 million in 1953, vs. $674 million in 1955.
365	ELECTRIC LAMPS (bulbs)—$289 million in 1953, vs. $299 million in 1955.
366	COMMUNICATIONS EQUIPMENT—Radios and related products, electron tubes, phonograph records, telephone and telegraph equipment, railway signals, alarm signals, etc.: $5,490 million in 1953, vs. $5,700 million in 1955.
369	MISCELLANEOUS ELECTRICAL PRODUCTS—Storage batteries, X-ray and therapeutic apparatus, lamp components, hearing aids, etc.: $727 million in 1953, vs. $754 million in 1955.

* Except Electrical.

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To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

Manufacture of Transportation Equipment, Leading Counties

SM Estimates for 100 counties with 91% of 1955 Employment — S.I.C. Code #37

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Wayne, Mich.	260.5
Los Angeles, Cal.	180.9
Genesee, Mich.	57.5
Cuyahoga, Ohio	50.8
Cook, Ill.	49.7
Nassau, N. Y.	40.7
Sedgwick, Kans.	39.3
St. Louis, Mo.	39.2
King, Wash.	38.5
San Diego, Cal.	38.2
Hartford, Conn.	32.2
Baltimore, Md.	32.2
St. Joseph, Ind.	31.3
Oakland, Mich.	29.6
Tarrant, Tex.	24.5
Marion, Ind.	24.6
Suffolk, N. Y.	24.4
Erie, N. Y.	23.8
Bergen, N. J.	22.8
Delaware, Pa.	21.8
Hamilton, Ohio	21.6
Ingham, Mich.	20.5
Dallas, Tex.	20.5
Vanderburgh, Ind.	20.3
Lucas, Ohio	18.2
Niagara, N. Y.	17.1
Franklin, Ohio	16.7
Milwaukee, Wisc.	16.2
Macomb, Mich.	15.6
Washtenaw, Mich.	15.5
Kings, N. Y.	15.3
Norfolk, Va.	14.6
Jackson, Mo.	13.1
Newport News, Va.	11.3
Cobb, Ga.	10.7
Summit, Ohio	10.2
Kenosha, Wisc.	10.1
Fairfield, Conn.	10.0
Kent, Mich.	10.0
Wyandotte, Kans.	9.9
Allegheny, Pa.	9.7
Alameda, Cal.	9.6
Tulsa, Okla.	9.1
Saginaw, Mich.	9.1
Washington, Md.	8.1
Philadelphia, Pa.	7.9
Montgomery, Ohio	7.9
Allen, Ind.	7.9
Bucks, Pa.	7.9
Charleston, S. C.	7.8
Norfolk, Mass.	7.4
Lorain, Ohio	7.2
Butler, Ohio	7.2
Jefferson, Ala.	7.0
Jackson, Mich.	6.9
Delaware, Ind.	6.9
Camden, N. J.	6.8
Middlesex, Mass.	6.8
New London, Conn.	6.7
Union, N. J.	6.6
Essex, N. J.	6.0
Lake, Ind.	5.9
Erie, Pa.	5.7
Orleans, La.	5.7
Schenectady, N. Y.	5.6
Rock, Wisc.	5.6
Onondaga, N. Y.	5.6
Muskegon, Mich.	5.6
New Haven, Conn.	5.5
Monroe, N. Y.	5.4
Clark, Ohio	5.2
Westchester, N. Y.	5.2
Essex, Mass.	5.1
Middlesex, N. J.	4.6
Clay, Mo.	4.5
Bay, Mich.	4.3
La Porte, Ind.	4.1
Calhoun, Mich.	3.8
Montgomery, Pa.	3.8
Fulton, Ga.	3.8
Henry, Ind.	3.8
Maricopa, Ariz.	3.5
Pima, Ariz.	3.4
Jackson, Miss.	3.4
San Francisco, Cal.	3.4
Hudson, N. J.	3.4
Davidson, Tenn.	3.3
New Castle, Del.	3.3
Polk, Iowa	3.2
Duval, Fla.	3.1
Monroe, Mich.	3.1
Richmond, N. Y.	3.0
Berks, Pa.	3.0
Oneida, N. Y.	2.9
Trumbull, Ohio	2.9
New York, N. Y.	2.9
Winnebago, Ill.	2.9
Berrien, Mich.	2.9
Mobile, Ala.	2.9
Ramsey, Minn.	2.8
Total Above Counties	1,675.9
% of U. S. A. Total	90.6

SM Estimate for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
371	MOTOR VEHICLES & EQUIPMENT—Passenger cars, trucks, trailers, motor coaches, etc.: $13,728 million in 1953, vs. $16,700 million in 1955.
372	COMMERCIAL AIRCRAFT—Engines, propellers, air-frames, etc. (military totals not disclosed by Census for security reasons): $211 million 1953, vs. $219 million in 1955.
373	SHIPS AND BOATS—Building and repairing (military totals not disclosed by Census for security reasons): $315 million in 1953, vs. $694 million in 1955.
374	RAILROAD EQUIPMENT—$1,352 million in 1953, vs. $811 million in 1955.
375	MOTORCYCLES & BICYCLES—$111 million in 1953, vs. $117 million in 1955.
379	TRANSPORTATION EQUIPMENT, NOT ELSEWHERE CLASSIFIED—$32 million in 1953, vs. $35 million in 1955.

Manufacture of Instruments & Related Products, Leading Counties

SM Estimates for 180 counties with 85% of 1955 Employment — S.I.C. Code #38

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Monroe, N. Y.	48.4
Cook, Ill.	23.7
Nassau, N. Y.	17.2
Hennepin, Minn.	12.5
Bergen, N. J.	11.8
Philadelphia, Pa.	10.1
Los Angeles, Cal.	9.3
Queens, N. Y.	9.2
New York, N. Y.	9.1
Middlesex, Mass.	5.5
Milwaukee, Wisc.	5.4
Kings, N. Y.	5.1
New Haven, Conn.	5.0
Fairfield, Conn.	4.4
Middlesex, N. J.	4.2
Worcester, Mass.	4.0
Washtenaw, Mich.	4.0
Broome, N. Y.	3.9
Essex, N. J.	3.9
La Salle, Ill.	3.8
Cuyahoga, Ohio	3.8
Allegheny, Pa.	3.5
Suffolk, Mass.	3.1
Lancaster, Pa.	3.0
Hartford, Conn.	2.9
Providence, R. I.	2.7
Elkhart, Ind.	2.7
Kane, Ill.	2.6
Bucks, Pa.	2.4
Westmoreland, Pa.	2.3
Norfolk, Mass.	2.2
Lancaster, Neb.	2.0
Erie, N. Y.	2.0
Franklin, Ohio	2.0
Hudson, N. J.	1.9
Knox, Tenn.	1.9
La Crosse, Wisc.	1.9
Scott, Iowa	1.8
Hamilton, Ohio	1.7
Lucas, Ohio	1.6
Winnebago, Ill.	1.5
Litchfield, Conn.	1.4
Wayne, Mich.	1.4
Erie, Pa.	1.4
St. Louis, Mo.	1.3
Westchester, N. Y.	1.3
Dallas, Tex.	1.3
Passaic, N. J.	1.3
Pulaski, Ark.	1.3
Lackawanna, Pa.	1.2
Suffolk, N. Y.	1.1
Montgomery, Pa.	1.1
Baltimore, Md.	1.1
Dinwiddie, Va.	1.1
Berks, Pa.	1.1
Bronx, N. Y.	1.0
Dane, Wisc.	.9
Campbell, Ky.	.8
York, Pa.	.8
Niagara, N. Y.	.8
Montgomery, Ohio	.8
Multnomah, Ore.	.8
Jackson, Mo.	.7
Richland, Ohio	.7
Clearfield, Pa.	.7
Denver, Colo.	.7
Hampden, Mass.	.6
Union, N. J.	.6
Durham, N. C.	.6
Albany, N. Y.	.6
Alameda, Cal.	.6
San Francisco, Cal.	.5
Harris, Tex.	.5
Stark, Ohio	.5
Tulsa, Okla.	.5
Richmond, N. Y.	.5
San Diego, Cal.	.5
Marion, Ind.	.5
Ontario, N. Y.	.4
Summit, Ohio	.4
Wood, Ohio	.4
New London, Conn.	.4
Bristol, Mass.	.4
Davidson, Tenn.	.4
Walworth, Wisc.	.4
Hampshire, Mass.	.3
Washington, Ore.	.3
Montgomery, Md.	.3
La Porte, Ind.	.3
Clark, Ohio	.3
Onondaga, N. Y.	.3
Mercer, N. J.	.3
Orleans, La.	.3
Windham, Conn.	.3
Prince Georges, Md.	.3
Contra Costa, Cal.	.3
Cabell, W. Va.	.3
King, Wash.	.3
Ramsey, Minn.	.2
Marshall, Iowa	.2
Total Above Counties	287.3
% of U. S. A. Total	85.2

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Instruments and Related Products, Leading Counties—(Cont'd)

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
381	SCIENTIFIC INSTRUMENTS—$854 million in 1953, vs. $576 million in 1955.
382	MECHANICAL MEASURING INSTRUMENTS—Aircraft and nautical instruments, etc.: $816 million in 1953, vs. $982 million in 1955.
383	OPTICAL INSTRUMENTS & LENSES—$102 million in 1953, vs. $114 million in 1955.
384	MEDICAL INSTRUMENTS & SUPPLIES—Surgical, dental, medical equipment and supplies, and sanitary napkins and tampons: $522 million in 1953, vs. $593 million in 1955.
385	OPHTHALMIC GOODS—$153 million in 1953, vs. $162 million in 1955.
386	PHOTOGRAPHIC EQUIPMENT—$745 million in 1953, vs. $785 million in 1955.
387	WATCHES & CLOCKS—$383 million in 1953, vs. $398 million in 1955.

Miscellaneous Industries

SM Estimates for 1955 Value of Products Shipped

S. I. C. Code Number	INDUSTRY GROUP
391	JEWELRY & SILVERWARE—$598 million 1953, vs. $620 million in 1955.
393	MUSICAL INSTRUMENTS & PARTS—$164 million in 1953, vs. $175 million in 1955.
394	TOYS & SPORTING GOODS—$878 million in 1953, vs. $933 million in 1955.
395	OFFICE SUPPLIES—Pens, pencils, hand stamps, stencils, artists' materials, carbon paper, inked ribbons, etc.: $270 million in 1953, vs. $287 million in 1955.
396	COSTUME JEWELRY & NOTIONS—Novelties, plumes, feathers, artificial flowers, buttons, needles, pins, etc.: $433 million in 1953, vs. $450 million in 1955.
397	PLASTIC PRODUCTS, NOT ELSEWHERE CLASSIFIED—Molded plastics products, laminated plastics sheets, rods, tubes, etc.: $1,192 million in 1953, vs. $1,255 million in 1955.
398	BROOMS & BRUSHES—$194 million in 1953, vs. $205 million in 1955.
399	SIGNS & ADVERTISING DISPLAYS—$331 million in 1953, vs. $379 million in 1955.

Total Manufacture, Leading Counties

SM Estimates for 100 counties with 63% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (In Thousands)
Cook, Ill.	846.4
New York, N. Y.	650.0
Wayne, Mich.	614.6
Los Angeles, Cal.	607.1
Philadelphia, Pa.	367.6
Cuyahoga, Ohio	331.2
Allegheny, Pa.	246.0
Kings, N. Y.	246.0
St. Louis, Mo.	230.4
Baltimore, Md.	196.1
Milwaukee, Wisc.	193.7
Hamilton, Ohio	157.8
Erie, N. Y.	157.4
Essex, N. J.	153.6
Hudson, N. J.	145.2
Middlesex, Mass.	142.4
Hartford, Conn.	125.7
New Haven, Conn.	119.3
Providence, R. I.	119.3
Fairfield, Conn.	114.2
Monroe, N. Y.	113.7
Worcester, Mass.	110.7
Suffolk, Mass.	109.8
Queens, N. Y.	109.2
Lake, Ind.	108.6
Summit, Ohio	107.2
Nassau, N. Y.	107.0
Marion, Ind.	105.9
Montgomery, Ohio	97.9
Essex, Mass.	95.0
Genesee, Mich.	86.4
King, Wash.	84.3
Union, N. J.	82.4
Harris, Tex.	82.2
Lucas, Ohio	81.9
Bergen, N. J.	81.5
Jefferson, Ky.	81.0
Bristol, Mass.	80.1
Jackson, Mo.	80.0
Hennepin, Minn.	79.6
Passaic, N. J.	78.2
Dallas, Tex.	75.7
San Francisco, Cal.	75.3
Franklin, Ohio	74.7
Hampden, Mass.	72.8
Schenectady, N. Y.	69.8
Alameda, Cal.	69.7
Stark, Ohio	66.1
Ramsey, Minn.	66.1
Montgomery, Pa.	65.0
Jefferson, Ala.	65.0
Middlesex, N. J.	64.3
Delaware, Pa.	62.3
Northampton, Pa.	59.8
Onondaga, N. Y.	58.9
Niagara, N. Y.	58.4
Oakland, Mich.	55.4
Tarrant, Tex.	55.2
Kent, Mich.	55.2
Bronx, N. Y.	53.9
Fulton, Ga.	53.4
Sedgwick, Kans.	53.3
Berks, Pa.	52.4
Mahoning, Ohio	51.9
St. Joseph, Ind.	51.9
Beaver, Pa.	51.0
Camden, N. J.	48.8
Westmoreland, Pa.	46.9
Lancaster, Pa.	46.8
New Castle, Del.	46.8
Shelby, Tenn.	46.0
San Diego, Cal.	45.9
Multnomah, Ore.	45.0
Westchester, N. Y.	44.8
Vanderburgh, Ind.	44.7
York, Pa.	44.7
Mercer, N. J.	44.2
Trumbull, Ohio	43.3
Orleans, La.	41.8
Erie, Pa.	41.3
Allen, Ind.	40.0
Broome, N. Y.	40.0
Luzerne, Pa.	39.7
Hamilton, Tenn.	38.7
Davidson, Tenn.	38.6
Winnebago, Ill.	38.6
Madison, Ill.	38.5
Santa Clara, Cal.	38.1
Lehigh, Pa.	37.1
Norfolk, Mass.	37.1
Guilford, N. C.	37.1
Butler, Ohio	36.4
Bucks, Pa.	36.0
Oneida, N. Y.	35.4
Lorain, Ohio	35.0
Tulsa, Okla.	34.9
Wyandotte, Kans.	34.9
Denver, Colo.	34.2
Suffolk, N. Y.	33.8
Henrico, Va.	33.7
Total Above Counties	10,632.9
% of U. S. A. Total	62.6

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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

New Plant? Warehouses? Office?

LOCATE IN *South Carolina* with its EIGHT INDUSTRIAL ADVANTAGES



Nearness to Markets

Draw a circle with a radius of 600 miles around the state of South Carolina. You'll find that every major market from New York to Miami, from Detroit to New Orleans, falls within this circle. That means that every one of these markets is just an easy overnight's drive from South Carolina.



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An excellent highway system, a busy seaport, trucking lines, airlines, and railroads have placed South Carolina on the doorstep of the world. Truck, rail, air and seagoing schedules are well integrated to keep shipments moving through the state and to other parts of the country.



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Thirty-six power generating stations serve South Carolina industry with an annual capability of more than 4 billion kilowatt hours. Nine privately owned companies, and three publicly owned power systems make low cost power available anywhere in South Carolina.



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The people of South Carolina are the state's greatest asset. They are 99.7% native born, with the traditional American pride and willingness to work. They are a happy, friendly, hospitable people with a loyalty to their families that is unsurpassed anywhere. One third of a million loyal workers are our best advertisement . . . people who believe in an honest day's work for a good day's pay.



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South Carolina contains some of the nation's greatest mineral wealth, and some of the largest woodland resources. In the period from 1942 to 1953, the value of major mineral products, as sand, clay, granite, vermiculite, *tripled* reaching the present figure of thirteen million dollars. The value of the forestry industry reached three hundred million dollars.



Cooperative Government

Cooperation between government and industry; and a reasonable tax structure express the thinking of South Carolinians by supporting industry. Employee-management relations are ideal—encouraged by a government that stays out of private business; a government representative of its people.



Temperate Climate

South Carolina's mild temperature means 15% less fuel and heating costs for industry (according to the nation's outstanding industrial engineers)—and less absenteeism, less illness among employees and their families.



Water—Pure and Abundant

South Carolina has the second and third largest drainage areas on the Atlantic Coast, giving water any time, and in any amount. Both ground and surface water are known for purity—what little treatment some industries require is basic and inexpensive.

See for yourself South Carolina's great strides in industry . . . Send for
"South Carolina on the March", *a survey of the past 10 years progress in the state*

For complete information of South Carolina's eight industrial advantages for your business: write or telephone LD 94. No obligation . . . strictest confidence.

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Columbia, South Carolina

South Carolina
STATE DEVELOPMENT BOARD

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Examine the items offered on the opposite page which relate to *your* advertising and sales objectives—then circle the related key numbers on the coupon provided at the bottom of the page and mail to us today.

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In the first quarter of 1956 building product manufacturers and their advertising agencies placed 783 pages of advertising in Architectural Record, an all-time high for architectural magazines. And Architectural Record extended its advertising page lead over the second-place magazine to 44%.

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Architectural Record

"workbook of the active architect and engineer"

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Market

AR 1 Analysis, by type of project, of architect-planned work 12 months 1955.

AR 2 Analysis of architect activity—a study of the work actually done in a 12-month period by 380 representative architectural firms.

AR 3 Construction potentials for 1956 as estimated by F. W. Dodge Corporation.

AR 4 Information on architectural specification practice with respect to my product.

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AR 6 residential building types.

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Architect and Engineer Circulation

AR 8 Comparative architect and engineer circulation, three leading architectural magazines.

AR 9 Publisher's Statement (Audit Bureau of Circulations).

Editorial

AR 10 Editorial awards

AR 11 Editorial staff

AR 12 Editorial approach

AR 13 Comparative editorial quantity of the three architectural magazines.

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AR 14 Pointers on writing architectural copy.

AR 15 Comparative advertising volume, three leading architectural magazines.

AR 16 Volume of advertising in product classification of interest to me.

Fill out and mail this coupon

Circle appropriate key numbers to obtain market and media information offered on this page and return to: Advertising Department, Architectural Record, 119 West 40th Street, New York 18, N. Y.

AR 1
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AR 4 _____
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AR 6 _____
AR 7
AR 8 Check type of circulation you are particularly interest in:
_____registered architects
_____consulting engineers
_____staff architects and engineers in commerce and industry
_____other (write in)_____
_____
AR 9
AR 10
AR 11
AR 12
AR 13
AR 14
AR 15
AR 16 _____
(write in product classification)

☐ After I've had an opportunity to review the above items, please have your representative contact me in case I have any questions.

Name _____
Title _____
Company _____
Address _____

Mining, Leading Counties

SM Estimates for 100 counties with 65% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Luzerne, Pa.	25.8
Harris, Tex.	22.0
Los Angeles, Cal.	16.8
McDowell, W. Va.	16.7
Saint Louis, Minn.	14.0
Tulsa, Okla.	12.4
Schuylkill, Pa.	12.3
Jefferson, Ala.	11.5
Logan, W. Va.	11.0
Washington, Pa.	11.0
Cambria, Pa.	10.5
Allegheny, Pa.	10.1
Lackawanna, Pa.	10.1
Dallas, Tex.	9.4
Raleigh, W. Va.	9.3
Harlan, Ky.	8.6
Fayette, Pa.	8.2
Fayette, W. Va.	7.9
Oklahoma, Okla.	7.7
Greene, Pa.	7.0
Salt Lake, Utah	6.7
Wyoming, W. Va.	6.3
Kern, Cal.	6.2
Glasscock, Tex.	6.2
Pike, Ky.	6.2
Kanawha, W. Va.	6.1
Wichita, Tex.	5.9
Marion, W. Va.	5.8
Silver Bow, Mont.	5.7
Somerset, Pa.	5.6
Franklin, Ill.	5.4
Crane, Tex.	5.1
Tarrant, Tex.	4.7
Marquette, Mich.	4.7
Perry, Ky.	4.6
Northumberland, Pa.	4.5
Floyd, Ky.	4.4
Sedgwick, Kans.	4.3
Gregg, Tex.	4.3
Mingo, W. Va.	4.3
Indiana, Pa.	4.2
Caddo, La.	4.2
Polk, Fla.	4.2
Wise, Va.	4.1
Westmoreland, Pa.	4.1
Buchanan, Va.	4.1
New York, N. Y.	4.0
Monongalia, W. Va.	3.9
Hopkins, Ky.	3.8
Clearfield, Pa.	3.8
Carbon, Pa.	3.7
Shoshone, Ida.	3.6
Lea, N. M.	3.5
Belmont, Ohio	3.5
Orleans, La.	3.4
St. Francois, Mo.	3.4
Cook, Ill.	3.2
Letcher, Ky.	3.2
Eddy, N. M.	3.2
Boone, W. Va.	3.2
Mercer, W. Va.	3.2
Harrison, W. Va.	3.0
Gila, Ariz.	2.9
Callahan, Tex.	2.8
Nueces, Tex.	2.8
Itasca, Minn.	2.8
Bexar, Tex.	2.7
Duval, Tex.	2.6
Carbon, Utah	2.5
Natrona, Wyo.	2.5
Dickenson, Va.	2.5
Tazewell, Va.	2.4
McKean, Pa.	2.4
Gogebic, Mich.	2.3
Greenlee, Ariz.	2.2
Grant, N. M.	2.2
Sweetwater, Wyo.	2.2
Greenbrier, W. Va.	2.2
Pinal, Ariz.	2.2
Austin, Tex.	2.2
Armstrong, Pa.	2.2
Walker, Ala.	2.1
Lake, Colo.	2.1
Vigo, Ind.	2.0
Saline, Ill.	2.0
Aransas, Tex.	2.0
Cochise, Ariz.	1.9
Stephens, Okla.	1.9
Denver, Colo.	1.9
Smith, Tex.	1.8
Iron, Mich.	1.8
Calcasieu, La.	1.8
Carter, Okla.	1.8
Lawrence, S. D.	1.7
Preston, W. Va.	1.7
Harrison, Ohio	1.7
Orange, Cal.	1.7
Plaquemines, La.	1.7
Brewster, Tex.	1.6
Jefferson, Tex.	1.6
Total Above Counties	511.2
% of U. S. A. Total	65.1

Contract Construction, Leading Counties

SM Estimates for 100 counties with 61% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Los Angeles, Cal.	123.4
Cook, Ill.	85.4
New York, N. Y.	73.9
Harris, Tex.	45.6
Wayne, Mich.	44.2
Philadelphia, Pa.	43.9
Baltimore, Md.	35.1
Allegheny, Pa.	32.9
Cuyahoga, Ohio	28.8
Kings, N. Y.	26.9
San Francisco, Cal.	26.9
Queens, N. Y.	25.9
Dallas, Tex.	25.9
Dade, Fla.	25.4
St. Louis, Mo.	25.2
Milwaukee, Wisc.	23.8
Aiken, S. C.	22.5
Washington, D. C.	21.2
Alameda, Cal.	18.7
Hamilton, Ohio	18.2
Nassau, N. Y.	17.8
Suffolk, Mass.	17.7
Orleans, La.	17.5
Westchester, N. Y.	16.9
Jackson, Mo.	16.6
Erie, N. Y.	16.4
Essex, N. J.	16.4
Middlesex, Mass.	16.2
Bronx, N. Y.	15.9
Denver, Colo.	15.0
King, Wash.	14.3
Hennepin, Minn.	14.2
McCracken, Ky.	14.2
Fulton, Ga.	13.9
Hudson, N. J.	13.5
Bexar, Tex.	13.5
Marion, Ind.	13.3
San Diego, Cal.	12.8
Multnomah, Ore.	12.2
Shelby, Tenn.	12.2
Maricopa, Ariz.	12.1
Jefferson, Ala.	11.8
Bergen, N. J.	11.5
Jefferson, Ky.	11.4
Franklin, Ohio	11.2
Fairfield, Conn.	11.0
Tarrant, Tex.	10.9
Hartford, Conn.	10.4
Norfolk, Va.	10.3
Oklahoma, Okla.	10.1
Richland, S. C.	10.1
Bucks, Pa.	10.1
Henrico, Va.	9.8
San Mateo, Cal.	9.6
Providence, R. I.	9.3
New Haven, Conn.	9.2
Davidson, Tenn.	9.2
Duval, Fla.	9.2
Santa Clara, Cal.	9.1
Broward, Fla.	9.1
Montgomery, Pa.	9.0
Sacramento, Cal.	9.0
Mecklenburg, N. C.	8.7
Lucas, Ohio	8.6
Tulsa, Okla.	8.4
Lake, Ind.	8.2
Union, N. J.	8.2
New Castle, Del.	8.1
San Bernardino, Cal.	7.9
Arlington, Va.	7.9
Sedgwick, Kans.	7.5
Monroe, N. Y.	7.5
Contra Costa, Cal.	7.4
Nueces, Tex.	7.4
Ramsey, Minn.	7.4
Pinellas, Fla.	7.3
Madison, Ill.	7.1
Montgomery, Ohio	7.1
Onondaga, N. Y.	6.7
Orange, Cal.	6.7
Orange, Fla.	6.7
Hillsborough, Fla.	6.6
Salt Lake, Utah	6.6
Bernalillo, N. M.	6.6
Benton, Wash.	6.5
Jefferson, Tex.	6.3
Hamilton, Tenn.	6.3
Suffolk, N. Y.	6.2
Travis, Tex.	6.2
Worcester, Mass.	6.2
Anderson, Tenn.	6.1
Delaware, Pa.	6.0
Pulaski, Ark.	5.8
Clark, Ind.	5.8
Polk, Iowa	5.8
Passaic, N. J.	5.8
East Baton Rouge, La.	5.7
Fresno, Cal.	5.7
Oakland, Mich.	5.7
Douglas, Neb.	5.7
Total Above Counties	1,558.1
% of U. S. A. Total	60.9

Public Utilities, Leading Counties

SM Estimates for 100 counties with 68% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
New York, N. Y.	184.8
Cook, Ill.	147.4
Los Angeles, Cal.	102.1
Philadelphia, Pa.	72.6
Wayne, Mich.	65.7
San Francisco, Cal.	48.4
Baltimore, Md.	45.8
Suffolk, Mass.	44.8
Cuyahoga, Ohio	41.8
Allegheny, Pa.	38.2
St. Louis, Mo.	37.6
Harris, Tex.	33.1
Orleans, La.	32.4
Essex, N. J.	31.7
Dallas, Tex.	31.0

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Public Utilities, Leading Counties—(Cont'd)

SM Estimates for 100 counties with 68% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Dade, Fla.	30.2
Kings, N. Y.	27.9
King, Wash.	27.9
Milwaukee, Wisc.	27.4
Fulton, Ga.	25.5
Washington, D. C.	24.0
Queens, N. Y.	24.0
Jackson, Mo.	23.7
Hudson, N. J.	22.3
Erie, N. Y.	21.2
Alameda, Cal.	21.1
Hamilton, Ohio	20.2
Hennepin, Minn.	19.9
Denver, Colo.	19.7
Multnomah, Ore.	19.7
Middlesex, Mass.	17.4
Jefferson, Ala.	17.0
Marion, Ind.	17.0
Shelby, Tenn.	15.1
Duval, Fla.	14.0
Nassau, N. Y.	14.0
Bronx, N. Y.	13.9
Henrico, Va.	13.2
Sacramento, Cal.	13.2
Providence, R. I.	12.8
Tulsa, Okla.	12.8
Davidson, Tenn.	12.6
Jefferson, Ky.	12.5
Franklin, Ohio	12.5
Ramsey, Minn.	12.0
New Haven, Conn.	11.9
Westchester, N. Y.	11.7
Summit, Ohio	11.0
Oklahoma, Okla.	11.0
Norfolk, Va.	10.6
San Diego, Cal.	10.6
Roanoke, Va.	10.6
San Mateo, Cal.	10.4
Onondaga, N. Y.	10.1
Tarrant, Tex.	10.0
Mobile, Ala.	9.8
Hartford, Conn.	9.5
Douglas, Nebr.	9.2
Fairfield, Conn.	9.2
Bexar, Tex.	9.1
El Paso, Tex.	8.8
Kent, Mich.	8.7
Bergen, N. J.	8.6
Lucas, Ohio	8.5
Monroe, N. Y.	8.5
Maricopa, Ariz.	8.4
Hillsborough, Fla.	8.4
Salt Lake, Utah	8.2
Spokane, Wash.	8.2
Union, N. J.	8.1
Mecklenburg, N. C.	8.0
Passaic, N. J.	7.9
Fresno, Cal.	7.9
Worcester, Mass.	7.8
Kanawha, W. Va.	7.7
Polk, Iowa	7.7
Albany, N. Y.	7.6
Montgomery, Ohio	7.6
Essex, Mass.	7.5
Lake, Ind.	7.4
Lehigh, Pa.	7.3
Galveston, Tex.	7.1
Arlington, Va.	6.9
Pierce, Wash.	6.9
Hampden, Mass.	6.7
Chatham, Ga.	6.7
Delaware, Pa.	6.3
Jefferson, Tex.	6.2
Caddo, La.	6.2
Luzerne, Pa.	6.2
Cumberland, Me.	6.2
Montgomery, Pa.	5.9
Greene, Mo.	5.5
New Castle, Del.	5.5
St. Joseph, Ind.	5.5
Dauphin, Pa.	5.4
Middlesex, N. J.	5.3
Wyandotte, Kans.	5.2
Sedgwick, Kans.	5.2
Camden, N. J.	5.2
Total Above Counties	1,959.2
% of U. S. A. Total	68.0

Wholesale Trade, Leading Counties

SM Estimates for 100 counties with 72% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
New York, N. Y.	321.2
Cook, Ill.	169.1
Los Angeles, Cal.	121.5
Philadelphia, Pa.	77.4
Wayne, Mich.	60.1
Suffolk, Mass.	54.4
San Francisco, Cal.	53.3
St. Louis, Mo.	53.3
Cuyahoga, Ohio	51.3
Allegheny, Pa.	40.4
Dallas, Tex.	34.9
Fulton, Ga.	32.5
Harris, Tex.	31.3
Hennepin, Minn.	30.9
Baltimore, Md.	30.3
Kings, N. Y.	30.2
Jackson, Mo.	27.6
Essex, N. J.	27.6
King, Wash.	26.5
Hamilton, Ohio	25.4
Milwaukee, Wisc.	25.4
Queens, N. Y.	25.2
Orleans, La.	22.7
Multnomah, Ore.	21.1
Washington, D. C.	21.0
Erie, N. Y.	20.9
Marion, Ind.	20.7
Denver, Colo.	20.5
Shelby, Tenn.	18.8
Jefferson, Ky.	16.9
Alameda, Cal.	15.9
Dade, Fla.	15.9
Jefferson, Ala.	15.9
Hudson, N. J.	14.1
Franklin, Ohio	13.9
Douglas, Nebr.	13.6
Duval, Fla.	13.0
Henrico, Va.	12.9
Bexar, Tex.	12.6
Bronx, N. Y.	12.4
Middlesex, Mass.	11.9
Providence, R. I.	11.5
Oklahoma, Okla.	11.4
Hartford, Conn.	11.2
Lucas, Ohio	11.2
Mecklenburg, N. C.	11.0
Salt Lake, Utah	10.6
Norfolk, Va.	10.6
Ramsey, Minn.	10.1
New Haven, Conn.	9.9
Tarrant, Tex.	9.5
Hillsborough, Fla.	9.4
Monroe, N. Y.	9.3
Tulsa, Okla.	9.1
Polk, Iowa	8.9
Onondaga, N. Y.	8.9
Orange, Fla.	8.4
Fairfield, Conn.	8.2
Davidson, Tenn.	8.2
Albany, N. Y.	8.0
Montgomery, Ohio	8.0
Maricopa, Ariz.	7.7
Worcester, Mass.	7.4
Sacramento, Cal.	7.3
San Joaquin, Cal.	7.3
Sedgwick, Kans.	7.0
Hampden, Mass.	7.0
Summit, Ohio	7.0
Kent, Mich.	6.9
Westchester, N. Y.	6.9
Polk, Fla.	6.9
Union, N. J.	6.6
San Diego, Cal.	6.6
Passaic, N. J.	6.3
Pulaski, Ark.	6.2
Spokane, Wash.	6.1
Fresno, Cal.	6.0
Bergen, N. J.	5.8
Nassau, N. Y.	5.8
Knox, Tenn.	5.6
Peoria, Ill.	5.5
Essex, Mass.	5.5
Saint Louis, Minn.	5.5
Caddo, La.	5.4
Dauphin, Pa.	5.3
Kanawha, W. Va.	5.0
Guilford, N. C.	5.0
Luzerne, Pa.	5.0
Hamilton, Tenn.	4.9
Potter, Tex.	4.9
Cumberland, Me.	4.8
Mobile, Ala.	4.8
St. Joseph, Ind.	4.7
Lake, Ind.	4.6
San Bernardino, Cal.	4.6
Lehigh, Pa.	4.6
Allen, Ind.	4.5
Mahoning, Ohio	4.5
Lancaster, Pa.	4.4
Santa Clara, Cal.	4.4
Total Above Counties	2,082.2
% of U. S. A. Total	72.3

Finance, Insurance & Real Estate, Leading Counties

SM Estimates for 100 counties with 74% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
New York, N. Y.	315.4
Cook, Ill.	135.5
Los Angeles, Cal.	86.4
Philadelphia, Pa.	57.7
Suffolk, Mass.	51.8
San Francisco, Cal.	44.8
Wayne, Mich.	41.5
Essex, N. J.	37.7
St. Louis, Mo.	31.1
Washington, D. C.	29.6
Baltimore, Md.	28.2
Allegheny, Pa.	26.2
Cuyahoga, Ohio	25.2
Dallas, Tex.	24.7
Hartford, Conn.	24.6
Jackson, Mo.	21.6
Kings, N. Y.	20.1
Fulton, Ga.	19.0
Hennepin, Minn.	19.0
Milwaukee, Wisc.	18.7
Harris, Tex.	18.6
King, Wash.	18.6
Hamilton, Ohio	16.8
Marion, Ind.	15.6
Franklin, Ohio	14.5
Orleans, La.	13.5
Dade, Fla.	13.5
Erie, N. Y.	12.7
Denver, Colo.	12.6
Douglas, Neb.	11.7
Multnomah, Ore.	11.6
Jefferson, Ala.	11.1
Providence, R. I.	10.8
Henrico, Va.	10.8
Duval, Fla.	10.2

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LOO

1 **LOOK**..how EL&P covers the subject of power plants and generation. In 1955, 17% of EL&P's editorial article space was devoted to this subject. Heavy editorial emphasis is given to this phase of the industry's operations. It is estimated that more than $10 billion will be spent for new and improved generation facilities in the next ten years.

2 **LOOK**..at the articles on distribution. This is a broad subject and EL&P covers it thoroughly. In 1955, 20% of EL&P's editorial space was devoted to this subject. Articles covered subjects of high interest to the industry's key men. Many of them were prepared by leading authorities in the industry. Watch the articles that are now appearing.

3 **LOOK**..at the articles on transmission. This is another subject that gets heavy editorial emphasis in EL&P. Readers get information and ideas founded on practical experience which they can apply to their own current problems. With the increase in transmission voltages, this has become one of the industry's top subjects.

4 **LOOK**..how EL&P's Industry Report Issue covers the events and developments that affect the industry as a whole. Research, production, new products, marketing, purchasing, manufacturing developments, and many other subjects are covered in crisp editorial style. And with advertising space restricted in the Report Issue, readership is phenomenally high.

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1



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4



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EL&P gets reader interest with the right people

Electric Light and Power Reaches These Key Men In The San Diego Gas and Electric Company

Executive Vice President
Store Foreman
District Manager — Coronado
District Manager — Exconlido
Electric Maintenance Engineer
Supt. Electric Maintenance
Engineer
Manager
Chief Engineer
Meter Superintendent
Manager of Sales
Transmission & Distribution Supt.
Rate Engineer
Assistant Superintendent
Engineer
Executive Engineer
District Engineer
District Manager — S. Juan Capistra
Vice President, Sales
Commercial Manager
Staff Engineer
District Operation Superintendent
Chemical Engineer
Purchasing & Store Manager
Designing Engineer
Engineering Draftsman
Custom Planning Engineer
Engineer's Assistant
Efficiency Engineer
Chief Load Superintendent
Underground Superintendent
Protection Engineer
Superintendent Line Construction
Communications Supervisor
Resident Sales Superintendent
Power Sales Engineer
District Manager — Chula Vista
Purchasing Agent
District Manager — LaMesa
District Manager — LaJolla
District Manager — National City
Station Chief
General Superintendent
Superintendent
Engineer
Librarian
Transmission Superintendent
Vice President, Operations
Station Chief
President
Safety Director
Personnel Director
Assistant Superintendent
General Storekeeper
Vice President & Treasurer
Construction Superintendent
District Operation Superintendent
District Operation Superintendent
Meter Engineer
Office Manager
District Engineer
Field Engineering Superintendent
Assistant Station Chief
Station Chief
Maintenance Superintendent
Meters Superintendent
Load Supervisor
Line Construction Superintendent
Load Superintendent
Equipment Operation Supt.
Street Lighting Engineer
Commercial Engineer

The above is just a circulation sample. Our representative will be glad to show you the actual list for this company including individuals' names, or a similar list for any electric utility you care to name. EL&P reaches the key men in every leading electric utility in the country.

Finance, Insurance & Real Estate, Leading Counties–(Cont'd)

SM Estimates for 100 counties with 74% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
Polk, Iowa	10.0
Ramsey, Minn.	9.7
Queens, N. Y.	9.5
Alameda, Cal.	9.5
Hudson, N. J.	8.4
Jefferson, Ky.	8.4
Westchester, N. Y.	8.4
Bexar, Tex.	8.2
Shelby, Tenn.	7.8
Hampden, Mass.	7.8
Oklahoma, Okla.	7.8
Davidson, Tenn.	7.8
Middlesex, Mass.	7.7
New Haven, Conn.	7.7
Nassau, N. Y.	7.5
Tarrant, Tex.	7.5
San Diego, Cal.	7.5
Monroe, N. Y.	7.4
Worcester, Mass.	6.5
Bronx, N. Y.	6.3
Onondaga, N. Y.	6.2
Tulsa, Okla.	5.9
Salt Lake, Utah	5.8
Maricopa, Ariz.	5.7
Fairfield, Conn.	5.6
Dauphin, Pa.	5.6
New Castle, Del.	5.3
Mecklenburg, N. C.	5.3
Albany, N. Y.	5.2
Lucas, Ohio	5.2
Sacramento, Cal.	5.2
Passaic, N. J.	5.1
Bergen, N. J.	5.0
Montgomery, Ohio	4.8
Norfolk, Va.	4.8
Essex, Mass.	4.8
Kent, Mich.	4.5
Hamilton, Tenn.	4.5
Guilford, N. C.	4.3
Sedgwick, Kans.	4.3
Summit, Ohio	4.2
Union, N. J.	4.2
Pulaski, Ark.	3.9
Allen, Ind.	3.8
Camden, N. J.	3.8
St. Joseph, Ind.	3.8
Norfolk, Mass.	3.8
Spokane, Wash.	3.7
Lake, Ind.	3.6
Pinellas, Fla.	3.6
Richland, S. C.	3.6
Arlington, Va.	3.5
Delaware, Pa.	3.5
Montgomery, Pa.	3.5
Wake, N. C.	3.4
Bristol, Mass.	3.3
Hillsborough, Fla.	3.3
Mercer, N. J.	3.3
Caddo, La.	3.3
Mobile, Ala.	3.3
Dane, Wisc.	3.2
Peoria, Ill.	3.2
Lancaster, Nebr.	3.2
Berks, Pa.	3.1
Oneida, N. Y.	3.1
Total Above Counties	1,614.1
% of U. S. A. Total	73.6

Service Industries, Leading Counties

SM Estimates for 100 counties with 62% of 1955 Employment

CITY and STATE	EMPLOYMENT SM Estimates (in Thousands)
New York, N. Y.	420.7
Los Angeles, Cal.	298.6
Cook, Ill.	286.5
Wayne, Mich.	128.5
Philadelphia, Pa.	103.9
Kings, N. Y.	77.9
Suffolk, Mass.	77.7
San Francisco, Cal.	74.9
Washington, D. C.	74.8
Cuyahoga, Ohio	71.1
Allegheny, Pa.	69.3
St. Louis, Mo.	68.7
Baltimore, Md.	51.4
Harris, Tex.	47.9
Essex, N. J.	47.5
Dallas, Tex.	43.2
Dade, Fla.	42.8
Jackson, Mo.	41.9
King, Wash.	41.6
Hamilton, Ohio	41.5
Queens, N. Y.	40.1
Hennepin, Minn.	38.4
Fulton, Ga.	38.1
Alameda, Cal.	38.1
Erie, N. Y.	34.6
Orleans, La.	34.1
Bronx, N. Y.	32.4
Denver, Colo.	32.3
Marion, Ind.	31.6
Milwaukee, Wisc.	30.3
Multnomah, Ore.	28.8
Middlesex, Mass.	28.4
Franklin, Ohio	28.2
Bexar, Tex.	25.7
Westchester, N. Y.	25.3
San Diego, Cal.	23.6
Shelby, Tenn.	22.3
Hartford, Conn.	22.2
Nassau, N. Y.	22.1
Sacramento Cal.	21.5
Union, N. J.	20.7
Providence, R. I.	20.7
Jefferson, Ala.	20.4
Fairfield, Conn.	20.0
Fresno, Cal.	20.0
New Haven, Conn.	19.6
Henrico, Va.	19.5
Davidson, Tenn.	19.4
Tarrant, Tex.	19.1
Hudson, N. J.	18.8
Monroe, N. Y.	18.5
Lucas, Ohio	18.4
Maricopa, Ariz.	18.3
Douglas, Nebr.	17.4
Oklahoma, Okla.	17.2
Montgomery, Ohio	16.5
Ramsey, Minn.	16.1
Essex, Mass.	15.2
Ingham, Mich.	15.0
Norfolk, Va.	15.0
Tulsa, Okla.	14.9
Bergen, N. J.	14.6
Summit, Ohio	14.6
San Joaquin, Cal.	14.6
Salt Lake, Utah	14.5
Onondaga, N. Y.	14.4
Kent, Mich.	14.2
Worcester, Mass.	14.2
Duval, Fla.	14.1
Hampden, Mass.	13.2
Sedgwick, Kans.	13.0
Atlantic, N. J.	12.5
Clark, Nev.	12.5
Jefferson, Ky.	12.5
Genesee, Mich.	12.4
Passaic, N. J.	12.3
San Bernardino, Cal.	12.2
Polk, Iowa	12.1
Mecklenburg, N. C.	12.0
Montgomery, Pa.	11.7
Albany, N. Y.	11.4
Dauphin, Pa.	11.1
Santa Clara, Cal.	11.0
Palm Beach, Fla.	11.0
Spokane, Wash.	10.8
Oakland, Mich.	10.6
Dane, Wisc.	10.6
Mercer, N. J.	10.6
Lake, Ind.	10.5
Camden, N. J.	10.5
East Baton Rouge, La.	10.4
Berks, Pa.	10.2
Pulaski, Ark.	10.1
Mahoning, Ohio	9.9
Hamilton, Tenn.	9.8
Hillsborough, Fla.	9.7
Norfolk, Mass.	9.7
Bristol, Mass.	9.5
Delaware, Pa.	9.3
Kanawha, W. Va.	9.2
Total Above Counties	3,542.7
% of U. S. A. Total	62.3

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178 New Cities in Survey of Buying Power

As a Result of Reaching the $12 Million Sales Level in 1954 Census

STATE / City	County	SM POPULATION ESTIMATES, 1/1/56			EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
									Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
ALABAMA																		
Albertville	Marshall	6.7	.0040	1.9	6,724	.0025	1,004	3,539	1.9	3,560	43.8	17.5	31.3	28.9	18.1	25.8	6.8	27.8
ARIZONA																		
Casa Grande	Pinal	5.7	.0034	1.7	8,059	.0030	1,414	4,741	1.9	4,349	30.6	9.9	25.4	19.0	33.2	38.3	10.8	32.8
Glendale	Maricopa	9.5	.0057	2.7	9,967	.0038	1,049	3,691	2.2	3,603	40.3	15.7	27.9	25.2	23.4	32.6	8.4	26.5
Winslow	Navajo	7.2	.0043	2.2	11,715	.0044	1,627	5,325	2.2	5,313	22.4	6.0	21.9	13.4	35.5	33.5	20.1	47.2
ARKANSAS																		
Benton	Saline	9.0	.0054	2.8	10,147	.0038	1,127	3,624	2.8	3,600	32.9	12.8	35.7	32.3	24.8	34.6	6.6	20.3
Russellville	Pope	9.0	.0054	2.7	10,213	.0038	1,135	3,783	3.5	2,916	51.0	24.6	28.7	32.0	15.7	27.0	4.6	16.4
CALIFORNIA																		
Arcata	Humboldt	4.3	.0026	1.4	9,330	.0035	2,170	6,664	1.7	5,521	19.8	5.3	23.6	14.2	37.7	35.1	18.9	45.4
Barstow	San Bernardino	9.0	.0054	2.7	15,780	.0059	1,753	5,844	2.8	5,084	15.7	4.0	20.2	11.9	44.1	39.9	20.0	44.2
Concord	Contra Costa	24.6	.0148	7.5	41,772	.0157	1,698	5,570	7.8	5,362	22.5	6.1	18.2	11.3	40.1	38.5	19.2	44.1
Covina	Los Angeles	9.9	.0060	3.9	19,965	.0075	2,017	5,119	3.9	5,148	24.2	6.8	23.6	15.3	35.5	35.5	16.7	42.4
Dinuba	Tulare	4.8	.0029	1.6	7,444	.0028	1,551	4,653	1.7	4,394	34.9	11.4	27.0	20.5	25.6	30.0	12.5	38.1
Fairfield	Solano	10.9	.0066	3.6	20,435	.0077	1,875	5,676	4.0	5,141	20.0	5.6	21.9	14.2	41.6	41.7	16.5	38.5
Los Gatos	Santa Clara	5.4	.0033	2.0	10,215	.0038	1,892	5,108	2.0	5,042	33.2	9.5	20.8	13.7	29.2	29.8	16.8	47.0
Mill Valley	Marin	8.4	.0051	2.9	22,389	.0084	2,665	7,720	3.0	7,587	15.9	3.0	14.1	6.2	34.6	23.5	35.4	67.3
Millbrae	San Mateo	11.9	.0072	3.7	33,369	.0126	2,804	9,019	3.8	8,865	8.3	1.3	9.5	3.6	37.5	21.8	44.7	73.3
Mountain View	Santa Clara	20.4	.0123	6.8	36,374	.0137	1,783	5,349	7.1	5,135	23.9	6.7	22.0	14.3	37.3	37.4	16.8	41.6
Pacific Grove	Monterey	10.9	.0066	3.9	22,981	.0087	2,108	5,893	4.2	5,430	21.3	5.6	24.1	14.8	35.8	34.0	18.8	45.6
Placerville	El Dorado	3.8	.0023	1.3	5,343	.0020	1,406	4,110	1.3	4,110	35.3	12.4	26.3	21.3	29.3	36.7	9.1	29.6
San Anselmo	Marin	10.7	.0065	3.4	24,026	.0090	2,245	7,066	3.5	6,882	15.3	3.2	15.7	7.6	39.8	29.8	29.2	59.4
Selma	Fresno	6.6	.0040	2.0	8,841	.0033	1,340	4,421	2.0	4,325	31.8	10.6	25.7	19.8	31.7	37.7	10.8	31.9
Sunnyvale	Santa Clara	19.6	.0118	6.0	32,469	.0122	1,657	5,442	6.0	5,432	17.7	4.8	20.3	12.4	43.7	41.4	18.3	41.4
Upland	San Bernardino	12.8	.0077	4.3	19,749	.0074	1,543	4,593	4.4	4,465	25.4	8.2	27.7	20.7	35.8	41.2	11.1	29.9
Yuba City	Sutter	10.8	.0064	3.6	19,185	.0072	1,810	5,329	3.6	5,285	23.2	6.3	22.8	14.4	36.1	35.2	17.9	44.1
CONNECTICUT																		
Rockville	Tolland	8.8	.0053	2.9	18,861	.0071	2,143	6,504	3.2	5,887	18.6	14.8	22.1	12.9	39.5	35.7	19.8	46.6
Winsted	Litchfield	9.7	.0059	2.9	16,146	.0061	1,665	5,568	3.3	4,856	24.8	7.6	26.2	18.6	35.0	38.4	14.0	35.4
DELAWARE																		
Newark	New Castle	7.4	.0045	2.0	13,787	.0052	1,863	6,894	3.4	4,047	44.7	15.9	19.4	16.0	23.5	29.9	12.4	38.2
FLORIDA																		
Bartow	Polk	12.4	.0075	3.7	18,089	.0068	1,459	4,889	4.0	4,534	29.6	9.3	31.8	23.1	26.0	29.2	12.6	38.4
Delray Beach	Palm Beach	8.6	.0052	2.8	13,232	.0050	1,539	4,726	2.9	4,630	35.3	10.9	27.5	19.6	23.5	25.8	13.7	43.7
Homestead	Dade	6.2	.0037	1.6	8,136	.0031	1,312	5,085	2.1	3,915	37.0	13.5	31.9	26.8	22.8	29.7	8.3	30.0
Leesburg	Lake	9.1	.0055	2.9	12,016	.0045	1,320	4,143	3.2	3,782	36.3	13.7	32.1	28.0	22.9	30.8	8.7	27.5
Marianna	Jackson	6.7	.0040	2.0	7,744	.0029	1,156	3,872	2.1	3,778	39.2	14.8	32.5	28.4	20.4	27.5	7.9	29.3
Miami Shores	Dade	5.6	.0034	1.8	17,410	.0066	3,109	9,672	2.0	8,606	27.9	4.6	13.9	5.3	22.6	13.4	35.6	76.7
Pompano Beach	Broward	9.9	.0060	2.7	10,583	.0040	1,069	3,920	2.7	3,877	43.3	16.0	28.1	23.9	17.4	22.8	11.2	37.3
Vero Beach	Indian River	6.0	.0036	2.0	10,120	.0038	1,687	5,060	2.0	5,111	29.4	8.3	31.1	20.0	25.2	25.0	14.3	46.7
Winter Park	Orange	14.6	.0088	4.9	29,107	.0110	1,994	5,940	6.7	4,371	39.9	13.1	25.9	19.5	21.2	24.7	13.0	42.7
GEORGIA																		
Bainbridge	Decatur	8.3	.0050	2.5	10,437	.0039	1,257	4,175	3.0	3,500	43.3	18.3	29.1	28.5	21.0	31.7	6.6	21.5
Carrollton	Carroll	9.5	.0057	3.0	11,064	.0042	1,165	3,688	3.1	3,582	40.8	16.8	34.5	33.0	18.5	27.3	6.2	22.9
Milledgeville	Baldwin	10.4	.0063	2.9	12,603	.0047	1,212	4,346	4.1	3,049	53.3	25.9	26.2	29.4	15.7	27.2	4.8	17.5
ILLINOIS																		
Arlington Heights	Cook	18.1	.0109	5.3	43,615	.0164	2,410	8,229	5.5	7,903	14.5	2.7	16.0	16.8	35.6	23.4	33.9	67.1
Barrington	Cook and Lake	4.9	.0030	1.5	11,906	.0045	2,430	7,937	1.6	7,432	15.4	3.1	15.5	7.0	39.3	27.4	29.8	62.5
Carmi	White	6.1	.0037	2.1	10,829	.0041	1,775	5,157	2.2	4,929	29.3	8.6	24.5	16.8	31.0	32.6	15.2	42.0
Clinton	De Witt	6.5	.0039	2.4	12,928	.0049	1,989	5,387	2.5	5,159	17.6	5.0	28.0	18.3	38.4	38.7	16.0	38.0
Crystal Lake	McHenry	6.6	.0040	2.0	12,733	.0048	1,929	6,367	2.0	6,444	18.1	4.1	18.7	9.8	39.3	31.7	23.9	54.4
East Peoria	Tazewell	9.6	.0058	2.9	15,685	.0059	1,634	5,409	3.2	4,867	17.0	5.1	25.6	17.7	45.3	48.4	12.1	28.8
Glen Ellyn	Du Page	13.3	.0080	3.9	45,570	.0172	3,426	11,685	4.0	11,528	9.4	1.2	7.8	2.3	31.5	14.2	51.3	82.3
Glenview	Cook	13.5	.0081	3.7	37,019	.0139	2,742	10,005	3.9	9,519	13.1	2.0	14.2	5.0	31.9	17.4	40.8	75.6
Hinsdale	Cook and Du Page	10.9	.0066	3.3	37,486	.0141	3,472	11,468	3.5	10,583	17.6	2.4	12.5	4.0	27.3	13.4	42.6	80.2

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Before using these figures, see explanation page 11.

178 New Cities in Survey of Buying Power—(Cont'd)

As a Result of Reaching the $12 Million Sales Level in 1954 Census

STATE / City	County	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
ILLINOIS—(Continued)																		
Jerseyville	Jersey	6.5	.0039	2.0	7,918	.0030	1,218	3,958	2.0	3,919	37.0	13.8	27.3	23.4	27.3	36.2	8.4	26.6
Lake Forest	Lake	8.6	.0052	2.1	23,182	.0087	2,696	11,039	3.9	5,973	34.1	8.4	23.6	13.3	22.8	19.8	19.5	58.5
Lansing	Cook	15.0	.0090	4.2	27,966	.0105	1,864	6,659	4.2	6,673	11.9	2.5	13.8	7.0	47.8	37.3	26.5	53.2
Libertyville	Lake	7.0	.0042	2.0	16,864	.0064	2,413	8,447	2.3	7,384	11.3	2.2	17.0	7.8	38.8	27.3	32.9	62.7
Lombard	Du Page	16.5	.0100	4.8	38,925	.0147	2,359	8,109	4.8	8,066	8.8	1.6	10.6	4.4	43.2	27.8	37.4	66.2
Metropolis	Massac	8.3	.0050	2.9	9,362	.0035	1,121	3,208	2.9	3,188	43.7	20.9	28.8	30.4	20.9	34.0	4.6	14.7
Naperville	Du Page	7.7	.0046	2.2	14,311	.0054	1,859	6,505	2.8	5,044	29.6	8.5	16.0	10.7	36.5	37.6	17.9	43.2
Oak Lawn	Cook	16.2	.0096	4.6	32,086	.0121	1,981	6,976	4.7	6,804	12.4	2.6	14.7	7.2	43.1	32.5	29.8	57.7
Park Forest	Cook	27.4	.0165	7.8	53,977	.0203	1,970	6,920	7.8	6,897	13.3	2.8	15.6	7.6	40.2	30.3	30.9	59.3
St. Charles	Kane	7.4	.0045	2.3	17,626	.0066	2,382	7,663	2.6	6,654	13.3	2.9	18.4	9.4	41.0	32.0	27.3	55.7
INDIANA																		
Martinsville	Morgan	6.8	.0040	2.2	9,248	.0035	1,401	4,204	2.3	4,190	29.5	10.7	32.5	27.3	29.4	36.7	9.6	25.3
KANSAS																		
Abilene	Dickinson	6.3	.0038	2.2	9,372	.0035	1,488	4,260	2.3	4,068	35.9	12.6	31.9	26.1	21.8	27.5	10.4	33.8
Clay Center	Clay	4.8	.0029	1.8	7,013	.0026	1,461	3,896	1.8	3,880	36.9	13.7	32.0	27.6	22.6	30.0	8.5	28.7
Wellington	Sumner	9.2	.0056	3.2	15,911	.0060	1,729	4,972	3.5	4,587	26.8	8.4	23.7	17.2	38.1	42.5	11.4	31.9
KENTUCKY																		
Murray	Calloway	6.6	.0040	2.0	9,228	.0035	1,398	4,614	3.0	3,028	49.3	23.5	31.1	34.4	16.1	27.5	3.5	14.6
Shelbyville	Shelby	4.6	.0028	1.6	6,127	.0023	1,332	3,829	1.6	3,861	42.4	15.9	30.0	28.0	18.7	28.0	8.9	33.1
LOUISIANA																		
Hammond	Tangipahoa	9.9	.0060	2.6	12,722	.0048	1,285	4,893	3.0	3,275	52.3	22.9	24.9	25.2	15.9	24.9	6.9	27.0
Jonesboro	Jackson	3.0	.0018	.9	3,742	.0014	1,247	4,158	.9	4,103	31.5	11.0	28.9	23.4	28.9	36.1	10.7	29.5
Natchitoches	Natchitoches	9.8	.0059	2.8	13,154	.0050	1,342	4,698	3.8	3,440	50.4	21.0	24.2	23.4	16.9	25.1	8.5	30.5
MARYLAND																		
Aberdeen	Hartford	3.9	.0024	1.2	8,986	.0034	2,304	7,488	1.6	5,689	16.8	4.2	22.0	12.6	40.0	35.4	21.2	47.8
Bel Air	Hartford	4.0	.0024	1.2	7,419	.0028	1,858	6,183	1.4	5,206	27.9	7.5	22.5	14.1	27.2	26.2	22.4	52.2
Elkton	Cecil	5.8	.0035	1.7	8,760	.0033	1,510	5,153	1.8	4,821	21.8	6.4	27.9	18.2	36.3	37.7	14.9	37.7
Laurel	Prince Georges	8.2	.0037	1.9	12,317	.0046	1,987	6,483	2.0	6,230	13.1	3.0	19.9	10.4	41.2	33.1	25.8	53.5
MICHIGAN																		
Center Line	Macomb	9.3	.0086	2.3	16,355	.0062	1,759	7,111	2.4	6,714	8.1	1.8	11.0	5.6	55.7	44.2	25.2	48.4
Fenton	Genesee	5.1	.0031	1.6	9,570	.0036	1,876	5,981	1.7	5,557	18.1	4.8	19.7	12.3	43.5	41.7	18.7	41.2
Garden City	Wayne	11.9	.0072	3.2	20,073	.0076	1,687	6,273	3.4	5,884	10.5	2.6	17.8	10.5	52.2	47.4	19.5	39.5
Marshall	Calhoun	6.2	.0037	2.1	9,617	.0036	1,551	4,580	2.1	4,687	26.3	8.4	26.4	19.4	35.4	40.2	11.9	32.0
Rochester	Oakland	5.5	.0033	1.7	10,564	.0040	1,921	6,214	1.9	5,451	19.4	5.4	19.3	12.2	43.8	42.7	17.5	39.7
St. Johns	Clinton	5.3	.0032	1.7	8,731	.0033	1,647	5,136	1.8	4,818	25.5	7.9	25.1	18.0	37.0	40.9	12.4	33.2
Trenton	Wayne	7.8	.0047	2.2	15,532	.0058	1,991	7,060	2.4	6,408	10.7	2.5	14.7	7.9	50.1	41.6	24.5	48.0
MINNESOTA																		
Anoka	Anoka	9.0	.0054	2.4	14,529	.0056	1,646	6,179	2.7	5,519	19.7	5.2	25.4	15.4	37.6	36.3	17.3	43.1
Blue Earth	Faribault	3.9	.0024	1.3	6,743	.0025	1,729	5,187	1.4	4,823	28.8	8.7	23.8	16.5	34.7	38.3	12.7	36.5
Cloquet	Carlton	7.8	.0047	2.4	14,114	.0053	1,809	5,881	2.6	5,342	12.8	3.5	24.6	15.4	47.0	46.8	15.6	34.3
International Falls	Koochiching	6.3	.0038	1.9	11,463	.0043	1,820	6,033	2.2	5,140	18.8	5.2	21.9	14.2	46.0	47.7	13.5	32.9
Redwood Falls	Redwood	5.2	.0031	1.7	8,578	.0032	1,650	5,046	1.8	4,689	24.3	7.5	31.6	22.7	31.1	35.5	13.0	34.3
MISSISSIPPI																		
Columbia	Marion	7.3	.0044	2.4	8,393	.0032	1,150	3,497	2.5	3,352	48.9	20.9	27.8	27.5	16.1	24.8	7.2	27.9
MISSOURI																		
Neosho	Newton	6.3	.0038	2.2	8,897	.0033	1,412	4,044	2.4	3,651	38.7	15.5	29.8	27.6	23.9	34.1	7.6	22.8
Wellston	St. Louis	11.2	.0068	3.5	18,079	.0068	1,614	5,165	4.0	4,575	21.8	7.0	27.7	20.4	39.6	45.1	10.9	27.5

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178 New Cities in Survey of Buying Power—(Cont'd)

As a Result of Reaching the $12 Million Sales Level in 1954 Census

STATE City	County	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	% Income	$2,500-3,999 % Units	% Income	$4,000-6,999 % Units	% Income	$7,000 & over % Units	% Income
MONTANA																		
Glasgow	Valley	4.2	.0025	1.3	6,649	.0025	1,583	5,115	1.4	4,709	24.7	7.4	27.0	18.7	34.6	37.0	13.7	36.9
Glendive	Dawson	5.6	.0034	1.8	10,980	.0041	1,961	6,100	2.1	5,254	18.3	4.9	23.7	14.8	40.2	38.5	17.8	41.8
NEBRASKA																		
Holdrege	Phelps	4.8	.0029	1.7	8,308	.0031	1,731	4,887	1.8	4,704	26.1	7.8	30.4	21.2	30.8	33.1	12.7	37.9
NEW JERSEY																		
Belmar	Monmouth	7.0	.0042	2.4	12,937	.0049	1,848	5,390	2.5	5,144	25.4	7.3	27.2	17.9	30.5	31.0	16.9	43.8
Caldwell	Essex	6.8	.0041	2.0	20,251	.0076	2,978	10,126	2.6	7,864	18.1	3.4	17.2	7.4	32.0	21.3	32.7	67.9
Highland Park	Middlesex	12.0	.0072	3.6	32,429	.0122	2,702	9,008	4.3	7,623	16.3	3.1	15.1	6.7	35.7	24.6	32.9	65.6
Hightstown	Mercer	3.9	.0024	1.2	8,532	.0032	2,188	7,110	1.4	6,315	18.7	4.4	19.6	10.5	39.5	32.8	22.2	52.3
Merchantville	Camden	5.3	.0032	1.8	14,532	.0055	2,742	8,073	2.0	7,255	12.9	2.6	16.2	7.6	41.4	29.9	29.5	59.9
Metuchen	Middlesex	15.7	.0095	4.6	38,663	.0146	2,463	8,405	5.3	7,309	13.5	2.7	15.0	7.0	40.2	28.8	31.3	61.5
Palisades Park	Bergen	11.0	.0066	3.5	27,010	.0102	2,455	7,717	3.7	7,282	12.0	2.4	15.5	7.2	41.4	29.8	31.1	60.6
Paramus	Bergen	15.4	.0093	4.2	30,688	.0116	1,993	7,307	4.9	6,286	16.3	3.9	19.8	10.7	40.8	34.0	23.1	51.4
Penns Grove	Salem	7.4	.0045	2.3	13,528	.0051	1,828	5,882	2.6	5,207	21.8	6.2	19.9	13.0	42.4	42.6	15.9	38.2
Point Pleasant	Ocean	8.0	.0048	2.6	11,895	.0045	1,487	4,575	2.7	4,360	27.6	9.3	27.6	21.5	35.0	42.1	9.8	27.1
Pompton Lakes	Passaic	6.8	.0041	2.0	14,219	.0054	2,091	7,110	2.6	5,444	15.4	4.2	21.4	13.3	46.0	44.3	17.2	38.2
River Edge	Bergen	14.3	.0086	4.3	39,951	.0150	2,794	9,291	4.4	9,039	8.5	1.4	8.9	3.4	36.8	21.3	45.8	73.9
Tenafly	Bergen	13.1	.0079	3.9	46,279	.0174	3,533	11,866	4.2	10,892	12.3	1.7	12.0	3.7	29.0	20.0	46.7	80.6
NEW MEXICO																		
Alamagordo	Otero	13.7	.0083	4.0	20,078	.0076	1,465	5,019	4.2	4,815	22.6	6.6	30.2	20.3	33.1	34.5	14.1	38.6
Farmington	San Juan	12.7	.0077	3.5	13,178	.0050	1,038	3,765	3.5	3,793	40.9	15.2	27.6	23.6	21.8	28.8	9.7	32.4
NEW YORK																		
Amityville	Suffolk	6.8	.0041	1.9	14,379	.0054	2,115	7,568	2.2	6,608	22.2	4.8	20.6	10.4	30.5	23.7	26.7	61.1
East Aurora	Erie	6.4	.0039	2.0	11,065	.0042	1,732	5,543	2.0	5,493	21.1	5.5	21.3	12.9	36.5	34.1	21.1	47.5
Haverstraw	Rockland	6.4	.0039	1.9	10,944	.0041	1,710	5,760	2.1	5,214	19.8	5.5	25.3	16.1	38.3	37.7	16.6	40.7
Lancaster	Erie	9.5	.0057	2.8	14,083	.0053	1,482	5,030	2.9	4,810	18.1	5.4	25.8	17.8	42.8	45.7	13.3	31.1
Lindenhurst	Suffolk	15.2	.0092	4.6	23,036	.0087	1,516	5,008	4.6	4,971	18.5	5.4	23.1	15.4	44.9	46.4	13.5	32.8
Medina	Orleans	6.4	.0039	2.1	9,923	.0037	1,550	4,725	2.3	4,337	26.2	8.8	28.6	21.9	35.9	42.5	9.3	26.8
Scotia	Schenectady	8.6	.0052	2.8	16,681	.0063	1,940	5,958	2.9	5,744	16.5	4.1	18.1	10.5	42.1	37.7	23.3	47.7
Southampton	Suffolk	4.8	.0029	1.5	8,809	.0033	1,835	5,873	1.7	5,083	27.4	7.8	26.6	17.5	30.8	31.1	15.2	43.7
Spring Valley	Rockland	5.2	.0031	1.6	8,648	.0033	1,663	5,405	1.8	4,802	25.5	7.7	26.2	18.1	33.6	35.9	14.7	38.3
Suffern	Rockland	4.4	.0027	1.2	9,148	.0034	2,079	7,622	1.5	6,142	22.2	5.3	21.5	11.6	32.3	27.0	24.0	56.1
Tuckahoe	Westchester	7.3	.0044	1.9	13,488	.0051	1,849	7,104	1.9	7,078	17.0	3.5	26.2	12.3	29.2	21.2	27.6	63.0
Williamsville	Erie	5.1	.0031	1.6	9,719	.0037	1,906	6,074	1.6	6,258	18.9	4.3	14.6	7.8	38.3	31.4	28.2	56.5
NORTH CAROLINA																		
Clinton	Sampson	5.9	.0036	1.7	6,888	.0026	1,167	4,052	2.0	3,423	41.0	17.2	33.1	32.2	19.0	28.5	6.9	22.1
Forest City	Rutherford	6.2	.0037	1.8	8,065	.0030	1,301	4,481	2.0	4,039	31.7	11.4	34.0	28.0	26.3	33.5	8.0	27.1
Jacksonville	Onslow	7.3	.0044	2.1	11,650	.0044	1,596	5,548	2.9	4,066	38.5	12.8	25.9	21.1	26.5	33.4	11.1	32.7
Marion	McDowell	3.3	.0020	1.0	4,876	.0018	1,478	4,876	1.1	4,469	30.6	9.8	31.3	23.4	27.9	32.1	10.2	34.7
Newton	Catawba	8.1	.0049	2.4	10,966	.0041	1,354	4,569	2.4	4,511	22.0	7.0	34.0	25.1	33.2	37.9	10.7	30.0
Roxboro	Person	5.3	.0032	1.5	6,142	.0023	1,159	4,095	1.7	3,609	37.9	15.1	33.8	31.0	21.0	29.9	7.5	24.0
Smithfield	Johnston	6.1	.0037	1.7	8,149	.0031	1,336	4,794	2.0	4,095	33.8	12.3	34.0	28.7	23.3	30.3	8.9	28.7
Waynesville	Haywood	6.1	.0037	1.7	7,315	.0028	1,199	4,303	2.0	3,728	35.3	13.6	31.4	28.1	26.2	36.1	7.1	22.2
NORTH DAKOTA																		
Mandan	Morton	8.2	.0049	2.3	12,379	.0047	1,510	5,382	2.6	4,787	24.8	7.3	23.4	15.9	37.2	38.9	14.6	37.9
OHIO																		
Chagrin Falls	Cuyahoga	3.4	.0021	1.0	8,644	.0033	2,542	8,644	1.3	6,839	16.5	3.7	21.4	10.8	37.8	29.4	24.3	56.1
Fairborn	Greene	9.3	.0056	3.0	18,755	.0071	2,017	6,252	3.5	5,369	11.1	3.1	13.7	8.8	46.9	46.5	28.3	41.6
Fairview Park	Cuyahoga	14.3	.0086	4.2	33,435	.0126	2,338	7,961	4.6	7,203	11.4	2.4	12.6	6.0	42.1	31.1	33.9	60.5
Miamisburg	Montgomery	7.0	.0042	2.2	12,222	.0046	1,746	5,555	2.5	4,844	16.6	5.2	16.0	12.8	46.7	51.3	18.7	30.7
Port Clinton	Ottawa	6.2	.0037	2.4	12,475	.0047	2,012	5,198	2.4	5,257	16.1	4.6	22.7	14.9	40.5	41.0	20.7	39.5
Whitehall	Franklin	6.3	.0038	2.0	10,470	.0039	1,662	5,235	2.1	4,998	9.5	2.9	20.0	13.8	50.6	53.9	19.9	29.4
Willoughby	Lake	12.0	.0072	3.8	23,070	.0087	1,923	6,408	4.2	5,447	14.0	3.9	17.2	10.9	47.0	45.9	21.8	39.3
OREGON																		
Gresham	Multnomah	3.7	.0022	1.2	5,487	.0021	1,483	4,573	1.2	4,580	23.2	7.2	28.6	20.3	35.5	38.8	12.7	33.7

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178 New Cities in Survey of Buying Power—(Cont'd)

As a Result of Reaching the $12 Million Sales Level in 1954 Census

STATE / City	County	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
PENNSYLVANIA																		
Beaver	Beaver	6.6	.0040	2.3	15,978	.0060	2,421	6,947	2.5	6,498	14.5	3.3	17.6	9.2	45.2	36.6	22.7	50.9
Bedford	Bedford	3.5	.0021	1.1	6,312	.0024	1,803	5,738	1.4	4,458	32.2	10.6	29.7	30.5	25.8	22.8	12.3	36.1
Bellefonte	Centre	5.8	.0035	1.8	9,357	.0035	1,613	5,198	2.0	4,767	27.6	8.6	25.0	17.9	34.3	37.8	13.1	35.7
Clifton Heights	Delaware	14.0	.0084	3.7	25,120	.0095	1,794	6,789	3.9	6,491	11.6	2.7	17.4	9.1	46.0	37.3	25.0	50.9
Etna	Allegheny	7.0	.0042	2.1	11,903	.0045	1,700	5,668	2.3	5,177	15.8	4.5	26.1	17.2	41.8	42.5	16.3	35.8
Hatboro	Montgomery	7.0	.0042	2.1	16,080	.0061	2,297	7,657	2.4	6,582	13.2	3.0	19.8	10.2	42.2	33.7	24.8	53.1
Irwin	Westmoreland	5.8	.0035	1.8	11,319	.0043	1,952	6,288	2.1	5,329	20.1	5.6	22.6	14.4	40.3	39.8	17.0	40.2
Lemoyne	Cumberland	5.1	.0031	1.6	10,094	.0038	1,979	6,309	1.8	5,474	11.6	3.0	19.8	12.4	51.2	49.3	17.3	35.3
Monongahela	Washington	9.0	.0054	2.8	13,520	.0051	1,502	4,829	2.9	4,667	21.2	6.7	28.9	21.1	38.9	43.9	11.0	28.3
Morrisville	Bucks	8.7	.0052	2.6	18,701	.0070	2,150	7,193	2.9	6,484	13.6	3.1	15.0	7.9	46.5	37.8	24.9	51.2
Oxford	Chester	3.3	.0020	1.1	4,644	.0017	1,407	4,222	1.2	4,007	40.8	15.1	26.0	22.1	24.8	32.5	8.4	30.3
Palmyra	Lebanon	7.5	.0045	2.5	12,520	.0047	1,669	5,008	2.6	4,900	17.9	5.4	29.6	20.6	39.9	42.8	12.6	31.2
Souderton	Montgomery	5.0	.0030	1.5	11,379	.0043	2,276	7,586	1.8	6,235	14.8	3.6	24.5	13.4	36.4	30.7	24.3	52.3
SOUTH CAROLINA																		
Aiken	Aiken	11.3	.0068	3.5	15,129	.0057	1,339	4,323	4.3	3,530	46.1	18.9	31.6	29.8	15.5	22.5	6.8	28.8
Camden	Kershaw	7.7	.0046	2.2	9,750	.0037	1,266	4,432	2.6	3,737	42.0	16.3	28.1	25.0	20.7	28.5	9.2	30.2
Myrtle Beach	Horry	5.9	.0036	1.7	8,575	.0032	1,453	5,044	2.1	4,064	36.4	12.9	28.2	23.2	24.8	31.4	10.6	32.5
Walterboro	Colleton	5.8	.0035	1.7	6,579	.0025	1,134	3,870	2.0	3,367	49.6	21.3	27.3	27.1	16.8	25.7	6.2	25.9
SOUTH DAKOTA																		
Pierre	Hughes	6.3	.0038	1.8	11,462	.0043	1,819	6,368	2.2	5,182	28.5	7.8	22.5	14.1	30.7	29.7	18.3	48.4
TENNESSEE																		
Athens	McMinn	11.3	.0068	3.2	13,234	.0050	1,171	4,136	3.6	3,627	43.5	17.6	28.0	26.2	21.3	30.7	7.2	25.5
Cookeville	Putnam	7.2	.0043	1.9	10,151	.0038	1,410	5,343	3.2	3,193	54.3	25.0	24.6	26.0	15.4	25.2	5.7	23.8
Fayetteville	Lincoln	7.3	.0044	2.4	9,390	.0035	1,286	3,913	2.8	3,372	42.8	18.6	31.5	31.7	20.2	31.3	5.5	18.4
Franklin	Williamson	6.9	.0042	2.1	8,491	.0032	1,231	4,043	2.3	3,685	43.4	17.3	30.1	27.7	18.6	26.4	7.9	28.7
Gallatin	Sumner	5.6	.0034	1.8	7,057	.0027	1,260	3,921	2.0	3,466	39.6	16.7	35.0	34.2	19.4	29.2	6.0	19.9
Springfield	Robertson	7.2	.0043	2.2	7,951	.0030	1,104	3,614	2.4	3,382	46.3	20.1	30.9	31.0	17.3	26.7	5.5	22.2
TEXAS																		
Electra	Wichita	5.5	.0033	1.9	7,972	.0030	1,449	4,196	1.9	4,247	25.4	8.5	24.6	18.8	41.0	48.4	9.0	24.3
Freeport	Brazoria	9.0	.0054	2.7	17,073	.0064	1,897	6,323	3.0	5,741	13.7	3.4	20.8	11.8	44.9	39.2	20.6	45.6
Gladewater	Gregg and Upshur	6.2	.0037	1.8	11,075	.0042	1,786	6,153	2.3	4,875	24.3	7.1	28.3	18.7	32.3	33.2	15.2	40.9
Graham	Young	10.8	.0065	3.6	16,914	.0064	1,566	4,698	3.6	4,672	27.1	8.2	28.2	19.6	31.2	33.5	13.4	38.7
Kermit	Winkler	7.6	.0046	2.3	14,311	.0054	1,883	6,222	2.5	5,659	12.4	3.2	18.0	10.3	49.6	43.9	20.0	42.6
Killeen	Bell	21.0	.0127	7.0	24,883	.0094	1,185	3,555	7.2	3,433	37.9	15.5	33.5	31.8	22.5	32.9	6.0	19.8
Liberty	Liberty	5.1	.0031	1.6	8,828	.0033	1,731	5,518	1.9	4,751	32.6	9.7	25.6	17.5	26.4	27.8	15.4	45.0
Perryton	Ochiltree	4.9	.0030	1.6	11,964	.0045	2,442	7,478	1.7	6,992	18.3	3.7	23.8	11.1	31.9	22.8	26.0	62.4
Robstown	Nueces	10.3	.0062	2.7	11,355	.0043	1,102	4,206	2.7	4,212	37.4	12.5	27.6	21.3	22.6	26.9	12.4	39.3
San Marcos	Hays	11.0	.0066	2.6	10,478	.0039	953	4,030	3.7	2,840	58.2	28.9	24.0	27.4	12.7	22.4	5.1	21.3
Stephenville	Erath	7.9	.0048	2.6	10,003	.0038	1,266	3,847	3.3	2,987	52.4	24.6	26.3	28.7	16.2	27.2	5.1	19.5
Wharton	Wharton	4.5	.0027	1.5	8,904	.0034	1,979	5,936	1.7	5,235	33.9	9.1	25.2	15.6	22.5	21.6	18.4	53.7
VIRGINIA																		
Culpeper	Culpeper	2.7	.0016	.9	4,287	.0016	1,588	4,763	1.1	3,937	36.8	13.5	30.8	26.0	21.9	28.6	10.5	31.9
1Falls Church	Fairfax	8.9	.0054	2.6	23,599	.0089	2,652	9,077	2.6	8,942	8.3	1.3	12.1	4.5	35.0	20.1	44.6	74.1
Farmville	Prince Edward	4.5	.0027	1.2	6,611	.0025	1,469	5,509	2.0	3,283	53.2	23.3	23.7	24.1	16.4	25.6	6.7	27.0
Marion	Smyth	7.4	.0045	1.7	8,266	.0031	1,117	4,862	2.1	4,024	35.2	12.7	32.3	26.7	23.4	29.8	9.1	30.8
Salem	Roanoke	9.5	.0057	2.8	15,076	.0057	1,587	5,384	3.2	4,701	29.2	9.0	26.1	18.5	31.7	34.6	13.0	37.9
1Williamsburg	James City	7.1	.0043	1.2	11,641	.0044	1,640	9,701	2.2	5,367	21.6	5.8	28.4	17.6	32.1	30.7	17.9	45.9
WASHINGTON																		
Moses Lake	Grant	10.3	.0062	3.3	19,523	.0074	1,895	5,916	3.7	5,217	20.6	5.7	22.4	14.4	41.0	40.7	16.0	39.2
WEST VIRGINIA																		
St. Albans	Kanawha	13.5	.0081	3.9	20,851	.0079	1,545	5,346	3.9	5,299	15.4	4.1	18.6	11.5	48.2	46.2	17.8	38.2
WISCONSIN																		
Fort Atkinson	Jefferson	7.5	.0045	2.6	14,170	.0053	1,889	5,450	2.8	4,961	21.6	6.1	26.0	17.1	36.8	37.3	15.6	39.5
Oconomowoc	Waukesha	6.0	.0036	1.9	9,311	.0035	1,552	4,901	1.9	4,812	25.7	7.5	23.2	15.6	36.7	38.5	14.4	38.2
Total Above Cities		1488.5	.8975	453.0	2,674,153	1.0072	1,797	5,903	501.8	5,329	25.7	7.0	23.1	14.5	33.2	32.3	18.0	46.2

1 Independent City included with County indicated.

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Before using these figures, see explanation page 11.

178 New Cities in Survey of Buying Power—(Cont'd)

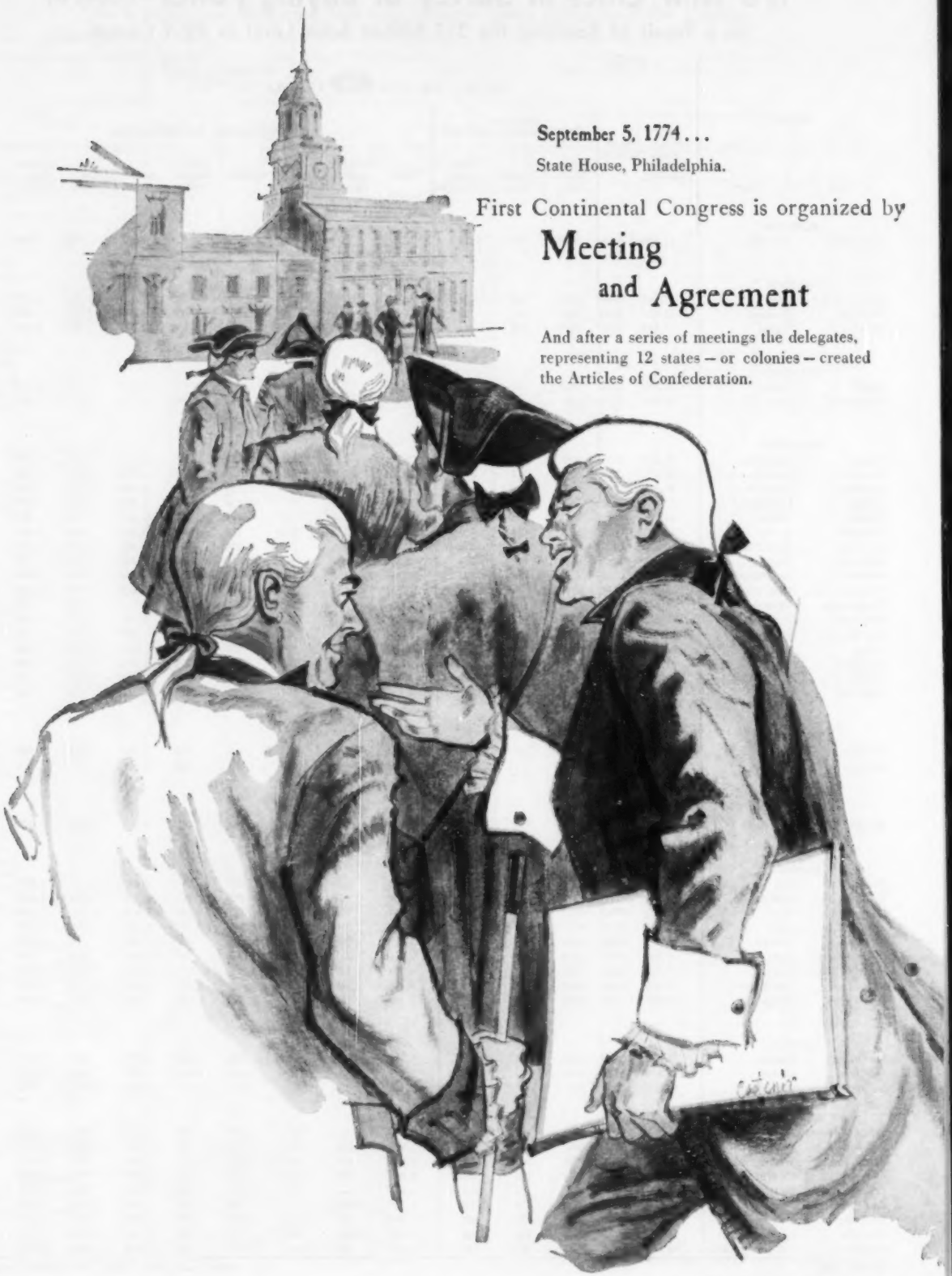
As a Result of Reaching the $12 Million Sales Level in 1954 Census

RETAIL SALES— SM ESTIMATES, 1955

STATE City	County	Total Retail Sales Dollars (add 000)	% of U.S.A.	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
ALABAMA															
Albertville	Marshall	13,951	.0075	.0043	108	188	2,428	312	685	898	1,071	3,007	664	1,001	387
ARIZONA															
Casa Grande	Pinal	17,044	.0092	.0049	144	271	3,747	1,099	1,659	333	598	3,794	1,933	2,478	177
Glendale	Maricopa	20,037	.0108	.0063	111	189	4,803	877	1,348	271	988	8,232	1,220	812	892
Winslow	Navajo	17,044	.0092	.0058	135	214	2,052	812	655	564	595	1,748	807	9,194	378
ARKANSAS															
Benton	Saline	15,071	.0081	.0054	100	150	3,309	246	2,370	436	317	5,437	824	1,288	384
Russellville	Pope	13,484	.0073	.0052	96	135	2,584	447	706	732	1,224	3,728	691	1,208	326
CALIFORNIA															
Arcata	Humboldt	21,939	.0118	.0058	223	454	5,326	1,280	2,267	524	649	3,153	1,664	4,513	704
Barstow	San Bernardino	22,973	.0124	.0078	144	230	4,880	3,045	1,751	787	880	3,055	4,372	1,965	672
Concord	Contra Costa	27,226	.0147	.0152	103	99	11,169	1,432	1,194	735	1,423	3,786	2,553	1,365	1,088
Covina	Los Angeles	23,867	.0129	.0088	147	215	5,831	842	977	1,108	1,004	7,054	1,641	1,674	1,076
Dinuba	Tulare	14,165	.0076	.0043	148	262	2,830	703	1,364	709	1,098	3,458	424	959	358
Fairfield	Solano	14,657	.0079	.0075	114	120	4,396	1,139	844	512	1,040	3,663	993	1,031	367
Los Gatos	Santa Clara	20,050	.0108	.0058	176	327	6,601	995	708	688	774	5,357	1,503	1,277	581
Mill Valley	Marin	16,125	.0087	.0078	153	171	5,392	917	329	812	653	4,076	1,232	975	670
Millbrae	San Mateo	15,081	.0081	.0102	142	113	7,345	1,155	563	743	650	174	2,083	1,037	673
Mountain View	Santa Clara	36,829	.0198	.0153	124	161	10,197	1,637	1,382	740	2,326	8,304	2,546	5,245	1,089
Pacific Grove	Monterey	13,155	.0071	.0078	118	106	1,665	456	7,508	342	760	...	1,010	473	362
Placerville	El Dorado	13,373	.0072	.0036	157	313	3,241	991	403	778	315	4,584	870	1,000	426
San Anselmo	Marin	15,030	.0081	.0082	126	125	7,601	1,005	447	1,055	1,125	899	1,220	307	404
Selma	Fresno	14,814	.0080	.0049	123	200	3,973	812	984	659	774	2,936	1,709	599	353
Sunnyvale	Santa Clara	21,837	.0118	.0120	102	100	8,608	937	1,266	761	623	4,306	1,325	2,240	739
Upland	San Bernardino	14,662	.0079	.0076	99	103	6,248	382	985	416	276	1,435	1,301	1,454	403
Yuba City	Sutter	15,112	.0081	.0073	114	127	4,569	1,341	494	460	455	2,379	1,129	1,453	361
CONNECTICUT															
Rockville	Tolland	16,154	.0087	.0072	136	164	4,371	728	683	723	750	3,653	754	855	447
Winsted	Litchfield	14,790	.0080	.0068	115	136	4,204	643	1,097	665	605	4,681	547	625	467
DELAWARE															
Newark	New Castle	16,807	.0091	.0062	138	202	3,834	1,161	786	760	717	4,336	1,061	1,245	634
FLORIDA															
Bartow	Polk	16,632	.0090	.0076	101	120	5,041	605	628	669	940	4,332	1,345	1,663	468
Delray Beach	Palm Beach	20,750	.0112	.0069	133	215	4,649	1,963	435	1,786	942	6,446	1,068	1,635	675
Homestead	Dade	21,342	.0115	.0057	154	311	5,341	720	1,106	483	848	6,429	1,300	2,148	832
Leesburg	Lake	20,564	.0111	.0067	122	202	3,764	910	1,305	948	717	6,482	961	1,707	508
Marianna	Jackson	17,612	.0095	.0051	128	238	3,385	562	1,421	1,002	961	5,680	719	2,054	538
Miami Shores	Dade	22,619	.0122	.0076	224	359	2,268	111	136	368	101	16,886	584	537	1,117
Pompano Beach	Broward	17,760	.0096	.0061	102	160	4,851	1,337	687	1,223	735	3,870	1,280	1,655	586
Vero Beach	Indian River	19,631	.0106	.0058	161	294	4,016	1,613	872	815	1,147	3,882	1,720	2,068	698
Winter Park	Orange	20,399	.0110	.0106	120	125	6,497	1,591	477	654	1,298	449	5,533	1,319	978
GEORGIA															
Bainbridge	Decatur	13,758	.0074	.0052	104	148	3,102	306	1,117	904	451	3,678	847	1,427	440
Carrollton	Carroll	16,660	.0090	.0059	104	158	3,071	470	1,109	1,430	1,095	5,183	914	1,701	477
Milledgeville	Baldwin	13,378	.0072	.0058	92	114	3,654	538	1,597	528	506	3,179	1,157	896	513
ILLINOIS															
Arlington Heights	Cook	21,989	.0119	.0140	128	109	6,553	1,341	1,461	556	918	5,725	1,352	1,316	576
Barrington	Cook and Lake	17,478	.0094	.0057	190	313	944	583	4,918	400	420	4,820	1,343	2,157	197
Carmi	White	15,379	.0083	.0053	143	224	2,430	678	900	883	1,303	4,688	933	2,240	467
Clinton	De Witt	13,230	.0071	.0054	138	182	2,542	634	1,106	459	277	3,379	774	1,385	327
Crystal Lake	McHenry	17,273	.0093	.0060	150	233	4,277	1,168	469	398	620	5,868	719	3,005	479
East Peoria	Tazewell	13,659	.0074	.0063	109	128	6,140	1,763	1,183	56	180	483	1,658	1,000	50
Glen Ellyn	Du Page	16,037	.0086	.0128	160	108	5,549	669	704	1,191	164	1,589	1,937	2,237	879
Glenview	Cook	14,235	.0077	.0109	135	95	5,329	1,320	529	711	108	2,859	1,135	1,207	197
Hinsdale	Cook and Du Page	16,012	.0086	.0110	167	130	3,929	729	666	914	478	4,943	704	1,207	770

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Before using these figures, see explanation page 11.



September 5, 1774...

State House, Philadelphia.

First Continental Congress is organized by

Meeting and Agreement

And after a series of meetings the delegates, representing 12 states — or colonies — created the Articles of Confederation.



Where Advertisers and Agencies Meet and Agree

10:42 A.M.... Thursday, May 10, 1956... plans room of national advertiser and his agency.

Objective: reviewing progress in markets of yesterday . . . and . . . planning strategies and emphasis on markets of tomorrow. *Where* is the market . . . *which* markets need special cultivation . . . *what* is the potential . . . *how* have others done it?

The guide: the *one authority* equally accepted by government and industry, contact and media, sales management and research, distributor and salesman.

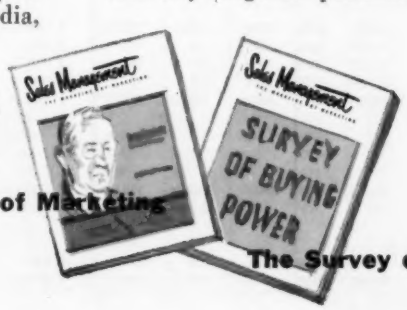
Reputations for such reliability and authority are earned only by consistent year-in-year-out performance. This responsibility is not lightly held.

Sales Management magazine provides more information on markets throughout each year than any magazine published.



Sales Management

The Magazine of Marketing



The Survey of Buying Power

178 New Cities in Survey of Buying Power—(Cont'd)

As a Result of Reaching the $12 Million Sales Level in 1954 Census

STATE City	County	RETAIL SALES—SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
ILLINOIS (Continued)															
Jerseyville	Jersey	13,210	.0071	.0044	113	182	2,777	494	689	436	657	3,521	879	1,920	396
Lake Forest	Lake	15,061	.0081	.0078	150	156	4,027	328	1,458	953	545	3,872	556	1,006	1,024
Lansing	Cook	13,459	.0073	.0092	102	81	2,223	627	555	919	267	3,219	2,395	1,401	335
Libertyville	Lake	14,890	.0080	.0064	152	190	2,468	760	522	788	385	5,497	888	1,879	527
Lombard	Du Page	14,068	.0076	.0116	116	76	5,226	623	713	262	136	1,068	1,022	2,561	586
Metropolis	Massac	12,963	.0070	.0049	98	140	2,442	737	480	786	676	4,003	824	1,414	366
Naperville	Du Page	17,053	.0092	.0064	139	200	3,964	845	668	309	349	3,781	721	3,460	398
Oak Lawn	Cook	27,459	.0148	.0125	128	151	8,846	2,678	718	493	584	6,654	2,753	2,515	947
Park Forest	Cook	14,656	.0079	.0158	96	48	1,041	113	9,290	1,481	831	...	266	319	218
St. Charles	Kane	16,054	.0087	.0068	151	193	3,383	1,471	439	713	309	4,541	1,998	1,924	536
INDIANA															
Martinsville	Morgan	14,049	.0076	.0048	120	190	3,752	508	1,023	395	556	3,019	1,082	2,138	348
KANSAS															
Abilene	Dickinson	13,677	.0074	.0047	124	195	2,408	479	1,284	502	443	3,998	950	1,919	326
Clay Center	Clay	12,548	.0068	.0039	134	234	1,678	515	830	278	271	3,141	581	2,055	157
Wellington	Sumner	12,401	.0067	.0061	111	122	2,915	529	919	525	438	3,249	531	1,910	327
KENTUCKY															
Murray	Calloway	15,638	.0084	.0051	128	210	2,737	590	1,121	532	486	5,425	1,007	1,693	421
Shelbyville	Shelby	13,932	.0075	.0040	143	268	2,398	615	1,024	513	757	4,409	717	1,309	143
LOUISIANA															
Hammond	Tangipahoa	18,102	.0098	.0065	108	163	3,374	891	3,018	933	700	4,042	2,240	919	527
Jonesboro	Jackson	19,312	.0104	.0042	233	578	1,235	118	190	645	196	15,876	303	398	297
Natchitoches	Natchitoches	12,689	.0068	.0057	97	115	2,097	344	1,572	830	636	3,117	793	1,675	399
MARYLAND															
Aberdeen	Harford	15,517	.0084	.0047	196	350	3,536	1,357	1,460	479	351	3,931	1,324	916	647
Bel Air	Harford	19,538	.0105	.0050	208	438	4,613	526	958	1,570	1,614	5,577	882	1,245	453
Elkton	Cecil	13,898	.0075	.0046	131	167	3,104	1,102	1,048	376	419	3,339	827	1,613	168
Laurel	Prince Georges	19,709	.0106	.0062	168	286	4,824	2,063	842	853	999	4,782	1,641	844	437
MICHIGAN															
Center Line	Macomb	20,656	.0111	.0078	136	198	6,565	1,424	821	55	188	7,373	1,839	1,833	343
Fenton	Genesee	16,369	.0088	.0051	165	284	2,924	572	29	810	511	5,828	3,743	1,052	338
Garden City	Wayne	20,158	.0109	.0085	118	151	3,019	1,042	789	303	737	10,732	1,917	734	396
Marshall	Calhoun	15,002	.0081	.0050	135	219	3,110	2,004	692	754	544	3,848	1,078	1,653	602
Rochester	Oakland	19,905	.0107	.0059	179	324	5,344	896	364	892	815	8,068	1,194	1,401	658
St. Johns	Clinton	14,307	.0077	.0046	144	241	2,850	498	837	691	553	4,813	1,453	1,797	217
Trenton	Wayne	15,987	.0086	.0064	136	183	4,045	1,399	909	353	602	4,793	1,120	1,681	654
MINNESOTA															
Anoka	Anoka	15,977	.0086	.0065	120	159	3,758	983	1,136	672	774	3,900	1,315	1,762	334
Blue Earth	Faribault	15,197	.0082	.0042	175	342	1,780	471	775	258	412	1,902	768	2,804	73
Cloquet	Carlton	13,603	.0073	.0058	123	155	4,227	584	999	449	785	3,770	868	1,183	361
International Falls	Koochiching	12,994	.0070	.0050	132	184	3,148	988	1,258	725	652	2,764	915	1,501	382
Redwood Falls	Redwood	13,733	.0074	.0044	142	239	1,798	369	2,014	630	360	3,839	614	1,909	299
MISSISSIPPI															
Columbia	Marion	13,715	.0074	.0047	107	168	2,437	321	3,225	500	576	2,587	1,354	1,012	512
MISSOURI															
Neosho	Newton	15,878	.0084	.0049	129	221	2,206	521	659	884	231	7,693	941	1,659	459
Wellston	St. Louis	20,031	.0108	.0080	118	159	5,097	596	218	1,628	544	9,092	505	1,262	103

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Before using these figures, see explanation page 11.

178 New Cities in Survey of Buying Power—(Cont'd)

As a Result of Reaching the $12 Million Sales Level in 1954 Census

STATE City	County	RETAIL SALES—SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
MONTANA															
Glasgow	Valley	13,109	.0071	.0039	156	284	1,995	847	779	557	339	3,594	382	3,901	339
Glendive	Dawson	13,741	.0074	.0050	147	218	2,266	1,171	1,125	589	474	3,776	724	2,692	279
NEBRASKA															
Holdrege	Phelps	16,125	.0087	.0047	162	300	2,253	539	1,382	507	651	4,298	974	2,165	217
NEW JERSEY															
Belmar	Monmouth	17,246	.0093	.0061	145	221	6,343	2,212	674	657	223	3,778	852	1,209	262
Caldwell	Essex	16,058	.0087	.0072	176	212	5,878	1,273	554	1,480	1,023	2,084	709	511	675
Highland Park	Middlesex	17,503	.0094	.0104	144	131	5,496	595	556	1,154	304	7,027	793	215	326
Hightstown	Mercer	16,314	.0088	.0047	196	367	2,128	779	173	328	152	1,479	1,179	542	152
Merchantville	Camden	25,478	.0137	.0075	234	428	4,794	2,820	1,223	374	169	11,621	829	829	417
Metuchen	Middlesex	23,294	.0126	.0130	137	133	7,393	1,575	387	813	448	8,140	1,045	1,300	485
Palisades Park	Bergen	15,892	.0086	.0090	136	130	3,656	1,191	461	364	172	3,960	1,235	1,989	866
Paramus	Bergen	21,851	.0118	.0112	120	127	2,059	5,951	1,472	565	2,710	3,456	1,726	1,743	97
Penns Grove	Salem	13,702	.0074	.0057	127	164	4,368	1,030	655	863	1,735	1,927	641	661	207
Point Pleasant	Ocean	18,578	.0100	.0062	129	208	8,239	1,434	600	713	1,305	2,265	666	1,223	900
Pompton Lakes	Passaic	18,156	.0098	.0065	159	239	6,510	541	785	1,069	787	4,737	280	1,351	472
River Edge	Bergen	13,429	.0072	.0114	133	84	5,289	332	5,028	295	341	...	628	527	442
Tenafly	Bergen	13,169	.0071	.0124	157	90	5,798	960	2,099	234	113	740	626	978	297
NEW MEXICO															
Alamagordo	Otero	15,000	.0081	.0079	95	98	3,857	1,006	629	872	370	3,799	990	2,166	682
Farmington	San Juan	22,020	.0119	.0076	99	155	3,559	1,403	2,066	687	795	6,725	1,734	2,108	580
NEW YORK															
Amityville	Suffolk	27,739	.0150	.0080	195	366	5,607	1,192	1,040	1,289	612	10,686	626	2,248	403
East Aurora	Erie	16,064	.0087	.0055	141	223	4,480	757	128	981	644	4,341	707	1,329	637
Haverstraw	Rockland	13,999	.0075	.0051	131	192	4,527	842	1,031	587	902	2,480	383	1,937	391
Lancaster	Erie	13,246	.0071	.0059	104	125	2,954	710	1,059	872	547	3,684	912	1,388	531
Lindenhurst	Suffolk	21,889	.0118	.0097	105	128	8,203	1,666	1,361	1,716	748	266	1,216	3,521	584
Medina	Orleans	14,896	.0080	.0050	128	205	3,689	441	1,606	762	641	3,642	718	914	472
Scotia	Schenectady	13,286	.0072	.0640	123	138	5,112	807	212	148	101	3,000	994	409	551
Southampton	Suffolk	16,874	.0091	.0050	172	314	3,892	863	910	1,224	290	4,747	589	1,915	446
Spring Valley	Rockland	17,677	.0095	.0051	165	306	4,564	1,187	1,133	595	828	5,941	417	1,808	317
Suffern	Rockland	12,855	.0069	.0043	159	256	4,899	581	593	1,055	661	2,249	191	1,028	356
Tuckahoe	Westchester	17,573	.0095	.0063	143	216	5,154	1,387	601	220	454	6,557	1,094	502	521
Williamsville	Erie	20,695	.0112	.0058	187	361	2,676	1,846	436	554	582	9,209	1,416	2,132	509
NORTH CAROLINA															
Clinton	Sampson	15,183	.0082	.0045	125	228	2,420	186	1,587	1,070	1,043	4,198	782	1,710	786
Forest City	Rutherford	16,034	.0086	.0048	130	232	2,805	210	928	1,373	1,186	5,970	1,269	1,025	330
Jacksonville	Onslow	24,915	.0134	.0071	161	305	4,546	1,871	2,321	1,728	3,286	6,197	1,002	518	994
Marion	McDowell	13,347	.0072	.0035	175	360	2,660	495	1,435	522	1,064	3,722	869	981	662
Newton	Catawba	14,413	.0078	.0054	110	159	2,831	312	970	566	759	5,542	715	875	165
Roxboro	Person	15,857	.0085	.0043	134	266	2,726	274	2,272	872	832	4,333	1,381	1,987	461
Smithfield	Johnston	14,712	.0079	.0047	127	214	2,479	305	1,351	641	682	4,830	893	1,593	244
Waynesville	Haywood	13,719	.0074	.0044	119	200	1,855	728	2,447	632	836	3,279	1,029	1,063	533
NORTH DAKOTA															
Mandan	Morton	13,613	.0073	.0055	112	149	2,811	1,605	1,043	775	659	2,398	1,502	1,687	348
OHIO															
Chagrin Falls	Cuyahoga	13,524	.0073	.0043	205	348	2,929	384	596	106	620	3,638	900	2,109	584
Fairborn	Greene	20,621	.0111	.0080	143	198	4,473	1,185	763	574	977	5,841	1,602	1,579	873
Fairview Park	Cuyahoga	24,822	.0134	.0120	140	156	8,965	640	8,896	2,425	615	298	787	391	644
Miamisburg	Montgomery	18,890	.0102	.0062	148	243	3,694	852	750	686	997	8,347	1,162	657	454
Port Clinton	Ottawa	14,201	.0077	.0054	146	208	3,748	903	654	649	721	3,919	757	1,356	101
Whitehall	Franklin	13,601	.0073	.0049	129	192	9,496	356	172	538	260	274	818	752	563
Willoughby	Lake	30,645	.0165	.0107	149	229	7,378	1,829	1,021	954	758	7,413	2,059	4,269	940
OREGON															
Gresham	Multnomah	16,784	.0090	.0042	191	409	3,685	314	1,835	724	405	5,790	594	1,762	456

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Before using these figures, see explanation page 11.

178 New Cities in Survey of Buying Power—(Cont'd)

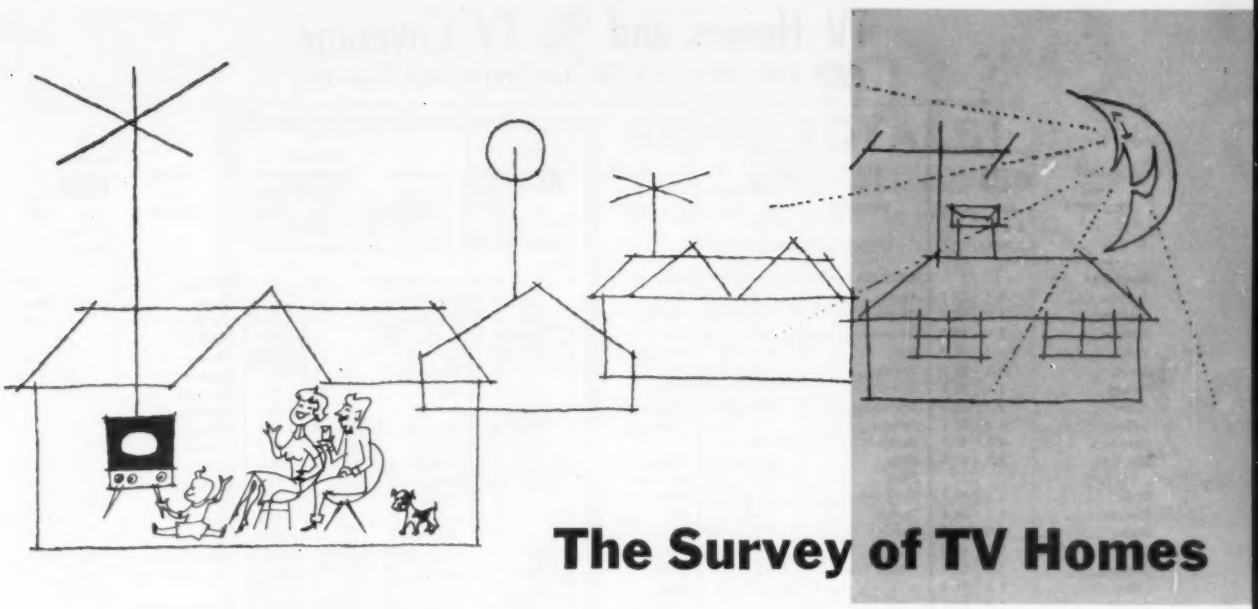
As a Result of Reaching the $12 Million Sales Level in 1954 Census

STATE / City	County	RETAIL SALES—SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
				Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
PENNSYLVANIA															
Beaver	Beaver	14,914	.0080	.0062	155	200	2,426	295	1,099	402	996	3,896	851	3,266	474
Bedford	Bedford	15,350	.0083	.0041	195	395	2,245	1,585	1,279	544	389	3,809	2,063	1,334	283
Bellefonte	Centre	13,960	.0073	.0046	131	209	3,726	607	1,609	909	945	2,612	814	1,051	416
Clifton Heights	Delaware	14,387	.0078	.0068	105	93	7,740	811	504	251	222	2,601	577	334	368
Etna	Allegheny	19,990	.0108	.0063	150	257	3,970	663	300	605	256	11,960	361	456	301
Hatboro	Montgomery	15,359	.0083	.0064	152	198	3,077	484	647	1,397	880	5,028	801	831	596
Irwin	Westmoreland	17,144	.0092	.0056	160	253	5,278	1,109	999	1,026	460	4,684	1,176	1,146	309
Lemoyne	Cumberland	15,947	.0086	.0051	165	277	2,349	637	199	80	425	9,422	559	702	193
Monongahela	Washington	13,935	.0075	.0059	109	139	3,983	479	835	1,067	482	2,906	671	2,078	502
Morrisville	Bucks	15,013	.0081	.0070	135	156	3,445	1,677	1,284	337	453	4,428	893	1,209	655
Oxford	Chester	13,499	.0073	.0034	170	365	2,731	522	648	634	502	4,512	366	938	371
Palmyra	Lebanon	13,051	.0070	.0054	120	156	2,882	232	678	378	431	5,666	619	820	359
Souderton	Montgomery	14,637	.0079	.0051	170	263	2,285	217	841	842	758	1,261	645	1,413	517
SOUTH CAROLINA															
Aiken	Aiken	26,029	.0140	.0084	124	206	7,562	483	1,493	1,507	891	7,509	1,838	1,641	872
Camden	Kershaw	17,207	.0093	.0056	122	202	4,086	679	1,734	640	1,136	4,311	1,171	1,796	601
Myrtle Beach	Horry	15,862	.0085	.0049	136	236	2,820	1,873	3,746	923	564	2,432	1,851	112	580
Walterboro	Colleton	11,955	.0064	.0039	111	183	2,407	413	1,066	1,315	729	2,062	748	1,515	605
SOUTH DAKOTA															
Pierre	Hughes	11,800	.0064	.0048	126	168	2,337	913	836	874	543	3,180	828	1,158	424
TENNESSEE															
Athens	McMinn	14,578	.0079	.0062	91	116	3,272	431	874	892	611	4,202	560	1,976	218
Cookeville	Putnam	14,132	.0076	.0060	116	177	2,210	723	1,252	985	701	3,806	1,676	1,443	313
Fayetteville	Lincoln	13,534	.0073	.0048	109	166	2,443	380	550	1,018	856	3,693	1,038	1,714	444
Franklin	Williamson	14,273	.0077	.0048	114	183	2,715	349	725	596	609	4,353	1,150	897	232
Gallatin	Sumner	14,332	.0077	.0043	126	226	2,932	566	729	811	454	3,711	1,223	2,045	325
Springfield	Robertson	14,124	.0076	.0046	107	177	2,916	549	741	929	944	3,757	770	1,788	294
TEXAS															
Electra	Wichita	14,349	.0077	.0045	136	233	1,147	282	125	383	399	1,233	714	701	258
Freeport	Brazoria	16,570	.0089	.0070	130	165	5,011	642	1,511	831	834	5,209	584	616	753
Gladewater	Gregg and Upshur	14,514	.0078	.0052	141	211	2,022	614	571	553	717	6,934	855	779	495
Graham	Young	13,278	.0072	.0067	103	111	2,763	410	839	491	691	4,663	977	1,347	397
Kermit	Winkler	14,003	.0075	.0059	128	163	3,253	658	556	591	651	4,936	1,389	705	368
Killeen	Bell	20,210	.0109	.0105	83	86	4,847	1,028	2,189	1,421	1,448	3,753	1,937	2,014	783
Liberty	Liberty	17,385	.0094	.0051	165	303	2,678	783	746	1,062	430	4,813	915	4,819	401
Perryton	Ochiltree	15,251	.0082	.0053	177	273	1,999	214	487	444	342	2,555	1,281	1,144	218
Robstown	Nueces	15,911	.0086	.0060	97	139	3,924	1,004	813	557	198	3,516	1,134	2,744	484
San Marcos	Hays	14,785	.0080	.0057	88	121	2,376	684	1,252	730	960	4,388	1,945	1,029	484
Stephenville	Erath	13,406	.0072	.0050	104	150	2,378	386	944	510	630	2,704	882	1,500	314
Wharton	Wharton	17,297	.0093	.0050	185	344	3,352	655	827	1,232	1,014	5,415	1,450	1,734	371
VIRGINIA															
Culpeper	Culpeper	13,420	.0072	.0033	206	450	2,352	511	1,090	468	572	2,252	671	1,309	459
1Falls Church	Fairfax	33,446	.0180	.0109	202	333	14,595	688	1,455	1,696	815	6,148	2,753	1,190	1,662
Farmville	Prince Edward	14,263	.0077	.0041	152	285	1,980	274	2,258	818	465	3,222	558	1,922	484
Marion	Smyth	13,370	.0072	.0051	113	160	2,463	523	985	783	1,117	3,713	928	1,489	458
Salem	Roanoke	14,676	.0079	.0064	112	139	4,293	728	431	514	701	4,438	1,429	680	533
1Williamsburg	James City	15,063	.0081	.0055	128	188	3,412	1,784	1,908	368	318	3,336	957	752	684
WASHINGTON															
Moses Lake	Grant	22,295	.0120	.0085	137	194	4,028	1,955	1,918	899	899	4,999	2,188	3,627	498
WEST VIRGINIA															
St. Albans	Kanawha	14,420	.0078	.0079	98	98	5,120	853	778	408	448	3,678	1,009	1,388	410
WISCONSIN															
Fort Atkinson	Jefferson	13,819	.0074	.0058	129	164	3,624	849	588	791	535	3,191	837	2,182	384
Oconomowoc	Waukesha	13,708	.0074	.0047	131	206	3,599	1,062	656	646	711	2,914	1,009	1,431	498
Total Above Cities		2,967,273	1.5993	1.1640	130	179	715,958	159,654	209,810	130,639	121,691	779,190	291,578	277,228	85,985

1 Independent City included with County indicated.

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Before using these figures, see explanation page 11.



The Survey of TV Homes

We present here exclusive SALES MANAGEMENT estimates of the number of television homes by counties and metropolitan areas as of January 1, 1956. Since they are the end result of the combined efforts of the Advertising Research Foundation, the Census Bureau, *Television* magazine, the Radio-Electronics-Television Manufacturers Association and the three major television networks, we believe these estimates will be widely accepted by the television industry and by advertisers and their agencies as the most up-to-date and "official" set of estimates available anywhere. Our part in the development of the data will be described below.

Television as a medium of entertainment and advertising has grown so rapidly over the past decade that we have had a most difficult statistical problem in providing accurate records of the degree to which it has penetrated the American home. In seven year's time the total TV advertising dollar volume (including network time, talent and production) has grown from less than $60 million to more than $1 billion, with network TV advertising representing somewhat more than one-half of the total.

Beginning with the 1950 Census, there have been many attempts to ascertain the number of TV homes by county, but the industry's rapid growth has quickly outmoded all successive counts. Today, with over 70% of all homes having at least one TV set, we know that future growth cannot match the rate of the past decade, since we are so much closer to saturation levels.

The history of our estimates is an interesting one. Basically they represent a six-month projection of the county-by-county estimates developed by the Advertising Research Foundation as of June 1955. The Foundation is a non-profit, tri-partite organization of advertisers, advertising agencies and advertising media chartered to raise marketing research standards. In 1955 ARF requested the Census Bureau to conduct a special TV home survey on behalf of the following sponsors: The American Broadcasting Co., the Columbia Broadcasting System, the National Broadcasting Co., the National Association of Radio and Television Broadcasters and the Television Bureau of Advertising. This Census survey yielded TV set data for some 230 sample areas which the ARF then compared with independent county-by-county estimates prepared by the research departments of the National Broadcasting Co. and *Television* magazine. Regression equations relating the latter sets of data to the Census control data permitted the ARF to develop a complete set of county-by-county estimates geared to the Census benchmark data as of June 1955.

The updating procedure adopted by SALES MANAGEMENT is simple and direct, for we had no desire to depart radically from the ARF data, in the interests of maintaining common standards in the industry. Within each state the ARF county estimates of TV homes (6/55) were first increased by the percentage of gain in television shipments as reported by RETMA (Radio-Electronics-Television Manufacturers Association) for the period June to December 1955. The gain in this period was related to the cumulated total of set shipments since 1946.

This in effect treated the gain in TV set shipments (4.7 million) in the last six months of 1955 as representing new TV homes. This of course would overstate the number of new TV homes since a large portion of set shipments are for replacement and for institutional use. Thus the cumulated total of set shipments as of January 1, 1956 was 43 million, as contrasted to the Census based estimate of 34.2 million TV homes.

After application of these RETMA shipment percentage gains, the resulting estimates were then revised downward to conform to the independently derived national total of 34.2 million TV homes. But by expressing the RETMA shipments gain as a percentage of the cumulated shipment totals in each state we systematically accorded a larger-than-average gain in new TV homes in states with low saturation ratios, and vice versa. For example, in Alabama, which has a 49.6% TV coverage ratio, our January 1, 1956 TV home total (405.5) represents a 12% gain over the June 1955 total set by ARF, whereas in New Jersey with an 85.5% TV coverage, our January 1, 1956 total is only 3.4% higher than the ARF figure.

We shall be happy to send to interested parties all the percentage adjustment factors used to update the ARF estimates for every state, and can also make available the IBM cards containing both the ARF and SALES MANAGEMENT estimates of TV homes by county. In fact the method of updating described above, which has been approved by the major networks and advertisers, can be easily applied at quarterly or monthly intervals to keep estimates current.

TV Homes and % TV Coverage

SM Estimates, 1/1/56, for States and Counties

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
ALABAMA		
Autauga	1.1	26.8
Baldwin	5.6	47.9
Barbour	1.0	15.4
Bibb	2.3	59.0
Blount	3.6	52.2
Bullock	1.1	30.6
Butler	2.1	32.3
Calhoun	13.2	57.6
Chambers	4.1	42.7
Cherokee	2.9	52.6
Chilton	3.2	49.2
Choctaw	1.2	28.6
Clarke	2.0	31.7
Clay	1.2	40.0
Cleburne	1.0	37.0
Coffee	2.3	31.9
Colbert	2.8	24.3
Conecuh	1.2	26.7
Coosa	1.0	40.0
Covington	2.8	27.7
Crenshaw	1.6	35.6
Cullman	7.2	61.0
Dale	1.6	33.3
Dallas	5.3	36.6
DeKalb	4.5	40.2
Elmore	3.4	47.2
Escambia	3.3	44.6
Etowah	17.1	60.9
Fayette	1.4	31.8
Franklin	1.9	31.1
Geneva	1.1	18.3
Greene	.7	20.0
Hale	.9	19.6
Henry	1.2	31.6
Houston	4.8	38.4
Jackson	3.3	37.9
Jefferson	120.0	69.2
Lamar	1.8	38.9
Lauderdale	2.9	19.0
Lawrence	2.2	35.5
Lee	5.1	45.5
Limestone	3.7	44.0
Lowndes	.9	25.0
Macon	1.8	26.9
Madison	7.1	33.6
Marengo	1.2	17.6
Marion	2.9	44.6
Marshall	5.5	47.0
Mobile	44.4	60.2
Monroe	1.2	22.2
Montgomery	23.8	54.6
Morgan	8.6	58.9
Perry	.9	22.0
Pickens	1.2	23.5
Pike	1.8	24.7
Randolph	2.2	44.0
Russell	4.5	42.1
Saint Clair	3.1	48.4
Shelby	5.3	69.7
Sumter	1.6	30.8
Talladega	10.8	65.9
Tallapoosa	3.6	40.4
Tuscaloosa	9.7	40.2
Walker	9.9	63.9
Washington	1.0	29.4
Wilcox	.7	14.9
Winston	2.4	60.0
State Total	405.5	49.6

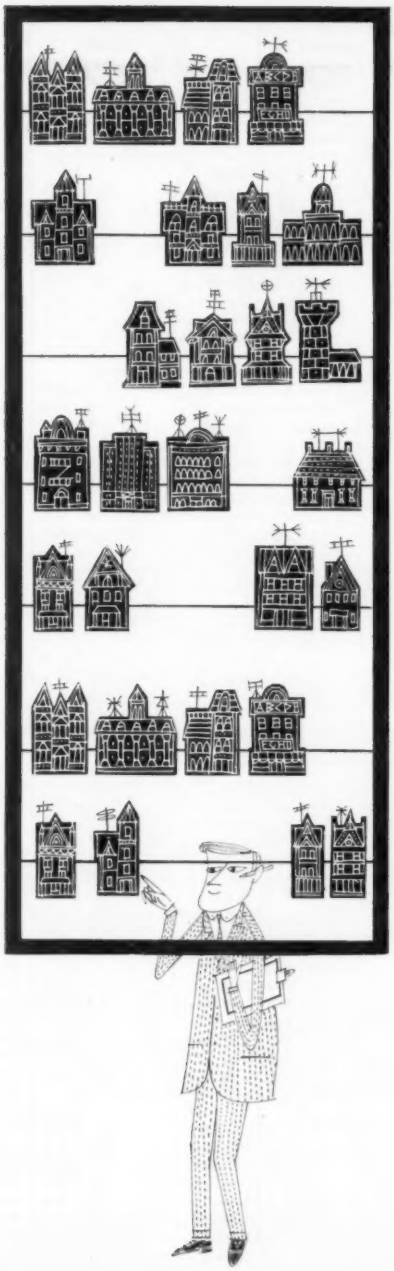
STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
ARIZONA		
Apache	.4	6.6
Cochise	1.5	11.9
Coconino	1.2	15.0
Gila	2.8	35.9
Graham	.6	16.2
Greenlee	.6	14.0
Maricopa	97.7	66.7
Mohave	.1	4.3
Navajo	.7	9.1
Pima	32.3	51.8
Pinal	8.4	54.9
Santa Cruz	.7	25.9
Yavapai	1.3	18.6
Yuma	5.5	46.6
State Total	153.8	51.6
ARKANSAS		
Arkansas	3.8	55.1
Ashley	2.8	50.9
Baxter	.4	16.0
Benton	2.7	24.5
Boone	1.4	33.3
Bradley	1.3	36.1
Calhoun	.5	33.3
Carroll	.7	20.0
Chicot	1.7	29.8
Clark	2.1	36.2
Clay	2.7	42.9
Cleburne	.7	29.2
Cleveland	.5	26.3
Columbia	2.7	38.6
Conway	1.8	45.0
Craighead	9.2	67.2
Crawford	1.8	29.0
Crittenden	6.9	49.6
Cross	3.2	53.3
Dallas	1.2	38.7
Desha	1.8	28.1
Drew	1.0	24.4
Faulkner	2.9	49.2
Franklin	.8	28.6
Fulton	.4	20.0
Garland	6.9	42.9
Grant	1.2	50.0
Greene	2.5	34.7
Hempstead	1.8	28.1
Hot Spring	2.7	36.5
Howard	1.7	60.7
Independence	2.5	44.6
Izard	.2	11.1
Jackson	2.9	40.3
Jefferson	8.6	36.1
Johnson	.4	10.0
Lafayette	1.1	34.4
Lawrence	2.3	46.9
Lee	2.6	40.6
Lincoln	.9	27.3
Little River	1.6	57.1
Logan	.9	20.5
Lonoke	3.7	57.8
Madison	.4	16.0
Marion	.2	11.1
Miller	7.8	70.9
Mississippi	13.0	69.1
Monroe	1.6	32.0
Montgomery	.1	7.1
Nevada	1.2	36.4
Newton	.2	12.5

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Ouachita	2.7	24.5
Perry	.4	36.4
Phillips	4.4	32.6
Pike	.7	31.8
Poinsett	5.2	68.4
Polk	.6	16.7
Pope	1.3	23.6
Prairie	1.5	46.9
Pulaski	30.9	42.7
Randolph	1.5	46.9
St. Francis	4.1	46.1
Saline	3.1	44.9
Scott	.3	16.7
Searcy	.4	16.0
Sebastian	14.6	65.5
Sevier	1.0	43.5
Sharp	.2	10.5
Stone	.1	6.7
Union	5.6	35.4
Van Buren	1.0	47.6
Washington	4.5	28.5
White	3.4	34.0
Woodruff	1.0	25.0
Yell	.9	27.3
State Total	213.2	41.1
CALIFORNIA		
Alameda	219.2	74.9
Alpine	.1	50.0
Amador	1.5	57.7
Butte	12.3	54.4
Calaveras	1.7	56.7
Colusa	2.1	58.3
Contra Costa	73.3	72.1
Del Norte	1.2	18.8
Eldorado	2.8	47.5
Fresno	64.1	66.2
Glenn	2.5	51.0
Humboldt	17.4	55.6
Imperial	8.6	46.5
Inyo	.6	15.0
Kern	50.8	65.2
Kings	10.4	73.8
Lake	1.7	43.6
Lassen	.6	10.7
Los Angeles	1,449.8	79.1
Madera	8.1	74.3
Marin	23.8	66.7
Mariposa	.7	53.8
Mendocino	3.3	18.8
Merced	14.2	57.3
Modoc	1	3.2
Mono	.1	12.5
Monterey	27.5	55.1
Napa	6.0	36.4
Nevada	3.6	55.4
Orange	87.7	71.1
Placer	8.8	62.0
Plumas	1.4	35.9
Riverside	47.6	65.2
Sacramento	76.0	62.2
San Benito	2.4	54.5
San Bernardino	79.0	68.7
San Diego	202.3	74.4
San Francisco	228.8	79.9
San Joaquin	47.5	68.6
San Luis Obispo	10.1	49.0
San Mateo	77.0	69.0

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Santa Barbara	22.0	61.1
Santa Clara	87.4	63.9
Santa Cruz	16.1	63.9
Shasta	5.1	36.2
Sierra	.3	37.5
Siskiyou	1.9	18.1
Solano	29.5	75.8
Sonoma	21.7	50.5
Stanislaus	24.6	55.9
Sutter	4.4	48.9
Tehama	3.9	60.9
Trinity	.5	20.0
Tulare	28.0	64.5
Tuolumne	2.2	45.8
Ventura	33.6	74.0
Yolo	7.7	46.7
Yuba	4.6	45.1
State Total	3,170.2	71.9
COLORADO		
Adams	10.8	62.1
Alamosa	.3	10.7
Arapahoe	12.3	53.9
Archuleta	.1	14.3
Baca	.1	3.8
Bent	.5	22.7
Boulder	9.5	58.3
Chaffee	.6	27.3
Cheyenne	.1	9.1
Clear Creek	.6	50.0
Conejos	.2	8.3
Costilla	.1	8.3
Crowley	.7	50.0
Custer	.2	33.3
Delta	1.2	21.4
Denver	122.8	75.2
Dolores		
Douglas	.5	41.7
Eagle	.2	16.7
Elbert	.5	45.5
El Paso	17.7	51.2
Fremont	2.1	37.5
Garfield	.2	5.3
Gilpin	.1	50.0
Grand	.3	27.3
Gunnison	.1	5.9
Hinsdale		
Huerfano	.6	20.0
Jackson	.2	28.6
Jefferson	15.0	57.7
Kiowa	.3	33.3
Kit Carson	.2	7.1
Lake	.7	38.9
La Plata	.5	11.6
Larimer	9.9	65.6
Las Animas	1.0	14.1
Lincoln	.4	21.1
Logan	3.1	57.4
Mesa	5.4	38.3
Mineral		
Moffat	.1	5.6
Montezuma	.2	6.7
Montrose	.9	19.6
Morgan	2.8	50.9
Otero	3.5	44.3
Ouray		
Park	.2	40.0
Phillips	.3	20.0
Pitkin		

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Prowers	.3	5.9
Pueblo	15.3	50.9
Rio Blanco	.1	5.6
Rio Grande	.2	5.6
Routt	.2	7.7
Saguache	.1	7.1
San Juan		
San Miguel		
Sedgwick	.1	6.7
Summit	.1	25.0
Teller	.2	33.3
Washington	.9	36.0
Weld	12.8	61.8
Yuma	.7	21.2
State Total	258.1	53.9
CONNECTICUT		
Fairfield	142.2	82.0
Hartford	155.0	85.6
Litchfield	27.0	80.6
Middlesex	18.0	84.9
New Haven	155.2	87.0
New London	31.6	66.0
Tolland	11.2	76.2
Windham	16.3	78.4
State Total	556.5	82.9
DELAWARE		
Kent	10.7	80.5
New Castle	60.3	81.4
Sussex	16.3	72.8
State Total	87.3	79.4
DISTRICT OF COLUMBIA		
District of Columbia	215.7	83.9
State Total	215.7	83.9
FLORIDA		
Alachua	6.5	41.1
Baker	1.1	84.6
Bay	8.0	53.3
Bradford	2.4	88.9
Brevard	4.8	33.3
Broward	36.6	68.5
Calhoun	1.1	57.9
Charlotte	.6	33.3
Citrus	.6	37.5
Clay	3.1	66.0
Collier	1.3	39.4
Columbia	2.3	44.2
Dade	184.0	80.3
De Soto	.6	26.1
Dixie	.3	33.3
Duval	83.3	74.2
Escambia	25.4	58.4
Flagler	.4	33.3
Franklin	.3	20.0
Gadsden	.8	10.3
Gilchrist	.3	50.0
Glades	.2	28.6
Gulf	.5	19.2
Hamilton	.7	31.8
Hardee	.8	25.0

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SOME TOTALS!

It figures... if you have something to sell, the best place to be seen is a big market. Like Southern California — where more than two and a half million families spend more than ten billion dollars annually.

According to both Nielsen and American Research Bureau, Southern Californians watch KNXT more than any other station. Month after month, all year 'round, KNXT delivers the largest average audience of any Los Angeles station.

It adds up to one of the biggest week-long audiences in all television. Yet the cost is surprisingly economical. *Average announcement cost on KNXT comes to only sixty-six cents per thousand viewers!**

Figuring on selling big-spending, prosperous Southern California? Your best buy is...

KNXT

CBS Owned . . . Channel 2 in Los Angeles
Represented by CBS Television Spot Sales

KNXT COVERAGE DATA:

Population	*7,631,000*
Families	*2,585,000*
Retail Sales	*$10,282,059,000*
Effective Buying Income	*$14,657,286,000*
Effective Buying Income per Family	*$5,670*
Source	*1956 Sales Management Survey of Buying Power*

*Nielsen, Feb. '56

TV Homes and % TV Coverage—(Cont'd)

SM Estimates, 1/1/56, for States and Counties

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Hendry	.9	50.0
Hernando	.8	36.4
Highlands	1.2	26.1
Hillsborough	58.3	60.5
Holmes	.2	6.9
Indian River	1.5	33.3
Jackson	1.4	16.7
Jefferson	.6	25.0
Lafayette	.2	28.6
Lake	6.7	50.6
Lee	5.0	51.0
Leon	1.7	11.4
Levy	.6	22.2
Liberty		
Madison	.9	27.3
Manatee	8.2	58.2
Marion	4.5	34.6
Martin	1.4	45.2
Monroe	4.0	27.8
Nassau	2.6	70.3
Okaloosa	3.9	42.4
Okeechobee	.5	45.5
Orange	30.1	55.6
Osceola	2.2	50.0
Palm Beach	28.9	55.2
Pasco	2.6	35.1
Pinellas	36.0	45.7
Polk	15.5	34.1
Putnam	4.1	53.2
St. Johns	5.0	58.1
St. Lucie	2.9	38.7
Santa Rosa	2.1	38.9
Sarasota	6.1	40.5
Seminole	3.6	36.4
Sumter	1.2	41.4
Suwannee	1.5	37.5
Taylor	.7	18.9
Union	.8	88.9
Volusia	11.3	37.5
Wakulla	.1	7.7
Walton	1.0	26.3
Washington	.4	13.8
State Total	626.2	57.0

GEORGIA		
Appling	.7	22.6
Atkinson	.3	17.6
Bacon	1.0	45.5
Baker	.1	9.1
Baldwin	1.7	32.7
Banks	.6	40.0
Barrow	2.3	65.7
Bartow	5.0	70.4
Ben Hill	1.0	25.6
Berrien	.7	22.6
Bibb	20.4	55.3
Bleckley	1.0	45.5
Brantley	.5	33.3
Brooks	.8	21.1
Bryan	.4	28.6
Bulloch	2.5	43.1
Burke	2.1	37.5
Butts	1.7	77.3
Calhoun	.5	23.8
Camden	1.1	47.8
Candler	.6	33.3
Carroll	6.1	60.3
Catoosa	3.0	66.2
Charlton	.7	63.6
Chatham	29.1	60.1
Chattahoochee	1.2	75.0
Chattooga	3.2	58.2
Cherokee	3.8	71.7
Clarke	5.3	48.6
Clay	.4	30.8
Clayton	5.7	75.0
Clinch	.6	40.0
Cobb	16.7	78.0
Coffee	.9	16.1
Colquitt	1.9	20.7
Columbia	1.3	56.5
Cook	.4	13.3
Coweta	5.1	69.9
Crawford	.6	50.0
Crisp	1.9	39.6
Dade	1.2	70.6
Dawson	.3	42.9
Decatur	.7	11.1
De Kalb	38.1	77.1
Dodge	1.7	42.5
Dooly	1.3	40.6
Dougherty	5.6	37.1
Douglas	2.5	80.6
Early	.3	7.3
Echols	.2	40.0
Effingham	.6	27.3
Elbert	2.7	60.0
Emanuel	1.2	27.3
Evans	.8	53.3
Fannin	1.5	41.7
Fayette	1.5	78.9
Floyd	11.0	61.1
Forsyth	1.8	66.7
Franklin	2.1	63.6
Fulton	125.7	82.2
Gilmer	1.0	41.7
Glascock	.2	28.6
Glynn	4.9	52.1
Gordon	3.6	75.0
Grady	.4	8.5
Greene	1.3	44.8
Gwinnett	5.7	66.3
Habersham	1.8	42.9
Hall	8.7	77.0
Hancock	.8	36.4
Haralson	2.8	75.7
Harris	1.4	51.9
Hart	1.8	54.5
Heard	.7	46.7
Henry	2.7	71.1
Houston	3.8	54.3
Irwin	.5	20.8
Jackson	2.5	55.6
Jasper	.8	50.0
Jeff Davis	.6	25.0
Jefferson	2.3	53.5
Jenkins	1.0	43.5
Johnson	.7	29.2
Jones	.6	37.5
Lamar	1.6	66.7
Lanier	.3	23.1
Laurens	3.6	46.1
Lee	.7	50.0
Liberty	.9	40.9
Lincoln	.8	61.5
Long	.3	33.3
Lowndes	3.3	27.7
Lumpkin	.5	33.3
McDuffie	2.2	73.3
McIntosh	.4	25.0
Macon	1.3	40.6
Madison	1.3	48.1
Marion	.5	35.7
Meriwether	3.2	61.5
Miller	.4	19.0
Mitchell	1.0	16.9
Monroe	1.7	56.6
Montgomery	.1	8.3
Morgan	1.3	50.0
Murray	1.8	72.0
Muscogee	25.9	72.5
Newton	3.8	74.5
Oconee	.8	50.0
Oglethorpe	1.0	45.5
Paulding	1.9	70.4
Peach	1.5	50.0
Pickens	1.5	68.2
Pierce	.6	25.0
Pike	1.0	55.6
Polk	5.7	71.3
Pulaski	1.0	47.6
Putnam	.6	37.5
Quitman	.2	25.0
Rabun	.8	47.1
Randolph	.9	30.0
Richmond	24.1	84.3
Rockdale	1.7	77.3
Schley	.2	25.0
Screven	1.0	23.8
Seminole	.5	26.3
Spalding	6.7	76.1
Stephens	2.5	52.1
Stewart	.6	28.6
Sumter	2.6	41.3
Talbot	.9	50.0
Taliaferro	.4	44.4
Tattnall	.7	20.0
Taylor	1.1	50.0
Telfair	.6	21.4
Terrell	1.5	48.4
Thomas	1.1	11.8
Tift	1.7	26.6
Toombs	1.0	23.8
Towns	.4	40.0
Treutlen	.3	21.4
Troup	9.2	64.8
Turner	.7	28.0
Twiggs	.5	29.4
Union	.7	41.2
Upson	3.6	54.5
Walker	7.0	60.9
Walton	3.6	72.0
Ware	4.5	51.7
Warren	.9	42.9
Washington	1.5	31.3
Wayne	1.1	31.4
Webster	.2	25.0
Wheeler	.3	21.4
White	.8	42.9
Whitfield	7.5	74.3
Wilcox	1.0	43.5
Wilkes	1.6	57.1
Wilkinson	.7	31.8
Worth	1.0	23.3
State Total	554.4	57.4

IDAHO		
Ada	17.3	69.2
Adams	.3	33.3
Bannock	7.3	57.5
Bear Lake	1.1	57.9
Benewah	.9	60.0
Bingham	4.1	60.3
Blaine	.5	35.7
Boise	.4	66.7
Bonner	3.1	68.9
Bonneville	7.7	77.0
Boundary	.9	56.3
Butte	.3	37.5
Camas	.1	33.3
Canyon	8.3	48.5
Caribou	.8	40.0
Cassia	1.6	40.0
Clark	.1	50.0
Clearwater	.9	40.9
Custer	.3	30.0
Elmore	1.3	44.8
Franklin	1.2	48.0
Fremont	1.9	79.2
Gem	1.4	60.9
Gooding	.9	27.3
Idaho	.6	18.8
Jefferson	1.3	46.4
Jerome	.8	23.5
Kootenai	5.6	70.9
Latah	3.0	49.2
Lemhi	.1	5.6
Lewis	.3	25.0
Lincoln	.3	27.3
Madison	2.0	80.0
Minidoka	1.0	41.7
Nez Perce	2.1	28.0
Oneida	.6	60.0
Owyhee	1.0	58.8
Payette	1.5	41.7
Power	.5	55.6
Shoshone	3.7	54.4
Teton	.5	71.4
Twin Falls	3.8	28.6
Valley	.3	25.0
Washington	1.1	45.8
State Total	82.8	51.6

ILLINOIS		
Adams	16.9	77.5
Alexander	3.1	43.1
Bond	3.3	73.3
Boone	3.0	54.5
Brown	1.7	77.3
Bureau	7.5	63.6
Calhoun	1.5	88.2
Carroll	4.9	79.0
Cass	3.5	77.8
Champaign	29.9	64.1
Christian	7.9	63.2
Clark	3.4	63.0
Clay	2.0	37.0
Clinton	4.7	70.1
Coles	7.4	54.8
Cook	1,356.1	89.3
Crawford	4.4	61.1
Cumberland	2.3	74.2
De Kalb	16.1	78.3
De Witt	3.8	71.7
Douglas	3.9	76.5
Du Page	46.8	65.6
Edgar	4.8	62.3
Edwards	1.1	39.3
Effingham	4.3	67.2
Fayette	4.3	61.4
Ford	3.9	78.0
Franklin	6.5	41.1
Fulton	11.8	81.9
Gallatin	.6	22.2
Greene	4.4	74.6
Grundy	4.5	73.8
Hamilton	.7	18.9
Hancock	6.2	74.7
Hardin	.4	19.0
Henderson	1.7	68.0
Henry	13.3	83.1
Iroquois	6.0	57.7
Jackson	6.8	53.1
Jasper	2.2	59.5
Jefferson	6.1	50.4
Jersey	3.4	70.8
Jo Daviess	4.1	61.2
Johnson	.6	25.0
Kane	43.1	88.1
Kankakee	17.6	84.6
Kendall	3.2	86.5
Knox	14.1	77.5
Lake	53.3	74.5
La Salle	17.4	53.9
Lawrence	2.6	40.0
Lee	6.1	59.8
Livingston	6.5	59.6
Logan	6.4	72.7
McDonough	5.5	59.8
McHenry	14.2	79.8
McLean	14.1	52.4
Macon	24.6	69.3
Macoupin	8.6	61.4
Madison	53.7	85.0
Marion	8.4	65.1
Marshall	2.3	57.5
Mason	2.5	50.0
Massac	1.8	38.3
Menard	1.7	58.6
Mercer	4.2	79.2
Monroe	3.3	82.5
Montgomery	6.1	58.7
Morgan	6.4	64.0
Moultrie	2.5	62.5
Ogle	6.8	63.0
Peoria	48.8	84.0
Perry	3.9	58.2
Piatt	2.7	64.3
Pike	5.7	82.6
Pope	.3	20.0
Pulaski	1.8	40.9
Putnam	.5	38.5
Randolph	6.7	80.7
Richland	2.5	40.3
Rock Island	39.3	87.9
St. Clair	80.7	89.3
Saline	6.6	61.7
Sangamon	23.8	52.5
Schuyler	2.0	64.5
Scott	1.4	60.9
Shelby	2.8	36.8
Stark	1.7	65.4
Stephenson	10.2	71.8
Tazewell	21.0	77.5

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ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!

ABSOLUTE RATING LEADERSHIP IN EVERY AUDIENCE SURVEY—

- 52.8% Share of Audience
- 14 out of Top 15 Weekly Shows.
- 9 of Top 10 Monday-thru-Friday Shows.

(ARB, Portland, February 1956)

HIGHEST TOWER

MAXIMUM POWER

EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 317,500 Television Families of 30 Oregon and Washington Counties with
- $2,694,644,000 in Total Effective Buying Income who spent
- $1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

KOIN-TV

Channel 6 — Portland, Oregon

CBS

THE **BIG** MR. SIX IN THE WEST

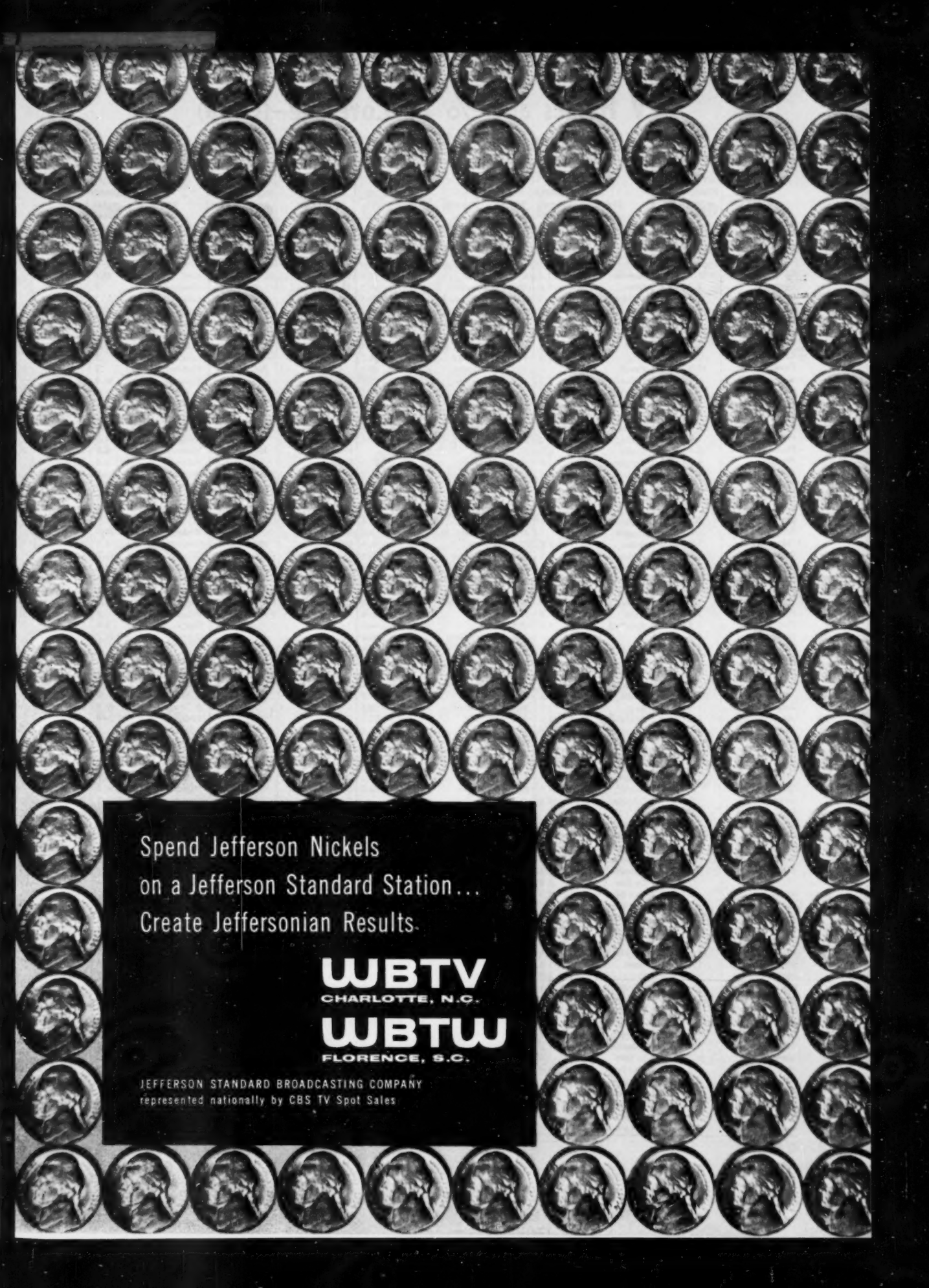
Represented Nationally by CBS Television Spot Sales

TV Homes and % TV Coverage—(Cont'd)

SM Estimates, 1/1/56, for States and Counties

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Union	2.9	53.7
Vermilion	17.5	60.6
Wabash	1.9	41.3
Warren	5.3	67.1
Washington	3.1	68.9
Wayne	1.9	25.3
Whitley	2.6	38.8
Whiteside	14.4	87.3
Will	37.5	85.6
Williamson	7.6	46.1
Winnebago	44.8	82.8
Woodford	4.3	64.2
State Total	2,340.0	80.1
INDIANA		
Adams	5.2	77.6
Allen	48.5	75.9
Bartholomew	11.6	88.5
Benton	2.6	81.3
Blackford	2.6	63.4
Boone	6.6	80.5
Brown	1.0	66.7
Carroll	3.9	75.0
Cass	8.4	69.4
Clark	13.6	80.5
Clay	4.8	62.3
Clinton	8.3	83.0
Crawford	1.6	61.5
Daviess	5.5	67.1
Dearborn	6.6	84.6
Decatur	4.3	76.8
De Kalb	6.2	72.9
Delaware	25.9	78.7
Dubois	3.6	52.9
Elkhart	19.7	67.2
Fayette	5.7	74.0
Floyd	13.2	85.2
Fountain	3.8	65.5
Franklin	2.7	60.0
Fulton	4.5	84.9
Gibson	4.6	47.9
Grant	15.3	74.6
Greene	7.0	77.8
Hamilton	8.0	82.5
Hancock	6.2	87.3
Harrison	3.1	59.6
Hendricks	7.4	64.3
Henry	11.0	74.8
Howard	15.8	84.5
Huntington	5.5	52.9
Jackson	6.1	69.3
Jasper	4.2	79.2
Jay	4.2	56.0
Jefferson	5.3	84.1
Jennings	2.9	70.7
Johnson	7.9	75.2
Knox	10.2	73.4
Kosciusko	7.3	66.4
Lagrange	3.0	68.2
Lake	111.6	83.2
La Porte	20.8	79.7
Lawrence	8.0	74.1
Madison	32.6	90.1
Marion	178.8	92.3
Marshall	7.3	74.5
Martin	2.0	64.5
Miami	4.9	52.1
Monroe	10.9	75.2
Montgomery	8.5	87.6
Morgan	7.0	72.2
Newton	3.1	91.2
Noble	8.0	75.0
Ohio	.9	75.0
Orange	2.8	57.1
Owen	2.5	71.4
Parke	3.7	78.7
Perry	3.0	60.9
Pike	2.7	61.4
Porter	11.5	85.2
Posey	4.2	70.9
Pulaski	2.7	69.2
Putnam	3.7	54.4
Randolph	7.6	84.4
Ripley	4.6	78.0
Rush	5.0	82.0
St. Joseph	57.6	81.2
Scott	3.0	71.4
Shelby	7.5	78.1
Spencer	2.2	57.9
Starke	4.0	76.9
Steuben	3.1	63.3
Sullivan	5.7	90.5
Switzerland	1.7	85.0
Tippecanoe	14.4	61.5
Tipton	3.6	76.6
Union	1.3	81.3
Vanderburgh	33.5	60.1
Vermillion	4.3	66.2
Vigo	30.9	83.6
Wabash	5.4	56.8
Warren	1.7	68.0
Warrick	4.0	57.1
Washington	3.2	64.0
Wayne	18.0	78.3
Wells	3.8	61.3
White	4.0	67.8
Whitley	4.9	77.8
State Total	1,029.6	77.8
IOWA		
Adair	2.4	63.2
Adams	1.4	53.8
Allamakee	2.0	44.4
Appanoose	3.0	50.8
Audubon	2.6	76.5
Benton	5.6	80.0
Black Hawk	26.3	77.6
Boone	6.3	77.8
Bremer	3.7	66.1
Buchanan	4.7	79.7
Buena Vista	3.6	51.4
Butler	3.2	60.4
Calhoun	3.1	59.6
Carroll	4.8	75.0
Cass	5.0	82.0
Cedar	4.9	90.7
Cerro Gordo	10.6	73.1
Cherokee	3.6	70.6
Chickasaw	2.1	48.8
Clarke	1.3	43.3
Clay	3.1	51.7
Clayton	3.5	54.7
Clinton	14.0	87.5
Crawford	4.0	74.1
Dallas	6.2	81.6
Davis	1.0	34.5
Decatur	1.6	44.4
Delaware	4.0	80.0
Des Moines	12.0	83.9
Dickinson	1.9	48.7
Dubuque	14.3	70.4
Emmet	1.3	31.0
Fayette	4.3	53.8
Floyd	2.9	42.0
Franklin	3.6	72.0
Fremont	3.0	88.2
Greene	3.5	74.5
Grundy	3.0	71.4
Guthrie	3.1	72.1
Hamilton	5.1	82.3
Hancock	2.7	62.8
Hardin	6.4	87.7
Harrison	4.7	85.5
Henry	3.1	56.4
Howard	1.4	36.8
Humboldt	1.9	48.7
Ida	2.4	75.0
Iowa	3.4	72.3
Jackson	4.6	83.6
Jasper	7.6	76.0
Jefferson	3.2	65.3
Johnson	7.6	58.5
Jones	4.6	82.1
Keokuk	3.5	64.8
Kossuth	3.3	45.2
Lee	7.7	57.9
Linn	30.8	83.7
Louisa	2.9	90.6
Lucas	1.5	41.7
Lyon	3.1	75.6
Madison	3.0	73.2
Mahaska	4.4	57.1
Marion	6.2	83.8
Marshall	8.0	72.7
Mills	3.2	94.1
Mitchell	2.3	57.5
Monona	4.3	89.6
Monroe	1.6	51.6
Montgomery	4.4	86.3
Muscatine	9.6	90.6
O'Brien	4.0	67.8
Osceola	1.5	51.7
Page	5.9	83.1
Palo Alto	2.1	50.0
Plymouth	5.6	84.8
Pocahontas	2.3	52.3
Polk	66.7	82.7
Pottawattamie	17.6	81.9
Poweshiek	3.4	60.7
Ringgold	1.2	40.0
Sac	3.6	67.9
Scott	29.9	90.1
Shelby	3.6	81.8
Sioux	5.3	73.6
Story	11.0	83.3
Tama	5.4	79.4
Taylor	2.4	63.2
Union	3.0	54.5
Van Buren	2.3	65.7
Wapello	7.1	47.3
Warren	4.2	79.2
Washington	3.6	58.1
Wayne	1.7	45.9
Webster	11.5	83.9
Winnebago	2.6	68.4
Winneshiek	2.1	32.8
Woodbury	32.3	90.5
Worth	2.3	71.9
Wright	4.7	75.8
State Total	597.9	73.1
KANSAS		
Allen	2.5	42.4
Anderson	1.1	34.4
Atchison	4.5	69.2
Barber	1.7	56.7
Barton	8.0	73.4
Bourbon	3.2	52.5
Brown	3.1	62.0
Butler	7.8	64.5
Chase	.7	43.8
Chautauqua	.8	36.4
Cherokee	3.9	48.8
Cheyenne		
Clark	.3	27.3
Clay	1.4	37.8
Cloud	1.5	29.4
Coffey	1.4	51.9
Comanche	.6	50.0
Cowley	6.1	50.8
Crawford	7.8	52.0
Decatur	.5	21.7
Dickinson	2.2	30.1
Doniphan	1.9	57.6
Douglas	7.1	66.4
Edwards	1.1	55.0
Elk	.8	40.0
Ellis	2.1	40.4
Ellsworth	1.5	51.7
Finney	.6	14.6
Ford	1.8	28.0
Franklin	4.0	60.6
Geary	2.1	34.4
Gove	.2	20.0
Graham	.3	18.8
Grant	.1	.7
Gray	.3	23.1
Greeley		
Greenwood	1.8	42.9
Hamilton		
Harper	2.0	58.8
Harvey	4.4	57.9
Haskell	.1	12.5
Hodgeman	.2	22.2
Jackson	2.7	79.4
Jefferson	2.3	63.9
Jewell	.5	17.2
Johnson	26.0	69.7
Kearny	.1	11.1
Kingman	1.7	50.0
Kiowa	.8	57.1
Labette	4.3	41.7
Lane	.3	30.0
Leavenworth	9.6	89.7
Lincoln	.8	40.0
Linn	2.0	62.5
Logan	.1	8.3
Lyon	3.6	46.2
McPherson	4.2	56.0
Marion	2.3	44.2
Marshall	1.9	32.2
Meade	.2	13.3
Miami	4.4	69.8
Mitchell	1.2	40.0
Montgomery	8.2	49.4
Morris	.9	36.0
Morton	.1	11.1
Nemaha	1.7	40.5
Neosho	3.8	56.7
Ness	1.0	47.6
Norton	1.2	42.9
Osage	2.8	63.6
Osborne	1.0	38.5
Ottawa	.9	36.0
Pawnee	2.1	70.0
Phillips	1.5	42.9
Pottawatomie	1.4	37.8
Pratt	2.3	57.5
Rawlins		
Reno	13.7	71.7
Republic	1.0	27.8
Rice	3.6	72.0
Riley	3.3	42.9
Rooks	1.1	34.4
Rush	1.1	50.0
Russell	1.9	47.5
Saline	6.3	47.0
Scott	.2	15.4
Sedgwick	73.6	70.9
Seward	.3	8.3
Shawnee	29.3	70.6
Sheridan	.2	18.2
Sherman	.1	4.8
Smith	.9	32.1
Stafford	1.6	57.1
Stanton		
Stevens	.1	9.1
Sumner	4.8	53.3
Thomas	.4	17.4
Trego	.3	18.8
Wabaunsee	1.0	45.5
Wallace		
Washington	1.5	36.6
Wichita	.1	12.5
Wilson	2.1	42.0
Woodson	.7	35.0
Wyandotte	50.1	82.8
State Total	388.7	57.6
KENTUCKY		
Adair	1.8	40.5
Allen	1.7	43.6
Anderson	1.6	72.7
Ballard	.9	25.7
Barren	3.1	35.6
Bath	.5	20.0
Bell	3.0	34.5
Boone	3.1	66.0
Bourbon	2.3	45.1
Boyd	11.0	70.1
Boyle	2.6	46.4
Bracken	1.6	55.2
Breathitt	.5	13.9
Breckinridge	2.3	57.5
Bullitt	2.5	64.1
Butler	.7	30.4
Caldwell	1.0	23.3
Calloway	2.0	40.8
Campbell	20.5	77.9
Carlisle	.7	38.9
Carroll	1.9	73.1

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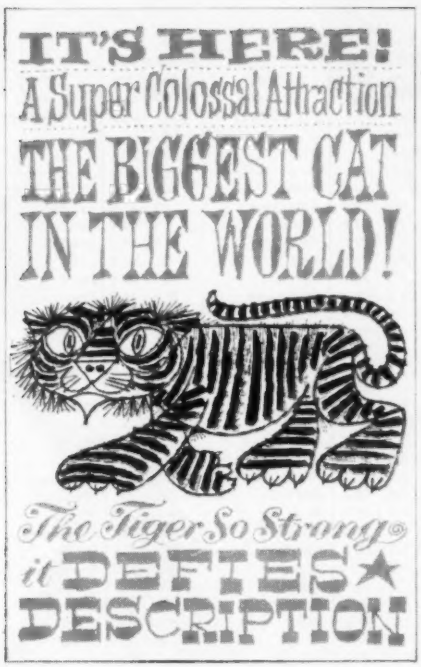

Spend Jefferson Nickels
on a Jefferson Standard Station...
Create Jeffersonian Results.
WBTV
CHARLOTTE, N.C.
WBTW
FLORENCE, S.C.
JEFFERSON STANDARD BROADCASTING COMPANY
represented nationally by CBS TV Spot Sales

TV Homes and % TV Coverage—(Cont'd)

SM Estimates, 1/1/56, for States and Counties

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Carter	3.2	55.2
Casey	1.3	38.2
Christian	4.3	25.4
Clark	1.5	24.6
Clay	.6	15.0
Clinton	.3	15.8
Crittenden	.5	19.2
Cumberland	.3	14.3
Daviess	10.5	60.7
Edmonson	.6	31.6
Elliott	1.0	71.4
Estill	.6	21.4
Fayette	12.8	37.6
Fleming	1.3	43.3
Floyd	5.6	89.6
Franklin	4.1	52.6
Fulton	1.2	33.3
Gallatin	.9	81.8
Garrard	1.1	33.3
Grant	2.2	88.8
Graves	2.5	23.6
Grayson	1.6	35.6
Green	1.2	46.2
Greenup	4.0	55.6
Hancock	.6	40.0
Hardin	6.5	58.9
Harlan	5.8	35.2
Harrison	2.7	55.1
Hart	1.8	48.6
Henderson	4.3	41.3
Henry	1.5	45.5
Hickman	.4	19.0
Hopkins	2.7	21.8
Jackson	.3	11.5
Jefferson	129.6	75.9
Jessamine	1.4	34.1
Johnson	2.9	64.4
Kenton	29.6	61.7
Knott	.6	18.2
Knox	.9	14.3
Larue	1.5	50.0
Laurel	.9	15.0
Lawrence	1.8	47.4
Lee	.2	11.1
Leslie	.6	16.1
Letcher	1.5	22.1
Lewis	1.2	30.7
Lincoln	2.1	42.0
Livingston	.4	19.0
Logan	2.7	39.1
Lyon	.3	15.8
McCracken	6.6	28.3
McCreary	.5	17.2
McLean	1.1	32.4
Madison	2.0	21.3
Magoffin	1.2	50.0
Marion	2.1	60.0
Marshall	1.8	37.5
Martin	1.0	43.5
Mason	3.4	58.6
Meade	1.6	66.7
Menifee	.3	33.3
Mercer	2.3	54.8
Metcalfe	.9	52.9
Monroe	1.4	48.3
Montgomery	1.1	42.3
Morgan	1.2	52.2
Muhlenberg	2.6	32.9
Nelson	3.6	73.5
Nicholas	1.2	57.1
Ohio	1.6	32.7
Oldham	1.7	60.7
Owen	1.7	65.4
Owsley	.3	21.4
Pendleton	1.9	63.3
Perry	1.6	20.5
Pike	7.5	48.7
Powell	.3	18.8
Pulaski	1.1	12.5
Robertson	.5	71.4
Rockcastle	.3	11.1
Rowan	1.3	48.4
Russell	.7	25.9
Scott	2.1	47.7
Shelby	3.1	50.8
Simpson	1.6	41.0
Spencer	1.2	85.7
Taylor	2.0	51.3
Todd	1.5	42.9
Trigg	.6	25.0
Trimble	.7	41.2
Union	1.7	47.2
Warren	5.1	38.6
Washington	2.0	69.0
Wayne	.5	14.3
Webster	1.0	22.2
Whitley	1.9	29.2
Wolfe	.3	23.1
Woodford	1.6	47.1
State Total	416.0	50.4
LOUISIANA		
Acadia	2.6	20.0
Allen	1.9	35.2
Ascension	3.2	52.5
Assumption	1.8	43.9
Avoyelles	3.7	35.2
Beauregard	1.8	32.7
Bienville	1.6	35.6
Bossier	6.1	47.7
Caddo	37.9	63.3
Calcasieu	15.6	46.3
Caldwell	1.2	44.4
Cameron	.4	30.8
Catahoula	.7	25.0
Claiborne	2.0	31.7
Concordia	1.6	42.1
De Soto	2.4	40.7
East Baton Rouge	36.5	61.7
East Carroll	1.5	37.5
East Feliciana	1.2	35.3
Evangeline	2.0	22.5
Franklin	2.9	40.3
Grant	1.3	37.1
Iberia	4.0	35.4
Iberville	2.1	29.2
Jackson	2.4	64.9
Jefferson	29.7	69.6
Jefferson Davis	2.4	32.4
Lafayette	6.5	36.3
Lafourche	7.0	61.9
La Salle	1.6	42.1
Lincoln	2.6	38.2
Livingston	2.3	41.1
Madison	2.1	46.7
Morehouse	3.5	38.5
Natchitoches	2.2	23.2
Orleans	145.2	77.8
Ouachita	14.6	58.6
Plaquemines	2.3	62.2
Pointe Coupee	1.7	32.1
Rapides	14.3	50.0
Red River	1.1	39.3
Richland	4.3	66.2
Sabine	.8	15.4
St. Bernard	2.4	66.7
St. Charles	2.5	69.4
St. Helena	.6	25.0
St. James	2.2	61.1
St. John The Baptist	1.9	54.3
St. Landry	4.9	24.1
St. Martin	1.1	17.7
St. Mary	4.1	39.8
St. Tammany	5.3	64.6
Tangipahoa	9.9	61.9
Tensas	1.1	33.3
Terrebonne	5.0	67.8
Union	2.1	43.8
Vermilion	2.0	19.6
Vernon	1.2	20.0
Washington	7.9	71.8
Webster	5.3	51.5
West Baton Rouge	.8	24.2
West Carroll	2.2	67.9
West Feliciana	.4	25.0
Winn	1.7	38.6
State Total	450.2	55.1
MAINE		
Androscoggin	19.3	79.4
Aroostook	4.1	17.2
Cumberland	43.3	85.4
Franklin	2.9	51.8
Hancock	6.1	61.6
Kennebec	18.9	81.1
Knox	6.2	73.8
Lincoln	4.2	80.8
Oxford	8.3	70.3
Penobscot	25.1	85.7
Piscataquis	3.5	70.0
Sagadahoc	5.1	83.6
Somerset	4.4	40.0
Waldo	3.9	63.9
Washington	5.0	52.1
York	22.7	83.2
State Total	183.0	71.1
MARYLAND		
Allegany	12.5	46.3
Anne Arundel	28.2	69.6
Baltimore	319.4	84.6
Calvert	2.4	75.0
Caroline	4.4	80.0
Carroll	9.2	75.4
Cecil	7.5	75.8
Charles	4.3	69.4
Dorchester	5.6	68.3
Frederick	12.7	67.6
Garrett	2.1	40.4
Harford	14.3	85.1
Howard	4.9	71.0
Kent	3.3	82.5
Montgomery	48.0	66.2
Prince Georges	85.7	73.5
Queen Annes	3.3	78.6
St. Marys	5.8	67.4
Somerset	2.2	37.3
Talbot	4.8	78.7
Washington	16.8	69.1
Wicomico	8.0	62.0
Worcester	2.8	36.4
State Total	578.2	76.1
MASSACHUSETTS		
Barnstable	13.8	80.2
Berkshire	35.8	86.1
Bristol	104.7	86.0
Dukes	1.5	83.3
Essex	143.8	85.7
Franklin	11.4	65.5
Hampden	97.7	83.1
Hampshire	17.6	70.7
Middlesex	276.7	86.0
Nantucket	.8	72.7
Norfolk	105.5	81.6
Plymouth	54.7	85.7
Suffolk	234.7	96.1
Worcester	136.5	82.1
State Total	1,237.2	86.0
MICHIGAN		
Alcona	1.0	62.5
Alger	.5	18.5
Allegan	11.7	75.5
Alpena	1.4	21.2
Antrim	1.7	50.0
Arenac	2.0	71.4
Baraga	.4	17.4
Barry	8.7	74.4
Bay	22.5	79.8
Benzie	.9	36.0
Berrien	35.4	83.9
Branch	6.5	65.7
Calhoun	36.4	89.7
Cass	8.4	80.8
Charlevoix	1.3	33.3
Cheboygan	.5	13.5
Chippewa	2.4	27.9
Clare	2.2	64.7
Clinton	6.9	71.9
Crawford	.6	46.2
Delta	4.0	42.6
Dickinson	5.2	69.3
Eaton	8.7	64.4
Emmet	1.1	22.9
Genesee	75.1	77.3
Gladwin	2.1	84.0
Gogebic	3.3	41.3
Grand Traverse	4.0	47.1
Gratiot	8.2	81.2
Hillsdale	8.4	53.8
Houghton	1.3	11.7
Huron	6.3	67.7
Ingham	51.2	85.9
Ionia	8.4	74.3
Iosco	2.1	55.3
Iron	1.1	20.0
Isabella	5.7	70.4
Jackson	26.5	80.7
Kalamazoo	38.0	87.0
Kalkaska	.6	42.9
Kent	89.4	90.5
Keweenaw	.1	14.3
Lake	.7	38.9
Lapeer	7.3	70.2
Leelanau	.8	32.0
Lenawee	16.8	77.1
Livingston	7.1	78.9
Luce	.3	18.8
Mackinac	.6	23.1
Macomb	62.0	88.6
Manistee	2.6	41.3
Marquette	2.8	18.9
Mason	3.7	56.9
Mecosta	4.2	75.0
Menominee	4.0	52.6
Midland	6.3	71.6
Missaukee	.8	38.1
Monroe	22.3	88.8
Montcalm	7.9	75.2
Montmorency	.3	25.0
Muskegon	34.4	83.3
Newaygo	4.8	69.6
Oakland	130.7	84.6
Oceana	2.2	43.1
Ogemaw	1.8	66.7
Ontonagon	.8	27.6
Osceola	2.9	70.7
Oscoda	.3	30.0
Otsego	1.1	64.7
Ottawa	18.5	74.6
Presque Isle	.4	13.8
Roscommon	1.2	48.0
Saginaw	40.4	82.3
St. Clair	27.8	90.6
St. Joseph	10.3	84.4
Sanilac	5.5	59.1
Schoolcraft	.6	24.0
Shiawassee	12.0	80.5
Tuscola	7.9	68.1
Van Buren	11.6	83.5
Washtenaw	33.8	81.4
Wayne	714.5	91.1
Wexford	3.2	55.2
State Total	1,719.4	81.6
MINNESOTA		
Aitkin	1.8	48.6
Anoka	9.4	66.7
Becker	2.2	33.3
Beltrami	.7	10.0
Benton	1.4	35.0
Big Stone	.4	16.0
Blue Earth	9.3	81.6
Brown	5.1	68.0
Carlton	3.8	56.7
Carver	3.7	72.5
Cass	.9	17.0
Chippewa	1.6	33.3
Chisago	3.3	66.8
Clay	7.6	79.2
Clearwater	.3	11.5
Cook	.3	33.3
Cottonwood	2.3	50.0
Crow Wing	2.5	26.6
Dakota	13.0	83.9
Dodge	2.0	57.1
Douglas	1.5	23.8
Faribault	3.7	52.9

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Why not start at the top?

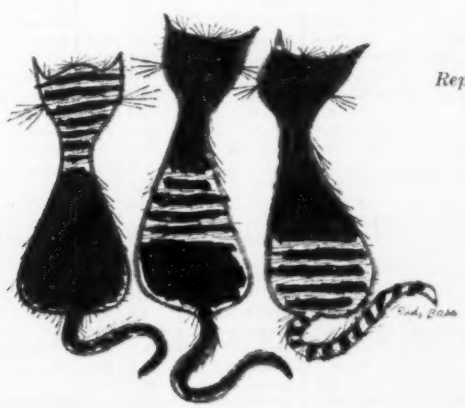
Others are tame by comparison. New York has more television families, with more effective buying income and more retail sales, *than the next two markets combined.*

And one television station dwarfs the rest. WCBS-TV has more viewers day and night than any other station. With WCBS-TV alone, you reach more customers than with far more expensive combinations of several stations in smaller markets. One electrical appliance manufacturer, for example, started on WCBS-TV and in just a few months increased his sales 70%! With some of his profits from New York he expanded into Philadelphia and Los Angeles before the year was up, and into 8 more areas the next season!

It pays to start at the top in television—on the Number One Station in the Number One market.

WCBS-TV

Channel 2—New York
CBS Owned
Represented by CBS Television Spot Sales



WCBS-TV COVERAGE *(27 counties)*
Population 15,866,400
Families 4,810,900
Retail Sales $19,278,506,000
Effective Buying Income $32,156,700,000
Effective Buying Income Per Family $6,684

TV Homes and % TV Coverage—(Cont'd)

SM Estimates, 1/1/56, for States and Counties

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Fillmore	3.9	54.2
Freeborn	6.7	64.4
Goodhue	7.1	71.7
Grant	.6	22.2
Hennepin	206.3	89.7
Houston	2.5	61.0
Hubbard	.5	15.6
Isanti	2.6	96.3
Itasca	3.5	30.2
Jackson	2.5	55.6
Kanabec	1.1	45.8
Kandiyohi	4.4	53.7
Kittson	.3	12.0
Koochiching	.8	16.3
Lac Qui Parle	.6	15.8
Lake	1.4	36.8
Lake of the Woods	.2	16.7
Le Sueur	4.4	75.9
Lincoln	1.8	55.2
Lyon	2.5	38.5
McLeod	4.7	68.1
Mahnomen	.4	26.7
Marshall	.8	19.5
Martin	3.9	50.0
Meeker	2.9	54.7
Mille Lacs	2.1	42.9
Morrison	1.8	26.5
Mower	8.0	63.5
Murray	1.9	43.2
Nicollet	2.6	48.1
Nobles	4.9	75.4
Norman	2.7	84.4
Olmsted	11.1	81.6
Otter Tail	4.7	35.3
Pennington	1.2	33.3
Pine	2.1	43.8
Pipestone	2.5	59.5
Polk	3.2	31.4
Pope	.7	20.6
Ramsey	105.7	90.1
Red Lake	.5	31.3
Redwood	3.0	47.6
Renville	3.3	49.3
Rice	6.8	71.6
Rock	2.1	75.0
Roseau	.5	13.2
St. Louis	46.6	69.4
Scott	3.4	77.3
Sherburne	2.0	83.3
Sibley	3.1	81.6
Stearns	10.1	54.3
Steele	4.6	78.0
Stevens	.8	27.6
Swift	1.4	32.6
Todd	1.2	17.9
Traverse	.6	28.6
Wabasha	3.6	75.0
Wadena	.5	14.7
Waseca	2.8	58.3
Washington	8.4	75.7
Watonwan	2.0	50.0
Wilkin	1.3	54.2
Winona	4.9	42.2
Wright	5.7	73.1
Yellow Medicine	.7	15.2
State Total	618.1	67.6

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
MISSISSIPPI		
Adams	2.4	25.0
Alcorn	2.5	32.9
Amite	1.0	23.3
Attala	1.8	29.5
Benton	.5	25.0
Bolivar	2.7	17.0
Calhoun	.8	19.0
Carroll	.4	12.5
Chickasaw	.5	11.4
Choctaw	.8	32.0
Claiborne	.8	29.6
Clarke	1.1	24.4
Clay	.3	07.3
Coahoma	3.1	21.1
Copiah	2.5	33.8
Covington	1.3	37.1
De Soto	3.4	60.7
Forrest	4.7	32.9
Franklin	.5	19.2
George	1.1	42.3
Greene	.3	16.7
Grenada	.9	19.1
Hancock	2.8	83.3
Harrison	17.4	56.9
Hinds	24.4	54.6
Holmes	1.8	24.3
Humphreys	1.5	29.4
Issaquena	.2	18.2
Itawamba	.7	17.1
Jackson	6.0	54.5
Jasper	.9	21.4
Jefferson	.4	15.4
Jefferson Davis	.8	22.2
Jones	6.1	35.7
Kemper	.5	16.1
Lafayette	1.4	26.9
Lamar	1.2	35.3
Lauderdale	9.0	45.5
Lawrence	.7	25.0
Leake	2.0	40.0
Lee	4.8	43.2
Leflore	2.9	22.1
Lincoln	2.4	32.0
Lowndes	1.3	12.4
Madison	2.0	27.0
Marion	1.7	28.3
Marshall	2.2	40.0
Monroe	1.2	12.6
Montgomery	.5	14.3
Neshoba	1.7	27.9
Newton	3.3	61.1
Noxubee	1.0	24.4
Oktibbeha	.6	9.8
Panola	3.7	51.4
Pearl River	3.9	69.6
Perry	.3	13.6
Pike	2.7	29.0
Pontotoc	1.0	20.4
Prentiss	1.3	26.5
Quitman	1.8	29.5
Rankin	1.5	25.4
Scott	2.0	39.2
Sharkey	1.0	35.7
Simpson	1.3	25.0
Smith	.8	22.2
Stone	.5	33.3
Sunflower	1.1	8.6
Tallahatchie	1.4	19.7
Tate	2.0	48.8

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Tippah	1.3	32.5
Tishomingo	.7	17.9
Tunica	2.3	44.2
Union	1.8	33.3
Walthall	.7	21.2
Warren	4.9	38.0
Washington	3.4	16.2
Wayne	.6	16.2
Webster	.3	11.5
Wilkinson	.5	16.1
Winston	1.1	21.2
Yalobusha	.8	22.2
Yazoo	2.0	23.0
State Total	183.2	32.2
MISSOURI		
Adair	3.0	44.8
Andrew	2.6	66.7
Atchison	1.6	48.5
Audrain	4.4	53.0
Barry	2.7	41.5
Barton	2.2	52.4
Bates	3.6	59.0
Benton	1.0	40.0
Bollinger	2.2	73.3
Boone	7.2	50.7
Buchanan	23.6	73.3
Butler	4.2	35.6
Caldwell	2.2	64.7
Callaway	3.7	57.8
Camden	1.0	41.7
Cape Girardeau	6.3	52.1
Carroll	2.9	58.0
Carter	.3	21.4
Cass	4.2	64.6
Cedar	1.1	30.6
Chariton	1.9	40.4
Christian	1.8	47.4
Clark	1.7	60.7
Clay	16.4	85.4
Clinton	2.6	68.4
Cole	6.9	68.3
Cooper	3.0	58.8
Crawford	1.2	35.3
Dade	1.2	41.4
Dallas	1.3	41.9
Daviess	2.3	63.9
De Kalb	1.6	57.1
Dent	1.2	37.5
Douglas	1.2	34.3
Dunklin	5.0	39.1
Franklin	7.3	62.9
Gasconade	2.3	57.5
Gentry	2.0	60.6
Greene	28.9	73.9
Grundy	2.6	59.1
Harrison	1.8	41.9
Henry	4.8	72.7
Hickory	.6	33.3
Holt	1.4	46.7
Howard	1.4	40.0
Howell	1.2	16.9
Iron	1.1	45.8
Jackson	179.1	90.7
Jasper	17.7	61.7
Jefferson	9.2	73.0
Johnson	4.9	63.6

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Knox	1.4	56.0
Laclede	2.9	48.3
Lafayette	5.6	71.8
Lawrence	3.5	45.5
Lewis	2.1	61.8
Lincoln	3.6	75.0
Linn	2.3	35.4
Livingston	3.2	60.4
McDonald	1.6	38.1
Macon	2.8	46.7
Madison	1.7	54.8
Maries	.9	45.0
Marion	7.3	72.3
Mercer	.8	33.3
Miller	2.2	53.7
Mississippi	2.0	32.8
Moniteau	1.5	44.1
Monroe	2.2	59.5
Montgomery	2.9	76.3
Morgan	1.0	33.3
New Madrid	3.2	30.8
Newton	5.3	58.9
Nodaway	3.0	40.0
Oregon	.4	12.1
Osage	1.8	62.1
Ozark	.9	39.1
Pemiscot	5.6	45.5
Perry	1.9	46.3
Pettis	5.9	50.4
Phelps	3.1	43.1
Pike	3.8	65.5
Platte	2.9	55.8
Polk	2.2	43.1
Pulaski	2.0	62.5
Putnam	.7	25.0
Ralls	1.5	60.0
Randolph	4.4	54.3
Ray	3.4	63.0
Reynolds	.4	25.0
Ripley	1.0	28.6
St. Charles	8.0	82.5
St. Clair	1.2	36.4
St. Francois	7.5	71.4
St. Louis	393.4	91.8
Ste. Genevieve	2.5	83.3
Saline	3.4	41.5
Schuyler	.6	33.3
Scotland	1.4	58.3
Scott	4.1	40.5
Shannon	.4	19.0
Shelby	2.3	65.7
Stoddard	3.9	41.5
Stone	1.3	48.1
Sullivan	1.0	29.4
Taney	1.4	46.7
Texas	1.1	19.0
Vernon	2.8	41.2
Warren	1.5	60.0
Washington	1.3	32.5
Wayne	.6	22.2
Webster	1.8	40.0
Worth	.9	56.3
Wright	1.9	39.6
State Total	944.8	72.1
MONTANA		
Beaverhead	4	16.0

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Big Horn	.5	20.0
Blaine	.2	08.0
Broadwater	.2	22.2
Carbon	.9	27.3
Carter		
Cascade	10.2	49.5
Chouteau	.7	29.2
Custer	.2	4.8
Daniels	.1	10.0
Dawson	.2	6.7
Deer Lodge	1.0	18.9
Fallon		
Fergus	.9	18.8
Flathead	3.5	31.3
Gallatin	1.0	13.2
Garfield		
Glacier	.2	6.9
Golden Valley	.1	25.0
Granite	.2	20.0
Hill	.4	7.7
Jefferson	.2	20.0
Judith Basin	.3	33.3
Lake	.9	23.7
Lewis and Clark	1.9	20.9
Liberty	.3	75.0
Lincoln	.7	21.9
McCone	.1	4.8
Madison	.3	21.4
Meagher	.1	12.5
Mineral	.1	16.7
Missoula	3.6	26.5
Musselshell	.6	31.6
Park	.6	14.3
Petroleum	.1	33.3
Phillips	.1	4.8
Pondera	.5	27.8
Powder River		
Powell	.3	16.7
Prairie		
Ravalli	1.2	27.9
Richland	.1	3.1
Roosevelt	.2	6.7
Rosebud	.1	5.6
Sanders	.3	12.0
Sheridan	.2	11.1
Silver Bow	11.5	57.2
Stillwater	.9	56.3
Sweet Grass	.1	9.1
Teton	.9	37.5
Toole	.5	23.8
Treasure	.1	5.0
Valley	.1	3.1
Wheatland	.1	9.1
Wibaux		
Yellowstone	12.5	54.1
State Total	60.4	29.3
NEBRASKA		
Adams	6.6	71.0
Antelope	1.0	30.3
Arthur		
Banner	.1	20.0
Blaine	.1	50.0
Boone	1.3	41.9
Box Butte	.1	2.7
Boyd	.3	20.0
Brown		
Buffalo	5.3	64.9

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TV Homes and % TV Coverage—(Cont'd)

SM Estimates, 1/1/56, for States and Counties

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Burt	3.0	90.9
Butler	2.2	56.4
Cass	4.8	87.3
Cedar	3.0	83.3
Chase		
Cherry	.2	6.9
Cheyenne	.3	6.1
Clay	1.7	54.8
Colfax	2.6	78.8
Cuming	2.5	67.6
Custer	1.9	33.3
Dakota	2.6	78.6
Dawes	.1	3.7
Dawson	4.0	61.5
Deuel	.1	16.0
Dixon	2.4	85.7
Dodge	9.2	98.9
Douglas	87.7	92.6
Dundy		
Fillmore	1.8	60.0
Franklin	1.4	60.9
Frontier	.4	28.6
Furnas	1.9	59.4
Gage	5.8	70.7
Garden		
Garfield	.2	25.0
Gosper	.3	37.5
Grant		
Greeley	.5	31.3
Hall	7.8	87.2
Hamilton	2.1	72.4
Harlan	1.2	63.2
Hayes		
Hitchcock	.1	5.9
Holt	.5	11.9
Hooker		
Howard	.8	36.4
Jefferson	2.1	51.2
Johnson	1.6	72.7
Kearney	1.2	60.0
Keith	.1	3.8
Keya Paha		
Kimball	.4	30.8
Knox	2.6	61.9
Lancaster	32.8	76.8
Lincoln	1.9	21.1
Logan	.1	25.0
Loup	.1	25.0
McPherson		
Madison	4.9	63.6
Merrick	1.2	44.4
Morrill	.1	4.5
Nance	.7	36.8
Nemaha	2.6	74.3
Nuckolls	1.1	37.9
Otoe	4.9	92.5
Pawnee	1.1	55.0
Perkins		
Phelps	2.3	71.9
Pierce	1.4	51.9
Platte	4.3	69.4
Polk	1.7	65.4
Red Willow	1.1	27.5
Richardson	2.8	57.1
Rock		
Saline	2.9	64.4
Sarpy	4.7	75.8
Saunders	5.3	96.4
Scotts Bluff	1.6	15.8
Seward	2.9	70.7
Sheridan		
Sherman	.7	38.9
Sioux		
Stanton	1.0	55.6
Thayer	1.6	50.0
Thomas		
Thurston	1.7	68.0
Valley	.6	26.1
Washington	3.3	91.7
Wayne	2.1	72.4
Webster	1.4	60.9
Wheeler	.1	20.0
York	3.0	65.2
State Total	273.9	64.4
NEVADA		
Churchill	.1	5.6
Clark	15.4	50.8
Douglas	.2	40.0
Elko	.3	7.9
Esmeralda		
Eureka		
Humboldt	.1	7.7
Lander		
Lincoln		
Lyon	.3	33.3
Mineral	.1	3.1
Nye	.1	11.1
Ormsby	.4	33.3
Pershing	.1	9.1
Storey	.1	33.3
Washoe	14.9	68.7
White Pine	.2	5.3
State Total	32.3	44.4
NEW HAMPSHIRE		
Belknap	5.7	69.5
Carroll	3.6	75.0
Cheshire	7.0	57.4
Coos	7.5	74.3
Grafton	7.2	56.3
Hillsborough	39.1	81.8
Merrimack	13.2	72.1
Rockingham	19.1	82.0
Strafford	10.9	74.7
Sullivan	5.7	67.1
State Total	119.0	74.0
NEW JERSEY		
Atlantic	39.3	88.3
Bergen	171.8	81.5
Burlington	38.1	88.5
Camden	87.0	87.7
Cape May	11.3	83.1
Cumberland	25.8	85.4
Essex	251.4	86.2
Gloucester	27.2	84.7
Hudson	177.4	91.0
Hunterdon	12.6	88.1
Mercer	80.9	87.0
Middlesex	74.0	78.5
Monmouth	69.4	83.1
Morris	47.0	82.3
Ocean	19.5	85.5
Passaic	98.0	86.0
Salem	14.5	87.3
Somerset	27.8	83.7
Sussex	9.5	83.3
Union	117.0	86.0
Warren	15.1	83.9
State Total	1,392.6	85.5
NEW MEXICO		
Bernalillo	36.0	61.6
Catron	.1	20.0
Chaves	7.2	46.2
Colfax	.2	5.6
Curry	1.9	24.4
De Baca	.4	50.0
Dona Ana	6.7	59.8
Eddy	6.9	48.9
Grant	2.2	48.7
Guadalupe	.6	46.2
Harding		
Hidalgo	.3	18.8
Lea	2.8	17.4
Lincoln	.6	31.6
Los Alamos	1.4	38.9
Luna	1.4	50.0
McKinley	.6	8.1
Mora	.1	6.3
Otero	1.9	27.1
Quay	.9	25.0
Rio Arriba	1.4	23.7
Roosevelt	.7	16.3
Sandoval	.8	33.3
San Juan	.4	4.5
San Miguel	1.1	21.2
Santa Fe	4.7	48.0
Sierra	.7	38.9
Socorro	.8	36.4
Taos	.7	23.3
Torrance	.8	53.3
Union	.3	20.0
Valencia	2.8	59.6
State Total	87.4	40.6
NEW YORK		
Albany	68.8	86.0
Allegany	8.7	64.9
Bronx	379.9	83.7
Broome	49.5	84.2
Cattaraugus	21.1	87.2
Cayuga	18.4	88.0
Chautauqua	37.3	79.9
Chemung	19.2	85.8
Chenango	9.8	79.0
Clinton	11.5	80.4
Columbia	12.0	86.3
Cortland	9.0	76.9
Delaware	9.7	70.3
Dutchess	29.9	80.4
Erie	247.3	83.7
Essex	6.9	66.3
Franklin	7.2	57.1
Fulton	13.6	77.7
Genesee	12.7	87.6
Greene	7.2	80.9
Hamilton	1.1	84.6
Herkimer	16.0	82.9
Jefferson	16.8	63.4
Kings	734.1	87.8
Lewis	4.7	73.4
Livingston	8.6	78.9
Madison	11.2	77.2
Monroe	139.7	84.6
Montgomery	14.9	78.4
Nassau	284.8	80.8
New York (Manhattan)	551.6	88.7
Niagara	52.6	85.0
Oneida	58.9	86.0
Onondaga	97.0	86.4
Ontario	15.3	85.0
Orange	40.0	85.1
Orleans	8.3	87.4
Oswego	20.0	84.4
Otsego	12.3	73.2
Putnam	5.3	76.8
Queens	464.9	87.3
Rensselaer	36.0	84.9
Richmond	48.7	85.9
Rockland	21.1	80.5
St. Lawrence	16.3	59.3
Saratoga	18.9	77.8
Schenectady	41.7	84.2
Schoharie	5.7	79.2
Schuyler	3.8	82.6
Seneca	6.0	84.5
Steuben	15.8	56.0
Suffolk	85.1	89.6
Sullivan	10.4	78.8
Tioga	7.5	77.3
Tompkins	13.2	71.0
Ulster	23.7	78.5
Warren	10.7	84.3
Washington	10.5	76.6
Wayne	15.5	88.1
Westchester	171.1	90.0
Wyoming	7.4	80.4
Yates	4.6	79.3
State Total	4,081.3	83.6
NORTH CAROLINA		
Alamance	15.1	73.7
Alexander	2.2	62.9
Alleghany	.9	42.9
Anson	3.5	58.3
Ashe	2.5	50.0
Avery	1.0	32.3
Beaufort	8.0	66.7
Bertie	2.6	44.1
Bladen	1.2	18.2
Brunswick	.9	20.0
Buncombe	17.1	48.2
Burke	7.9	69.3
Cabarrus	12.2	70.5
Caldwell	6.5	58.6
Camden	1.0	71.4
Carteret	2.2	33.3
Caswell	2.0	46.5
Catawba	13.0	73.4
Chatham	3.5	57.4
Cherokee	1.1	26.2
Chowan	1.4	48.3
Clay	.2	15.4
Cleveland	9.8	59.8
Columbus	2.7	22.7
Craven	9.3	69.4
Cumberland	7.0	27.3
Currituck	1.1	61.1
Dare	.5	38.5
Davidson	11.7	66.5
Davie	2.5	64.1
Duplin	3.2	33.3
Durham	19.0	65.5
Edgecombe	6.3	53.4
Forsyth	32.0	69.0
Franklin	2.8	40.0
Gaston	21.9	70.6
Gates	1.5	65.2
Graham	.3	17.6
Granville	3.6	52.9
Greene	1.5	41.7
Guilford	37.8	66.9
Halifax	5.1	40.2
Harnett	3.4	29.6
Haywood	3.6	36.7
Henderson	3.9	42.4
Hertford	3.2	66.7
Hoke	1.2	36.4
Hyde	.5	35.7
Iredell	9.0	59.6
Jackson	1.8	41.9
Johnston	5.8	36.9
Jones	.6	24.0
Lee	3.0	47.6
Lenoir	6.0	52.6
Lincoln	4.4	63.8
McDowell	3.8	57.6
Macon	1.0	25.6
Madison	1.3	30.2
Martin	4.1	67.2
Mecklenburg	44.1	71.6
Mitchell	1.9	55.9
Montgomery	2.4	55.8
Moore	3.6	43.9
Nash	5.0	35.2
New Hanover	10.3	50.7
Northampton	2.5	42.4
Onslow	4.3	41.0
Orange	5.0	57.5
Pamlico	.6	24.0
Pasquotank	4.2	60.9
Pender	1.1	25.6
Perquimans	1.5	60.0
Person	3.3	63.5
Pitt	11.3	76.9
Polk	2.1	70.0
Randolph	7.8	56.5
Richmond	6.3	62.4
Robeson	7.3	36.1
Rockingham	10.4	58.8
Rowan	12.9	60.6
Rutherford	8.1	70.4
Sampson	3.2	27.8
Scotland	2.0	32.3
Stanly	8.4	78.5
Stokes	3.0	62.5
Surry	7.2	61.5
Swain	.4	17.4
Transylvania	1.8	42.1
Tyrrell	.4	33.3
Union	6.3	59.4
Vance	3.6	46.2
Wake	22.7	58.3
Warren	1.5	30.6

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WBTV CHARLOTTE Channel 3 Top Power

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The Carolinas

WBTV CHARLOTTE Channel 3 Top Power

Published OTO by the Jefferson Standard Broadcasting Company

83 NEWSPAPERS CARRY WBTV PROGRAM LOGS

Charles H. Crutchfield, Executive Vice President and General Manager of the Jefferson Standard Broadcasting Company, released today a complete list of newspapers carrying WBTV Program Logs and News Highlights. The eighty-three newspapers include:

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Albemarle Enterprise
Albemarle, N. C.
Anson Record
Wadesboro, N. C.
Asheville Citizen
Asheville, N. C.
Asheville News
Asheville, N. C.
Asheville Times
Asheville, N. C.
Belmont Banner
Belmont, N. C.
Charlotte News
Charlotte, N. C.
Charlotte Observer
Charlotte, N. C.
Charlotte Post
Charlotte, N. C.
Cleveland Times
Shelby, N. C.
Concord Tribune
Concord, N. C.
Durham Morning Herald
Durham, N. C.
Durham Observer
Durham, N. C.
Elkin Tribune
Elkin, N. C.
Fayetteville Observer
Fayetteville, N. C.
Gaston Citizen
Gastonia, N. C.
Gastonia Gazette
Gastonia, N. C.
Granite Falls Press
Granite Falls, N. C.
Greensboro Daily News
Greensboro, N. C.
Greensboro Record
Greensboro, N. C.
Hamlet News-Messenger
Hamlet, N. C.
Hendersonville Times-News
Hendersonville, N. C.
Hickory Daily Record
Hickory, N. C.
High Point Enterprise
High Point, N. C.
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Statesville, N. C.
Kannapolis Daily Independent
Kannapolis, N. C.
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Lenior, N. C.
Lexington Dispatch
Lexington, N. C.
Lincoln Times
Lincolnton, N. C.
Lumberton Post
Lumberton, N. C.
Mecklenburg Times
Charlotte, N. C.
Mocksville Enterprise
Mocksville, N. C.
Monroe Journal
Monroe, N. C.
Montgomery Herald
Troy, N. C.
Morganton News-Herald
Morganton, N. C.
Mount Holly News
Mt. Holly, N. C.
Newton Observer & News Enterprise
Newton, N. C.
Raleigh News & Observer
Raleigh, N. C.
Raleigh Times
Raleigh, N. C.
The Robesonian
Lumberton, N. C.
Rockingham Post-Dispatch
Rockingham, N. C.
Rutherford County News
Rutherfordton, N. C.
Salisbury Evening Post
Salisbury, N. C.
Sanford Herald
Sanford, N. C.
Shelby Daily Star
Shelby, N. C.
Statesville Daily Record
Statesville, N. C.
Twin City Sentinel
Winston-Salem, N. C.
Winston-Salem Journal
Winston-Salem, N. C.

SOUTH CAROLINA

Anderson Daily Mail
Anderson, S. C.
Anderson Independent
Anderson, S. C.
Andrews Star
Andrews, S. C.
Camden Citizen
Camden, S. C.
Charleston Evening Post
Charleston, S. C.
Charleston News & Courier
Charleston, S. C.
Cheraw Chronicle
Cheraw, S. C.
Chester Reporter
Chester, S. C.
Chesterfield Advertiser
Chesterfield, S. C.
Clover Herald
Clover, S. C.
Columbia Post
Columbia, S. C.
Columbia Record
Columbia, S. C.
Columbia State
Columbia, S. C.
Florence Morning News
Florence, S. C.
Fort Mill Times
Fort Mill, S. C.
Gaffney Ledger
Gaffney, S. C.
Greenville News
Greenville, S. C.
Greenville Observer
Greenville, S. C.
Greenwood Index-Journal
Greenwood, S. C.
Lancaster News
Lancaster, S. C.
Newberry Journal
Newberry, S. C.
Pageland Journal
Pageland, S. C.
Spartanburg Herald
Spartanburg, S. C.
Spartanburg Journal
Spartanburg, S. C.
Suburban News
Columbia, S. C.
Union Daily Times
Union, S. C.

GEORGIA

Augusta Herald
Augusta, Georgia

TENNESSEE

Bristol Virginia-Tennessean
Bristol, Tennessee
Elizabethton Star
Altamont, Tennessee
Kingsport Times-News
Kingsport, Tennessee
Morristown Sun
Morristown, Tennessee
Mountain City Tomahawk
Mountain City, Tennessee

VIRGINIA

Bristol Herald-Courier
Bristol, Virginia
Roanoke Times
Roanoke, Virginia
Scott County News
Gate City, Virginia



Pictured above is the 1½ Million Jefferson Standard Broadcasting Company building. Operating from these kingsize facilities, WBTV serves a potential audience of more than 2½ Million people within its UV/M area!*

MOST UNIQUE AND EFFECTIVE PROMOTIONAL OPERATION IN THE BUSINESS...

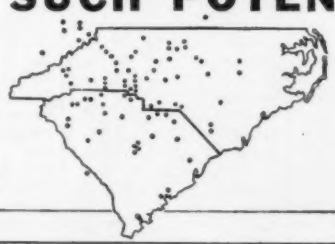
Advertisers launching campaigns over Station WBTV reap the promotional benefit of eighty-three Carolina newspapers which carry WBTV Program Logs. Twenty-nine of these newspapers regularly feature program news and photos in special television highlight columns.

This healthy viewer interest in television program news has been skillfully cultivated since 1949 by a full-manned WBTV promotion operation. Televiewers in this $2 billion retail sales market have requested logs and program highlights—newspaper editors have complied.

Judged to be one of the most unique and effective promotion operations in the business, the eight-man department provides full advertiser service in on-the-air promotion, publicity, research, merchandising, and newspaper-audience promotion.

Combine this great area station "impact" advertising with such potent promotion and watch sales "zoom" in this robust Carolina television market!

SUCH POTENT PROMOTION!



Graphically shown at left are the eighty-three newspapers located in WBTV's 100 UV/M area. *Proof positive that WBTV advertisers* reach a bonus television-conscious audience that never shows up in set counts and market data.

Call: WBTV or CBS Television Spot Sales.

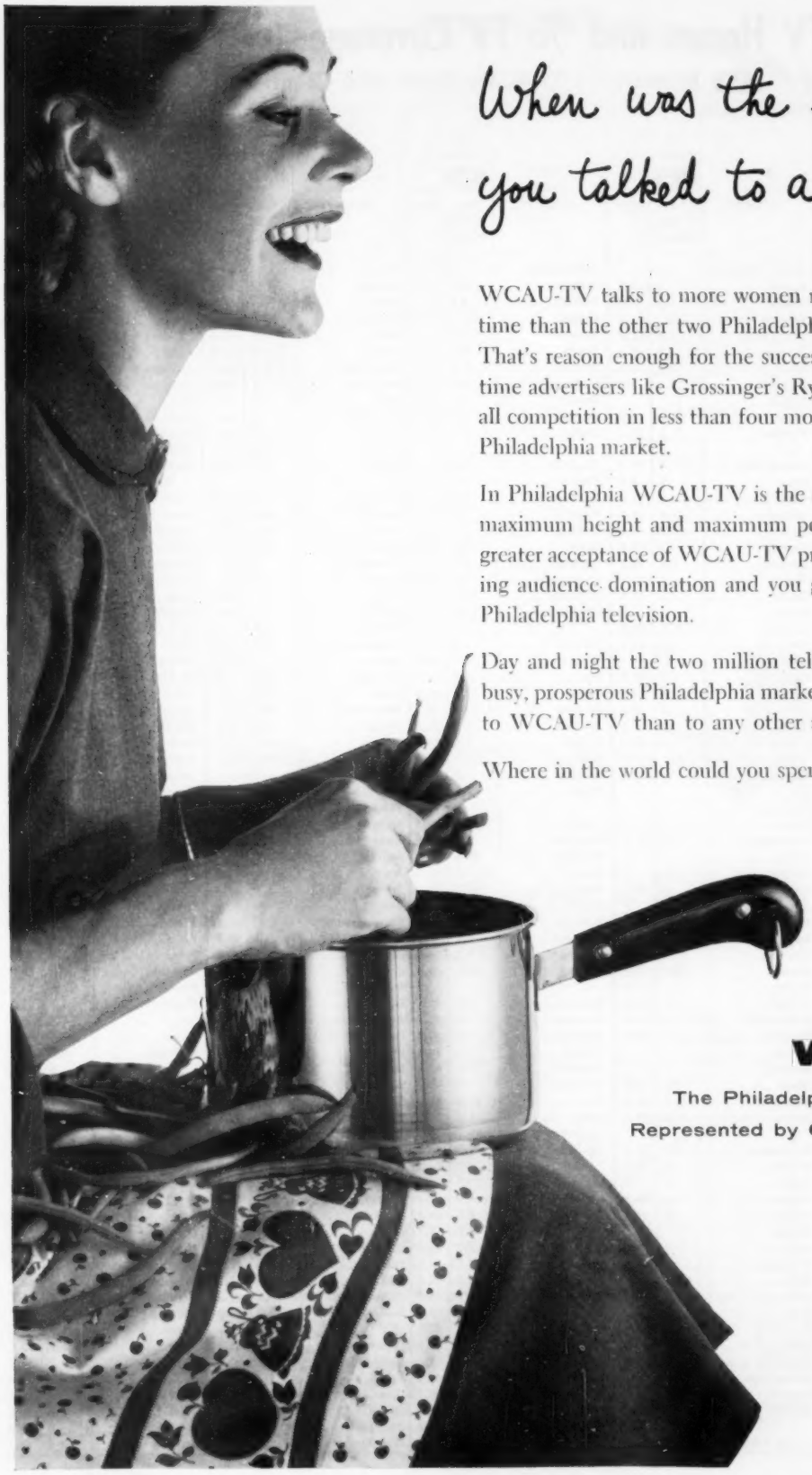
*1956 Survey of Buying Power

TV Homes and % TV Coverage—(Cont'd)

SM Estimates, 1/1/56, for States and Counties

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Washington	1.4	46.7
Watauga	1.5	36.6
Wayne	9.3	58.9
Wilkes	4.8	44.0
Wilson	7.8	60.0
Yadkin	3.9	69.6
Yancey	.8	22.9
State Total	586.0	55.3
NORTH DAKOTA		
Adams	.1	8.3
Barnes	3.7	86.0
Benson	.5	21.7
Billings		
Bottineau	1.3	43.3
Bowman	.1	10.0
Burke	.4	22.2
Burleigh	5.8	65.9
Cass	13.5	73.8
Cavalier	.4	15.4
Dickey	1.1	44.0
Divide	.1	7.1
Dunn		
Eddy	.5	41.7
Emmons	.9	42.9
Foster	.9	60.0
Golden Valley		
Grand Forks	5.5	45.5
Grant	.5	31.3
Griggs	1.0	76.9
Hettinger	.3	16.7
Kidder	.7	46.7
La Moure	1.3	56.5
Logan	.4	30.8
McHenry	1.1	36.7
McIntosh	.7	41.2
McKenzie		
McLean	1.6	30.8
Mercer	.7	33.3
Morton	4.0	75.5
Mountrail	.6	24.0
Nelson	1.0	58.8
Oliver	.2	40.0
Pembina	.6	17.1
Pierce	.7	33.3
Ramsey	1.0	29.4
Ransom	1.5	68.2
Renville	.8	53.3
Richland	3.4	66.7
Rolette	.4	17.4
Sargent	.7	38.9
Sheridan	.4	33.3
Sioux	.1	16.7
Slope		
Stark	.6	15.0
Steele	.8	66.7
Stutsman	3.0	45.5
Towner	.2	15.4
Traill	2.2	75.9
Walsh	1.2	26.1
Ward	6.2	54.4
Wells	.9	34.6
Williams		
State Total	73.6	44.0
OHIO		
Adams	4.7	71.2
Allen	21.0	71.4
Ashland	9.2	82.9
Ashtabula	23.0	88.1
Athens	7.4	59.2
Auglaize	7.9	79.0
Belmont	21.1	79.0
Brown	5.6	77.8
Butler	42.7	89.3
Carroll	4.9	84.5
Champaign	6.7	77.0
Clark	32.8	88.4
Clermont	11.6	85.9
Clinton	6.6	77.6
Columbiana	25.9	80.4
Coshocton	5.7	55.3
Crawford	9.9	76.2
Cuyahoga	421.9	91.7
Darke	11.7	86.7
Defiance	6.6	78.6
Delaware	7.5	62.4
Erie	18.0	84.7
Fairfield	14.0	82.4
Fayette	5.6	73.7
Franklin	148.8	86.2
Fulton	7.0	85.4
Gallia	5.0	74.6
Geauga	5.7	68.7
Greene	16.8	83.2
Guernsey	7.5	64.7
Hamilton	228.2	90.0
Hancock	12.6	81.3
Hardin	7.3	79.3
Harrison	4.1	70.7
Henry	5.6	80.0
Highland	6.9	72.6
Hocking	4.5	80.4
Holmes	4.2	77.8
Huron	9.8	76.0
Jackson	8.6	77.6
Jefferson	24.9	88.6
Knox	8.9	76.7
Lake	24.0	88.6
Lawrence	12.0	81.6
Licking	15.4	65.0
Logan	8.3	78.3
Lorain	43.8	84.9
Lucas	117.7	89.8
Madison	5.2	81.3
Mahoning	66.8	85.8
Marion	14.1	82.0
Medina	12.2	89.1
Meigs	5.0	71.4
Mercer	5.8	66.7
Miami	18.2	87.1
Monroe	2.8	62.2
Montgomery	122.8	90.7
Morgan	2.7	65.9
Morrow	4.2	79.2
Muskingum	16.2	67.2
Noble	2.3	65.7
Ottawa	7.8	79.6
Paulding	3.1	66.0
Perry	7.1	83.5
Pickaway	6.7	84.8
Pike	4.9	71.0
Portage	17.4	86.6
Preble	7.5	85.2
Putnam	5.9	77.6
Richland	25.4	83.8
Ross	13.5	81.8
Sandusky	11.8	74.7
Scioto	22.4	74.7
Seneca	14.3	84.6
Shelby	6.9	77.5
Stark	81.1	87.1
Summit	123.4	89.6
Trumbull	44.8	88.7
Tuscarawas	19.4	85.1
Union	5.4	81.8
Van Wert	6.8	74.7
Vinton	2.2	78.6
Warren	10.2	75.0
Washington	8.5	59.4
Wayne	14.0	77.3
Williams	7.3	82.0
Wood	16.5	88.7
Wyandot	5.4	84.4
State Total	2,243.6	85.5
OKLAHOMA		
Adair	1.0	30.3
Alfalfa	1.7	56.7
Atoka	.9	27.3
Beaver	.2	9.5
Beckham	1.2	17.4
Blaine	2.9	70.7
Bryan	1.9	25.7
Caddo	5.8	68.2
Canadian	5.4	75.0
Carter	5.4	41.2
Cherokee	1.5	42.9
Choctaw	.7	16.7
Cimarron	.1	7.7
Cleveland	7.3	67.6
Coal	1.1	68.8
Comanche	12.6	56.5
Cotton	1.5	46.9
Craig	3.0	69.8
Creek	8.7	69.0
Custer	3.4	58.6
Delaware	1.6	51.6
Dewey	1.1	50.0
Ellis	.2	7.1
Garfield	11.5	70.1
Garvin	5.3	57.0
Grady	6.7	69.8
Grant	1.4	53.8
Greer	.8	29.6
Harmon	.6	28.6
Harper	.3	20.0
Haskell	.8	27.6
Hughes	2.2	45.8
Jackson	2.2	30.6
Jefferson	1.5	53.6
Johnston	1.0	40.0
Kay	9.5	58.6
Kingfisher	2.8	82.4
Kiowa	2.8	53.1
Latimer	.3	14.3
Le Flore	1.4	17.5
Lincoln	3.4	56.7
Logan	4.0	64.5
Love	.6	35.3
McClain	2.4	53.3
McCurtain	1.8	30.5
McIntosh	1.9	51.4
Major	1.3	43.3
Marshall	1.2	60.0
Mayes	3.4	66.7
Murray	2.3	76.7
Muskogee	12.2	72.2
Noble	2.4	77.4
Nowata	2.4	66.7
Okfuskee	2.1	52.5
Oklahoma	97.8	77.3
Okmulgee	7.3	61.9
Osage	6.4	61.0
Ottawa	5.8	68.2
Pawnee	2.3	54.8
Payne	7.0	52.6
Pittsburg	4.4	42.7
Pontotoc	5.5	60.4
Pottawatomie	7.2	53.3
Pushmataha	.5	17.2
Roger Mills	.3	15.8
Rogers	3.5	63.6
Seminole	6.2	52.5
Sequoyah	1.5	34.1
Stephens	7.0	62.5
Texas	.6	16.2
Tillman	2.6	54.2
Tulsa	75.1	79.5
Wagoner	2.8	68.3
Washington	7.2	62.6
Washita	2.3	48.9
Woods	1.3	32.5
Woodward	.7	20.6
State Total	416.6	61.2
OREGON		
Baker	1.8	35.3
Benton	3.7	34.9
Clackamas	16.3	54.2
Clatsop	4.1	36.3
Columbia	2.7	37.5
Coos	2.4	13.1
Crook	.2	7.7
Curry	.5	17.9
Deschutes	1.0	14.5
Douglas	3.8	18.0
Gilliam	.2	20.0
Grant	.2	7.4
Harney	.1	5.0
Hood River	1.8	46.2
Jackson	11.7	52.9
Jefferson	.6	27.3
Josephine	3.8	36.2
Klamath	2.8	20.6
Lake	.2	10.0
Lane	23.3	47.9
Lincoln	1.5	18.3
Linn	7.4	38.1
Malheur	3.3	50.8
Marion	18.7	58.8
Morrow	.5	35.7
Multnomah	126.7	89.3
Polk	3.9	52.7
Sherman	.2	28.6
Tillamook	2.3	34.8
Umatilla	4.3	31.2
Union	1.1	18.6
Wallowa	.1	4.8
Wasco	1.7	23.0
Washington	14.2	59.9
Wheeler	.2	18.2
Yamhill	3.8	38.8
State Total	271.1	49.0
PENNSYLVANIA		
Adams	7.7	60.2
Allegheny	390.4	85.6
Armstrong	19.1	82.0
Beaver	44.5	86.7
Bedford	9.7	87.4
Berks	65.1	84.0
Blair	35.1	86.9
Bradford	11.5	74.2
Bucks	57.5	85.6
Butler	24.1	84.6
Cambria	48.5	85.2
Cameron	1.2	63.2
Carbon	12.3	77.8
Centre	13.6	79.5
Chester	39.4	87.9
Clarion	8.2	78.1
Clearfield	19.8	85.0
Clinton	6.5	61.3
Columbia	10.4	66.2
Crawford	15.3	64.6
Cumberland	20.2	65.8
Dauphin	53.4	86.0
Delaware	116.0	81.5
Elk	4.4	45.8
Erie	61.1	88.8
Fayette	43.9	84.9
Forest	.5	38.5
Franklin	16.0	70.8
Fulton	1.7	60.7
Greene	7.4	60.2
Huntingdon	8.9	79.5
Indiana	14.9	71.6
Jefferson	10.8	77.7
Juniata	2.0	46.5
Lackawanna	59.8	81.0
Lancaster	60.8	87.1
Lawrence	25.9	82.7
Lebanon	22.6	85.9
Lehigh	51.8	87.5
Luzerne	81.9	76.9
Lycoming	15.3	48.4
McKean	10.5	62.5
Mercer	25.9	77.5
Mifflin	8.7	69.6
Monroe	8.3	79.0
Montgomery	96.4	86.0
Montour	2.8	77.8
Northampton	46.7	86.6
Northumberland	18.0	54.2
Perry	4.0	55.6
Philadelphia	541.1	85.4
Pike	2.0	66.7
Potter	2.5	53.2
Schuylkill	45.9	82.9
Snyder	3.4	54.0
Somerset	15.7	70.4
Sullivan	1.0	58.8
Susquehanna	7.1	81.6
Tioga	6.1	57.5
Union	3.0	50.0
Venango	11.3	61.1
Warren	7.5	62.0

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When was the last time you talked to a woman?

WCAU-TV talks to more women more often in the daytime than the other two Philadelphia stations combined. That's reason enough for the success of WCAU-TV daytime advertisers like Grossinger's Rye Bread which topped all competition in less than four months after entering the Philadelphia market.

In Philadelphia WCAU-TV is the only station with both maximum height and maximum power. Add to this the greater acceptance of WCAU-TV programming and resulting audience domination and you get the whole story of Philadelphia television.

Day and night the two million television families in the busy, prosperous Philadelphia market are tuned more often to WCAU-TV than to any other station.

Where in the world could you spend time better?

WCAU-TV

The Philadelphia Bulletin Station

Represented by CBS-TV Spot Sales

TV Homes and % TV Coverage—(Cont'd)

SM Estimates, 1/1/56, for States and Counties

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Washington	52.2	86.1
Wayne	5.2	66.7
Westmoreland	79.2	86.8
Wyoming	3.8	79.2
York	54.9	65.5
State Total	2,561.4	81.9
RHODE ISLAND		
Bristol	7.5	86.2
Kent	23.3	86.0
Newport	15.5	67.1
Providence	155.7	88.9
Washington	11.7	77.5
State Total	213.7	87.6
SOUTH CAROLINA		
Abbeville	3.7	66.1
Aiken	9.8	36.9
Allendale	1.5	45.5
Anderson	12.2	51.0
Bamberg	.9	22.5
Barnwell	1.9	27.1
Beaufort	3.9	57.4
Berkeley	3.8	55.1
Calhoun	1.4	42.4
Charleston	34.7	67.1
Cherokee	5.1	56.7
Chester	4.2	53.2
Chesterfield	3.6	46.9
Clarendon	1.5	22.7
Colleton	2.9	40.3
Darlington	5.1	41.5
Dillon	3.5	52.2
Dorchester	3.7	66.1
Edgefield	2.3	62.2
Fairfield	2.9	60.4
Florence	11.8	58.1
Georgetown	4.3	54.4
Greenville	33.4	65.6
Greenwood	6.1	51.7
Hampton	2.0	45.5
Horry	2.7	19.0
Jasper	1.3	50.0
Kershaw	4.8	61.3
Lancaster	4.8	53.3
Laurens	4.4	37.6
Lee	2.5	53.2
Lexington	6.1	48.4
McCormick	1.1	52.4
Marion	3.9	50.0
Marlboro	3.0	41.7
Newberry	3.6	43.9
Oconee	3.1	33.0
Orangeburg	6.7	40.9
Pickens	3.7	35.9
Richland	25.4	59.3
Saluda	1.3	35.1
Spartanburg	23.9	57.6
Sumter	6.3	43.4
Union	4.4	57.9
Williamsburg	4.6	50.5
York	10.0	48.5
State Total	293.6	51.6

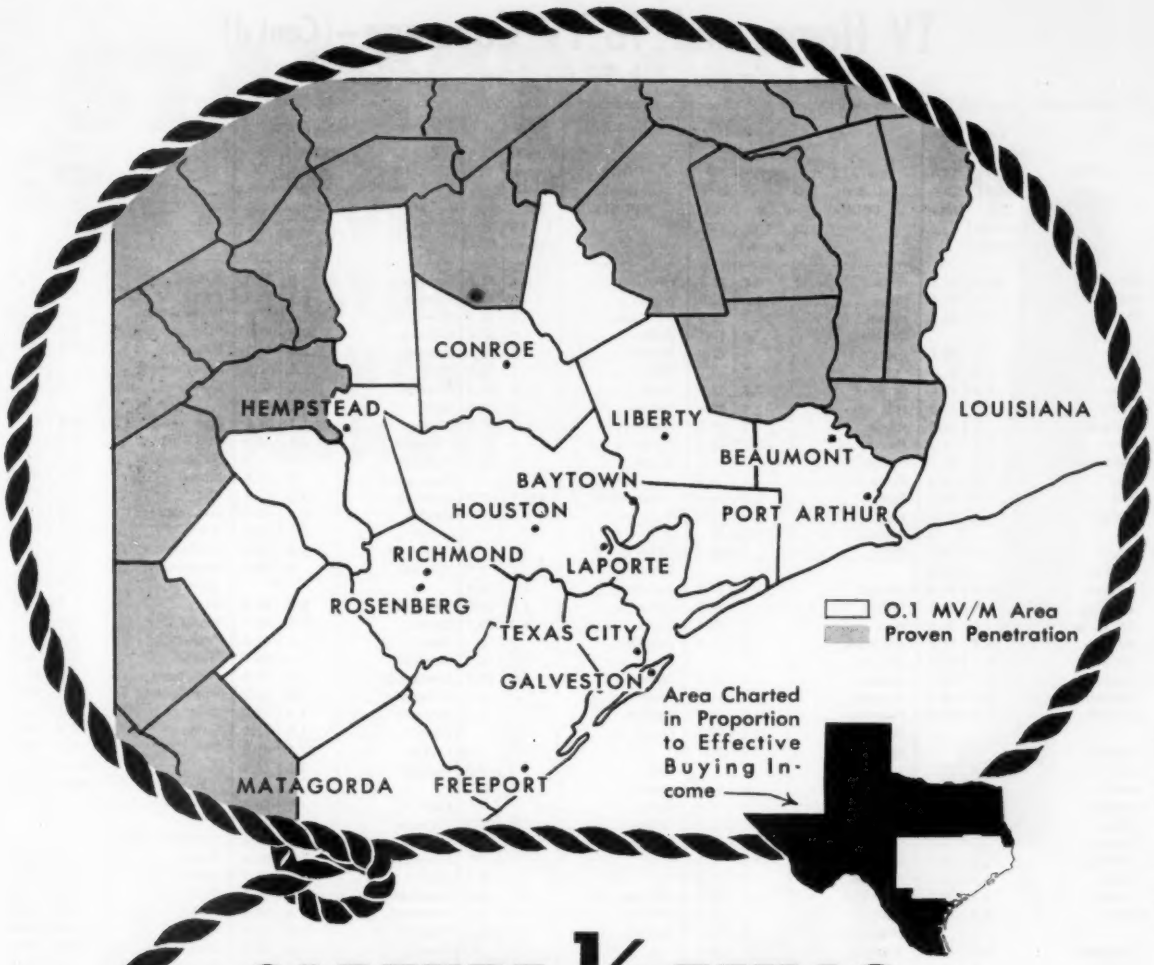
STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
SOUTH DAKOTA		
Aurora	.2	15.4
Beadle	.8	11.9
Bennett		
Bon Homme	1.8	72.0
Brookings	1.9	36.5
Brown	2.0	19.4
Brule	.1	5.9
Buffalo		
Butte	.1	4.0
Campbell	.1	11.1
Charles Mix	.5	10.6
Clark	.2	8.0
Clay	2.5	71.4
Codington	1.4	23.3
Corson	.2	14.3
Custer	.2	12.5
Davison	1.9	36.5
Day	.5	16.2
Deuel	.3	17.6
Dewey		
Douglas	.3	25.0
Edmunds	.2	11.1
Fall River		
Faulk	.2	13.3
Grant	.4	14.8
Gregory	.2	8.0
Haakon	.1	14.3
Hamlin	.6	28.6
Hand		
Hanson	.5	38.5
Harding		
Hughes		
Hutchinson	1.8	50.0
Hyde		
Jackson		
Jerauld	.4	33.3
Jones		
Kingsbury	1.5	53.6
Lake	2.3	76.7
Lawrence	.3	5.3
Lincoln	3.3	89.2
Lyman		
McCook	1.5	60.0
McPherson	.2	11.8
Marshall	.9	42.9
Meade		
Mellette		
Miner	1.3	76.5
Minnehaha	22.5	88.9
Moody	1.5	60.0
Pennington	3.4	20.4
Perkins	.3	16.7
Potter	.1	7.7
Roberts	1.1	30.6
Sanborn	.3	21.4
Shannon		
Spink	.3	9.1
Stanley		
Sully		
Todd		
Tripp	.1	4.2
Turner	2.9	85.3
Union	3.1	96.9
Walworth	.2	9.1
Washabaugh		
Yankton	3.1	66.0
Ziebach		
State Total	69.4	35.8

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
TENNESSEE		
Anderson	9.5	62.5
Bedford	3.6	53.7
Benton	.9	30.0
Bledsoe	.7	41.2
Blount	8.9	57.4
Bradley	4.0	45.5
Campbell	2.7	32.9
Cannon	1.2	57.1
Carroll	2.5	33.3
Carter	5.7	51.4
Cheatham	1.5	75.0
Chester	1.2	42.9
Claiborne	1.1	20.0
Clay	.7	36.8
Cocke	1.5	29.3
Coffee	4.0	55.6
Crockett	1.9	46.3
Cumberland	.9	19.6
Davidson	74.3	74.0
Decatur	.5	20.8
De Kalb	1.2	46.2
Dickson	3.1	60.8
Dyer	4.8	53.3
Fayette	3.6	61.0
Fentress	.7	21.2
Franklin	1.6	25.8
Gibson	5.1	38.2
Giles	1.1	15.9
Grainger	.8	27.6
Greene	2.6	29.4
Grundy	1.0	34.5
Hamblen	2.7	38.6
Hamilton	36.9	56.9
Hancock	.5	25.0
Hardeman	2.6	52.0
Hardin	1.1	26.8
Hawkins	1.9	25.3
Haywood	3.4	56.7
Henderson	1.3	31.0
Henry	2.0	30.3
Hickman	1.5	48.4
Houston	.6	50.0
Humphreys	1.7	60.7
Jackson	1.0	38.5
Jefferson	2.3	46.9
Johnson	.9	33.3
Knox	41.0	62.0
Lake	1.0	35.7
Lauderdale	3.7	56.9
Lawrence	1.9	26.8
Lewis	.7	46.7
Lincoln	1.5	23.1
Loudon	3.2	50.8
McMinn	3.0	38.1
McNairy	2.2	44.0
Macon	1.7	48.6
Madison	8.6	48.9
Marion	3.3	66.0
Marshall	2.5	49.0
Maury	4.7	42.7
Meigs	.4	30.8
Monroe	2.9	51.8
Montgomery	7.0	56.9
Moore	.2	16.7
Morgan	.9	28.1
Obion	2.9	35.8
Overton	.9	22.5

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Perry	.3	20.0
Pickett	.2	20.0
Polk	1.4	45.2
Putnam	3.5	43.2
Rhea	1.7	43.6
Roane	4.6	54.8
Robertson	4.5	64.3
Rutherford	7.8	66.4
Scott	1.1	27.5
Sequatchie	.5	38.5
Sevier	1.6	29.1
Shelby	123.5	81.1
Smith	1.7	47.2
Stewart	1.0	50.0
Sullivan	14.6	50.0
Sumner	5.8	65.2
Tipton	4.6	61.3
Trousdale	.7	43.8
Unicoi	1.2	30.8
Union	.7	36.8
Van Buren	.2	25.0
Warren	2.7	42.2
Washington	9.4	59.5
Wayne	.4	12.1
Weakley	2.3	29.9
White	1.5	37.5
Williamson	3.7	62.7
Wilson	4.4	57.9
State Total	513.0	56.0
TEXAS		
Anderson	2.0	23.8
Andrews	1.3	50.0
Angelina	3.1	28.7
Aransas	.5	41.7
Archer	1.1	61.1
Armstrong	.3	50.0
Atascosa	2.8	59.6
Austin	1.9	46.3
Bailey	1.5	68.2
Bandera	.7	58.3
Bastrop	2.2	43.1
Baylor	1.0	47.6
Bee	2.2	44.0
Bell	13.2	54.8
Bexar	118.5	76.2
Blanco	.8	46.2
Borden	.1	50.0
Bosque	1.4	45.2
Bowie	9.6	47.8
Brazoria	11.1	67.3
Brazos	3.6	30.8
Brewster		
Briscoe	.4	44.4
Brooks	.5	17.9
Brown	3.1	34.1
Burleson	1.1	35.5
Burnet	1.2	42.9
Caldwell	2.5	52.1
Calhoun	.6	19.4
Callahan	1.2	50.0
Cameron	15.6	35.5
Camp	1.2	50.0
Carson	1.1	61.1
Cass	3.5	55.6
Castro	.7	43.8
Chambers	1.4	63.6
Cherokee	2.4	25.3

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Childress	.9	25.7
Clay	1.8	72.0
Cochran	1.0	58.8
Coke	.3	25.0
Coleman	2.0	51.3
Collin	7.0	55.1
Collingsworth	.5	22.7
Colorado	2.4	47.1
Comal	3.2	60.4
Comanche	.7	17.5
Concho	.8	35.7
Cooke	4.3	58.9
Coryell	2.9	65.9
Cottle	.4	26.6
Crane	.8	57.1
Crockett	.1	08.3
Crosby	1.7	68.0
Culberson	.2	40.0
Dallam	1.8	75.0
Dallas	190.7	78.4
Dawson	2.1	35.6
Deaf Smith	1.4	43.8
Delta	.5	25.0
Denton	7.4	60.2
De Witt	2.7	42.9
Dickens	.8	35.3
Dimmit	.8	33.3
Donley	.9	60.0
Duval	1.0	30.3
Eastland	2.9	42.0
Ector	9.2	46.9
Edwards	.1	12.5
Ellis	8.8	69.8
El Paso	48.5	76.4
Erath	1.8	35.3
Falls	3.1	47.0
Fannin	2.9	36.7
Fayette	2.4	39.3
Fisher	1.0	38.5
Floyd	2.1	70.0
Foard	.4	36.4
Fort Bend	4.1	55.4
Franklin	.5	33.3
Freestone	1.7	44.7
Frio	1.5	55.6
Gaines	1.8	66.7
Galveston	22.8	58.3
Garza	.9	50.0
Gillespie	1.0	32.3
Glasscock	.1	50.0
Goliad	.4	30.8
Gonzales	2.7	50.9
Gray	4.4	57.9
Grayson	10.6	49.5
Gregg	9.2	42.4
Grimes	1.8	48.6
Guadalupe	5.2	73.2
Hale	5.9	62.1
Hall	.6	21.4
Hamilton	1.4	46.7
Hansford	.8	66.7
Hardeman	1.3	43.3
Hardin	2.1	36.8
Harris	228.7	70.4
Harrison	4.7	37.6
Hartley	.3	60.0
Haskell	1.6	44.4
Hays	2.6	57.8
Hemphill	.4	30.8
Henderson	1.6	28.1

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CAPTURE 1/4 TEXAS with kgul TV

kgul's area coverage encompasses Galveston, Houston and the Texas Gulf Coast market. The buying power of this market area represents over 25% of the total buying power for the state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

kgul-tv . . . Texas-size buy	State of Texas	KGUL-TV's Total Coverage Gulf Coast TV Market	KGUL-TV's %
Population	8,929,900	2,103,600	23.6
Families	2,523,800	611,600	24.2
Effective Buying Income	$12,938,800,000	$3,299,272,000	25.5
Retail Sales	$10,071,936,000	$2,431,468,000	24.1

SOURCE: Sales Management Survey of Buying Power, May 1956

GULF TELEVISION COMPANY Galveston, Texas

kgul TV 11

Represented Nationally By CBS Television Spot Sales

TV Homes and % TV Coverage—(Cont'd)

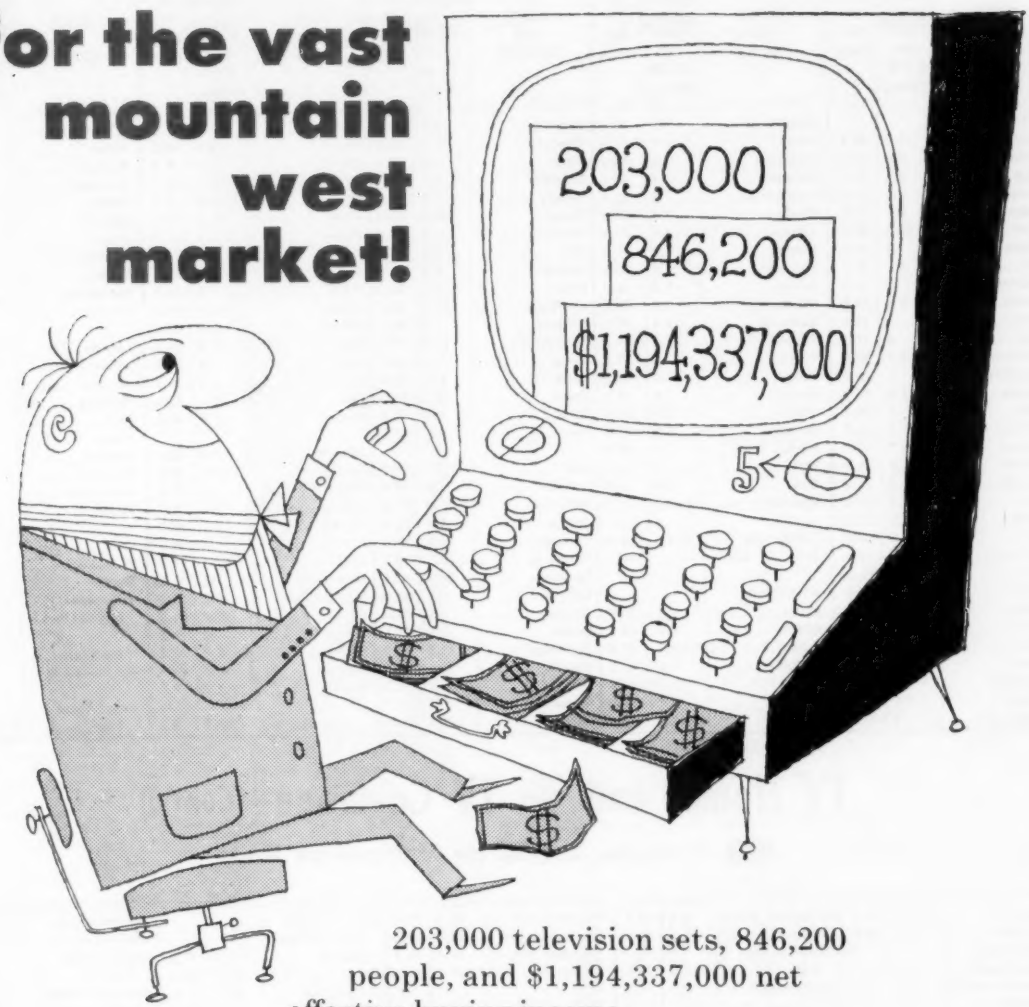
SM Estimates, 1/1/56 for States and Counties

STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Hidalgo	17.8	38.2
Hill	5.9	69.4
Hockley	4.3	59.7
Hood	.9	69.2
Hopkins	1.9	31.1
Houston	1.3	23.6
Howard	5.0	56.8
Hudspeth	.7	58.3
Hunt	8.8	76.5
Hutchinson	8.9	89.0
Irion	.1	20.0
Jack	1.3	61.9
Jackson	1.5	41.7
Jasper	1.6	30.2
Jeff Davis	.1	20.0
Jefferson	34.8	53.0
Jim Hogg	.5	38.5
Jim Wells	1.6	20.5
Johnson	6.8	68.7
Jones	3.4	53.1
Karnes	1.9	48.7
Kaufman	5.0	66.7
Kendall	1.2	75.0
Kenedy		
Kent	.2	40.0
Kerr	1.4	32.6
Kimble	.2	16.7
King		
Kinney	.1	20.0
Kleberg	2.2	34.4
Knox	1.1	42.3
Lamar	1.8	12.5
Lamb	4.0	67.8
Lampasas	1.5	51.7
La Salle	.8	42.1
Lavaca	2.8	50.0
Lee	1.0	40.0
Leon	.6	21.4
Liberty	5.4	69.2
Limestone	2.7	45.0
Lipscomb	.2	18.2
Live Oak	1.0	50.0
Llano	.6	35.3
Loving		
Lubbock	26.2	61.2
Lynn	1.4	50.0
McCulloch	.5	16.1
McLennan	24.8	59.6
McMullen	.2	40.0
Madison	.9	47.4
Marion	.9	37.5
Martin	.8	57.1
Mason	.3	18.8
Matagorda	3.0	46.2
Maverick	.6	20.0
Medina	3.2	69.6
Menard	.2	18.2
Midland	7.4	54.4
Milam	2.4	41.4
Mills	.4	26.7
Mitchell	1.2	29.3
Montague	3.1	66.0
Montgomery	4.6	64.8
Moore	4.5	70.3
Morris	1.4	56.0
Motley	.3	30.0
Nacogdoches	1.6	20.8
Navarro	5.4	50.0
Newton	.8	33.3
Nolan	3.0	50.0
Nueces	22.6	36.2
Ochiltree	.8	40.0
Oldham	.3	75.0
Orange	7.2	43.9
Palo Pinto	3.4	39.5
Panola	1.2	27.3
Parker	4.7	61.8
Parmer	.4	22.2
Pecos	.1	3.7
Polk	2.3	59.0
Potter	25.3	72.9
Presidio		
Rains	.4	50.0
Randall	4.4	67.7
Reagan	.4	44.4
Real	.2	28.6
Red River	1.2	22.2
Reeves		
Refugio	.9	34.6
Roberts	.2	66.7
Robertson	1.5	30.6
Rockwall	1.2	85.7
Runnels	2.3	51.1
Rusk	3.5	29.4
Sabine	.3	15.8
San Augustine	.2	10.5
San Jacinto	.7	43.8
San Patricio	4.2	43.3
San Saba	.4	17.4
Schleicher	.2	28.6
Scurry	2.5	25.0
Shackelford	.5	45.5
Shelby	.9	15.5
Sherman	.5	71.4
Smith	9.4	41.2
Somervell	.3	37.5
Starr	.3	9.7
Stephens	.8	23.5
Sterling	.2	50.0
Stonewall	.3	33.3
Sutton	.1	10.0
Swisher	1.2	50.0
Tarrant	114.5	74.2
Taylor	13.6	63.3
Terrell	.1	11.1
Terry	2.7	64.3
Throckmorton	.5	55.6
Titus	1.8	38.3
Tom Green	11.2	51.9
Travis	31.1	61.6
Trinity	1.4	56.0
Tyler	.8	27.6
Upshur	1.8	36.0
Upton	.7	43.8
Uvalde	1.3	27.7
Val Verde	.1	2.3
Van Zandt	3.8	67.9
Victoria	3.0	29.7
Walker	2.6	60.5
Waller	1.9	63.3
Ward	.9	20.5
Washington	2.6	50.0
Webb	1.3	8.9
Wharton	4.9	49.5
Wheeler	.8	32.0
Wichita	24.6	72.8
Wilbarger	3.4	57.6
Willacy	2.0	33.3
Williamson	6.2	59.6
Wilson	1.9	57.6
Winkler	.9	23.1
Wise	2.7	61.4
Wood	2.2	41.5
Yoakum	.6	54.5
Young	2.6	55.3
Zapata	.4	40.0
Zavala	.7	25.9
State Total	1,456.4	57.7
UTAH		
Beaver	.1	7.7
Box Elder	4.2	73.7
Cache	6.1	62.9
Carbon	2.3	30.7
Daggett		
Davis	8.2	75.9
Duchesne	.7	33.3
Emery	.1	7.1
Garfield	.1	11.1
Grand		
Iron	.1	3.8
Juab	.9	60.0
Kane		
Millard	1.0	40.0
Morgan	.6	83.3
Piute		
Rich	.3	60.0
Salt Lake	74.7	82.4
San Juan	.1	9.1
Sanpete	1.6	41.0
Sevier	1.2	38.4
Summit	1.1	61.1
Tooele	3.8	67.9
Uintah	.3	10.7
Utah	19.0	77.9
Wasatch	.9	69.2
Washington	.2	7.1
Wayne		
Weber	22.6	78.7
State Total	150.1	69.7
VERMONT		
Addison	3.1	62.0
Bennington	4.7	62.7
Caledonia	4.4	62.9
Chittenden	14.6	80.2
Essex	1.0	55.6
Franklin	6.0	74.1
Grand Isle	.5	62.5
Lamoille	2.0	69.0
Orange	1.4	30.4
Orleans	3.4	60.7
Rutland	8.9	68.5
Washington	8.6	72.9
Windham	2.3	27.7
Windsor	5.3	42.7
State Total	66.2	61.7
VIRGINIA		
Accomack	3.3	32.0
Albemarle	5.7	40.7
Alleghany	4.6	59.0
Amelia	.8	47.1
Amherst	2.3	52.3
Appomattox	.9	47.4
Arlington	60.0	82.9
Augusta	7.8	43.1
Bath	.6	40.0
Bedford	3.5	46.1
Bland	.6	42.9
Botetourt	1.7	42.5
Brunswick	1.8	40.9
Buchanan	1.7	21.0
Buckingham	.8	29.6
Campbell	13.8	63.3
Caroline	1.5	55.6
Carroll	2.2	31.9
Charles City	1.3	40.6
Charlotte	.6	66.7
Chesterfield	9.0	84.9
Clarke	1.1	61.1
Craig	.5	62.5
Culpeper	2.3	69.7
Cumberland	.6	37.5
Dickenson	1.0	19.2
Dinwiddie	9.5	66.9
Essex	1.0	71.4
Fairfax	27.5	81.8
Fauquier	3.9	70.6
Floyd	1.1	40.7
Fluvanna	1.0	58.8
Franklin	2.7	46.6
Frederick	6.1	64.9
Giles	3.2	62.7
Gloucester	1.6	60.0
Goochland	.9	52.9
Grayson	2.0	35.1
Greene	.4	36.4
Greensville	1.6	41.0
Halifax	5.6	59.6
Hanover	3.5	61.4
Henrico	69.6	77.8
Henry	7.5	58.1
Highland	.4	50.0
Isle of Wight	1.9	52.8
James City	2.2	81.5
King and Queen	.8	57.1
King George	1.1	61.1
King William	1.3	68.4
Lancaster	1.2	52.2
Lee	1.8	22.0
Loudoun	4.1	78.8
Louisa	1.6	51.6
Lunenburg	1.5	42.9
Madison	.7	33.3
Mathews	1.4	82.4
Mecklenburg	3.7	45.1
Middlesex	1.3	68.4
Montgomery	7.0	66.0
Nansemond	6.3	61.8
Nelson	1.6	48.5
New Kent	.6	60.0
Newport News	34.8	71.0
Norfolk	103.4	78.1
Northampton	1.8	39.1
Northumberland	1.2	48.0
Nottoway	2.7	61.4
Orange	1.4	43.8
Page	1.7	43.6
Patrick	1.1	29.7
Pittsylvania	11.3	40.8
Powhatan	.5	41.7
Prince Edward	2.1	55.3
Prince George	4.9	52.7
Prince William	8.6	58.5
Princess Anne	4.3	81.1
Pulaski	3.9	50.8
Rappahannock	.7	50.0
Richmond	1.0	71.4
Roanoke	26.9	67.6
Rockbridge	2.7	37.0
Rockingham	6.3	49.2
Russell	1.9	30.6
Scott	2.0	29.9
Shenandoah	2.9	50.9
Smyth	2.7	37.0
Southampton	3.0	46.9
Spotsylvania	4.6	69.7
Stafford	1.8	56.3
Surry	.9	60.0
Sussex	1.6	57.1
Tazewell	3.7	31.4
Warren	2.5	55.6
Washington	3.6	26.7
Westmoreland	1.7	60.7
Wise	4.4	31.7
Wythe	2.3	39.0
York	2.1	55.3
State Total	582.4	61.7
WASHINGTON		
Adams	1.2	38.7
Asotin	1.4	35.0
Benton	5.5	27.5
Chelan	4.4	31.4
Clallam	5.5	61.8
Clark	18.8	65.6
Columbia	.8	40.0
Cowlitz	8.7	47.0
Douglas	1.0	25.6
Ferry	.4	36.4
Franklin	2.9	43.3
Garfield	.4	44.4
Grant	3.2	26.7
Grays Harbor	7.2	38.5
Island	3.3	80.5
Jefferson	2.4	58.9
King	197.8	74.9
Kitsap	23.8	85.9
Kittitas	1.6	24.6
Klickitat	1.3	31.0
Lewis	7.3	50.7
Lincoln	2.5	71.4
Mason	3.6	73.5
Okanogan	1.5	16.7
Pacific	1.9	32.8
Pend Oreille	1.3	50.0
Pierce	65.4	72.0
San Juan	.8	66.7
Skagit	7.4	56.0
Skamania	.7	38.9
Snohomish	30.5	68.5
Spokane	60.1	70.5
Stevens	2.7	43.5
Thurston	10.5	65.6
Wahkiakum	.5	50.0
Walla Walla	4.2	33.1
Whatcom	10.3	43.9
Whitman	4.3	46.2
Yakima	22.9	50.0
State Total	529.8	62.7

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STATISTICS

for the vast mountain west market!



203,000 television sets, 846,200 people, and $1,194,337,000 net effective buying income.

Those are the magical numbers playing the big part in making more sales for Mountain West Market advertisers. And, advertisers figuring on selling the Mountain West best, use KSL-TV, the area station.

For more information on the market and the station, contact CBS-TV SPOT SALES, or

KSL·TV SALT LAKE CITY

**SOURCES UPON REQUEST

serving 39 counties in four western states

TV Homes and % TV Coverage—(Cont'd)

SM Estimates, 1/1/56 for States, Counties, Metropolitan Areas

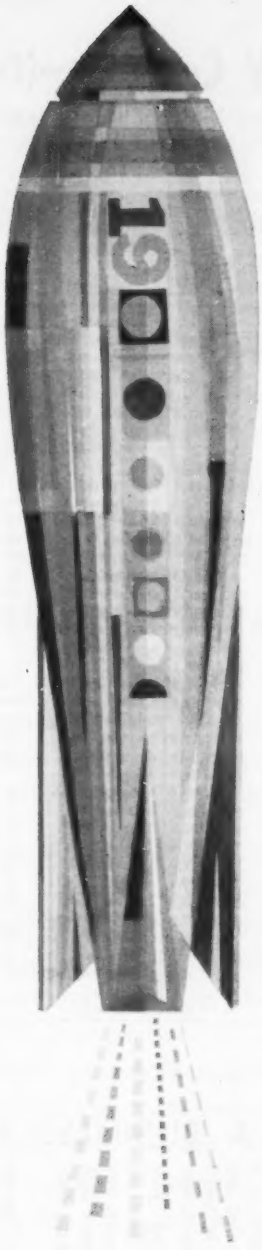
STATE and COUNTY	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
WEST VIRGINIA		
Barbour	2.2	46.8
Berkeley	5.7	69.5
Boone	4.5	56.4
Braxton	1.2	31.6
Brooke	6.1	87.1
Cabell	29.0	85.8
Calhoun	.9	40.9
Clay	1.6	46.5
Doddridge	.5	23.8
Fayette	9.9	48.8
Gilmer	.5	23.6
Grant	.9	27.3
Greenbrier	4.4	46.6
Hampshire	.8	26.7
Hancock	7.8	86.7
Hardy	.8	36.4
Harrison	7.1	31.0
Jackson	1.7	47.2
Jefferson	2.9	85.9
Kanawha	51.8	77.8
Lewis	1.1	23.4
Lincoln	3.7	77.1
Logan	11.9	68.1
McDowell	11.7	55.5
Marion	12.2	61.3
Marshall	6.7	72.8
Mason	4.9	80.3
Mercer	10.2	54.3
Mineral	2.5	43.1
Mingo	7.4	66.7
Monongalia	8.6	53.4
Monroe	1.2	40.0
Morgan	.9	39.1
Nicholas	3.0	45.5
Ohio	18.7	81.3
Pendleton	1.0	50.0
Pleasants	.8	50.0
Pocahontas	.8	32.1
Preston	3.3	43.4
Putnam	3.9	76.5
Raleigh	9.2	39.3
Randolph	2.2	30.6
Ritchie	1.0	33.3
Roane	1.8	46.2
Summers	2.1	47.7
Taylor	1.5	33.3
Tucker	.6	33.3
Tyler	1.2	46.2
Upshur	.9	18.4
Wayne	5.7	67.9
Webster	1.5	37.5
Wetzel	2.2	45.8
Wirt	.5	41.7
Wood	5.1	39.5
Wyoming	3.9	43.3
State Total	297.2	58.0
WISCONSIN		
Adams	.6	24.0
Ashland	2.4	43.6
Barron	5.1	48.1
Bayfield	1.3	34.2
Brown	25.4	86.4
Buffalo	2.4	55.8
Burnett	1.4	48.3
Calumet	4.0	74.1
Chippewa	7.2	61.0
Clark	2.9	32.2
Columbia	5.1	48.1
Crawford	1.6	32.7
Dane	34.4	65.9
Dodge	12.9	75.0
Door	4.4	67.7
Douglas	9.5	67.4
Dunn	5.1	66.2
Eau Claire	11.2	65.1
Florence	.4	33.3
Fond du Lac	14.6	71.6
Forest	.9	39.1
Grant	5.5	44.4
Green	3.6	48.0
Green Lake	2.4	52.2
Iowa	2.1	37.5
Iron	.7	28.0
Jackson	1.7	36.4
Jefferson	10.4	77.6
Juneau	1.5	27.8
Kenosha	22.1	88.0
Kewaunee	3.3	70.2
La Crosse	12.1	57.6
Lafayette	1.9	36.5
Langlade	3.5	58.3
Lincoln	2.7	41.5
Manitowoc	16.2	79.4
Marathon	11.4	49.8
Marinette	6.1	58.7
Marquette	1.1	40.7
Milwaukee	262.6	91.1
Monroe	4.0	46.0
Oconto	5.0	68.5
Oneida	2.0	30.8
Outagamie	20.5	82.7
Ozaukee	7.0	93.3
Pepin	1.2	57.1
Pierce	5.1	82.3
Polk	5.7	77.0
Portage	4.8	50.0
Price	1.0	21.7
Racine	32.1	90.2
Richland	2.0	37.0
Rock	18.8	61.4
Rusk	1.9	42.2
St. Croix	6.5	84.4
Sauk	3.6	30.3
Sawyer	1.3	44.8
Shawano	5.4	56.3
Sheboygan	20.4	80.6
Taylor	1.7	36.2
Trempealeau	4.8	70.6
Vernon	3.2	41.6
Vilas	.6	20.7
Walworth	11.0	76.4
Washburn	1.8	46.9
Washington	10.0	93.5
Waukesha	20.2	90.7
Waupaca	7.4	70.5
Waushara	1.4	33.3
Winnebago	18.8	84.6
Wood	7.7	51.0
State Total	788.1	72.0
WYOMING		
Albany	2.0	29.9
Big Horn	.6	16.2
Campbell	.1	7.1
Carbon	.4	7.8
Converse	.1	5.9
Crook	.1	8.3
Fremont	.3	4.9
Goshen	.7	18.9
Hot Springs	.1	5.6
Johnson	.1	7.1
Laramie	18.7	64.8
Lincoln	.6	25.0
Natrona	2.8	21.4
Niobrara	.1	8.3
Park	.8	13.8
Platte	.6	25.0
Sheridan	.3	4.7
Subiette	.1	11.1
Sweetwater	.4	6.2
Teton	.4	50.0
Uinta	.7	41.2
Washakie	.5	23.8
Weston	.1	4.5
Yellowstone National Park		
State Total	22.6	23.5
United States Total	34199.7	70.4

TV Homes and % TV Coverage—(Cont'd)

SM Estimates, 1/1/56 for Metropolitan Areas

Abilene, Tex.	13.6	63.3	Bellingham, Wash.	10.3	43.6	Charlotte, N. C.	44.1	71.6	Davenport-Rock Island-Moline, Iowa.-Ill.	69.2	88.8	Galveston, Tex.	22.8	58.3
Akron, Ohio	123.4	89.6	Billings, Mont.	12.5	54.1	Chattanooga, Tenn.	43.9	57.5	Eau Claire, Wisc.	18.4	63.4	Gastonia, N. C.	21.9	70.6
Albany-Schenectady-Troy, N. Y.	146.5	85.2	Biloxi-Gulfport, Miss.	17.4	86.9	Cheyenne, Wyo.	10.7	64.8	El Paso, Tex.	48.5	76.4	Grand Rapids, Mich.	89.4	90.5
Albuquerque, N. M.	36.0	61.6	Binghamton, N. Y.	49.5	84.2	Chicago, Ill.	1,648.4	87.3	Elkhart, Ind.	19.7	67.2	Great Falls, Mont.	10.2	49.5
Alexandria, La.	14.3	50.0	Birmingham, Ala.	120.0	69.2	Cincinnati, Ohio	278.2	88.0	Elmira, N. Y.	19.2	65.8	Green Bay, Wisc.	25.4	88.4
Allentown-Bethlehem-Easton, Pa.	113.6	86.7	Bloomington, Ill.	14.1	52.4	Clarksburg, W. Va.	7.1	31.0	Enid, Okla.	11.5	70.1	Greensboro-High Point, N. C.	37.6	66.9
Altoona, Pa.	36.1	86.9	Boise, Idaho	25.6	60.8	Cleveland, Ohio	445.9	91.6	Erie, Pa.	61.1	88.8	Greenville, S. C.	33.4	65.6
Amarillo, Tex.	29.7	72.1	Boston, Mass.	780.7	88.1	Colorado Springs, Colo.	17.7	51.2	Eugene, Ore.	23.3	47.9			
Anderson, Ind.	32.6	90.1	Bridgeport-Stamford-Norwalk, Conn.	142.2	82.0	Columbia, S. C.	25.4	59.3	Evansville, Ind.	37.8	57.2	Hagerstown, Md.	16.8	69.1
Ann Arbor, Mich.	33.8	81.4				Columbus, Ga.	31.6	65.8				Hamilton-Middletown, Ohio	42.7	89.3
Anniston, Ala.	13.2	57.6	Bremerton, Wash.	23.8	85.0	Columbus, Ohio	149.8	86.2	Everett, Wash.	30.5	68.6	Harrisburg, Pa.	73.8	79.3
Appleton, Wisc.	20.5	82.7	Bristol, Tenn.-Va.	18.2	42.6	Corpus Christi, Tex.	22.6	36.2	Fall River-New Bedford, Mass.	104.7	86.0	Hartford-New Britain, Conn.	155.9	85.8
Asheville, N. C.	17.1	48.2	Brockton, Mass.	54.7	85.7	Cumberland, Md.	12.5	46.3	Fargo, N. D.	13.5	73.8	Hampton-Newport News-Warwick, Va.	34.8	71.0
Atlanta, Ga.	180.5	80.7	Brownsville-Harlingen-McAllen, Tex.	33.4	38.9	Dallas, Tex.	190.7	78.4	Fayetteville, N. C.	7.0	27.3	Houston, Tex.	226.7	70.4
Atlantic City, N. J.	39.3	88.3				Danville, Ill.	17.5	60.6	Flint, Mich.	75.1	77.3	Huntington-Ashland, W. Va.-Ky.	57.7	79.5
Auburn, N. Y.	18.4	86.0				Danville, Va.	11.3	40.8	Florence-Sheffield-Tuscumbia-Muscle Shoals, Ala.	5.7	21.3	Hutchinson, Kans.	13.7	71.7
Augusta, Ga.	33.7	47.9	Buffalo, N. Y.	299.9	84.0	Dayton, Ohio	139.6	89.7				Indianapolis, Ind.	176.8	92.3
Austin, Tex.	31.1	61.6	Burlington, Vt.	14.6	80.2	Daytona Beach, Fla.	11.3	37.5	Fort Lauderdale, Fla.	36.6	58.5			
Bakersfield, Cal.	50.8	65.2				Decatur, Ill.	24.6	69.3	Fort Smith, Ark.	14.6	55.5	Jackson, Mich.	25.5	80.7
Baltimore, Md.	347.6	83.2	Butte-Anaconda, Mont.	12.5	49.2	Denver, Colo.	160.9	70.1	Fort Wayne, Ind.	48.5	75.9	Jackson, Miss.	24.4	54.6
Bangor, Me.	25.1	85.7	Canton, Ohio	81.1	87.1	Des Moines, Iowa	68.7	82.7	Fort Worth, Tex.	114.5	74.2	Jacksonville, Fla.	83.3	74.2
Baton Rouge, La.	38.5	61.7	Cedar Rapids, Iowa	30.8	83.7	Detroit, Mich.	907.2	89.9	Fresno, Cal.	64.1	66.2	Jamestown, N. Y.	37.3	79.9
Battle Creek, Mich.	36.4	89.7	Champaign-Urbana, Ill.	20.9	64.1	Dubuque, Iowa	14.3	70.4	Gadsden, Ala.	17.1	80.9	Johnstown, Pa.	64.2	81.1
Bay City, Mich.	22.5	79.8				Duluth-Superior, Minn.-Wisc.	56.1	69.1	Galesburg, Ill.	14.1	77.5			
Beaumont-Port Arthur, Tex.	34.8	53.0	Charleston, S. C.	34.7	67.1									
			Charleston, W. Va.	61.7	71.0	Durham, N. C.	19.0	65.5						

© SM, 1956.



The way to shoot sales to new heights in Milwaukee is via WXIX, the area's fastest-zooming television station. And our advertisers offer positive evidence. To quote R. A. Brigham of the Brigham Brokerage Company:

"WXIX is our only real merchandising effort here, and the results have been really phenomenal. The first month, we doubled our previous month's sales figures. And now we're making *three times* as many sales as we were before WXIX entered the scene . . . a new *all-time record* for Bosco in Milwaukee!"

More and more advertisers are finding that WXIX gets record results in record time — and at lowest cost. Average nighttime announcement cost is only 90 cents per thousand viewers — 22% less than the nearest competitor, 33% less than the third station!*

Want to get your share of the 2½ billion-dollar Milwaukee market? Call CBS Television Spot Sales or . . .

"An all-time record..."



WXIX

CBS Owned • Milwaukee
Represented by CBS Television Spot Sales

WXIX COVERAGE *(7 counties)*
POPULATION *1,381,500* FAMILIES *410,300*
RETAIL SALES *$1,731,397,000*
EFFECTIVE BUYING INCOME *$2,635,959,000*
EFFECTIVE BUYING INCOME PER FAMILY *$6,424*

*Telepulse, Dec. 1955

TV Homes and % TV Coverage—(Cont'd)

SM Estimates, 1/1/56 for Metropolitan Areas

AREA and STATE	TV HOMES SM Est. 1/1/56 (thous.)	% TV Coverage
Joplin, Mo.	23.0	61.0
Kalamazoo, Mich.	38.0	87.0
Kankakee, Ill.	17.6	84.6
Kansas City, Mo.	271.6	86.4
Kenosha, Wisc.	22.1	88.0
Knoxville, Tenn.	59.4	81.4
Kokomo, Ind.	15.8	84.5
La Crosse, Wisc.	12.1	57.6
Lafayette, Ind.	14.4	61.5
Lake Charles, La.	15.6	46.3
Lakeland, Fla.	15.5	34.1
Lancaster, Pa.	60.8	87.1
Lansing, Mich.	51.2	85.9
Laredo, Tex.	1.3	8.9
Las Vegas, Nev.	15.4	50.8
Lawton, Okla.	12.6	56.5
Lebanon, Pa.	22.6	85.9
Lewiston-Auburn, Me.	19.3	79.4
Lexington, Ky.	12.8	37.6
Lima, Ohio	21.0	71.4
Lincoln, Nebr.	32.8	76.8
Little Rock-North Little Rock, Ark.	30.9	42.7
Lorain-Elyria, Ohio	43.8	84.9
Los Angeles-Long Beach, Cal.	1,537.5	78.6
Louisville, Ky.	156.4	77.0
Lubbock, Tex.	26.2	61.2
Lynchburg, Va.	13.8	63.3
Macon, Ga.	24.2	55.1
Madison, Wisc.	34.4	65.9
Manchester, N. H.	39.1	81.8
Manitowoc-Two Rivers, Wisc.	16.2	79.4
Mansfield, Ohio	25.4	83.8
Marion, Ind.	15.3	74.9
Memphis, Tenn.	123.5	81.1
Miami, Fla.	184.0	80.3
Middletown, Conn.	18.0	84.9
Midland, Tex.	7.4	54.4
Milwaukee, Wisc.	262.6	91.1
Minneapolis-St. Paul, Minn.	334.4	88.7
Mobile, Ala.	44.4	60.2
Modesto, Cal.	24.6	55.9
Monroe-West Monroe, La.	14.6	58.6
Montgomery, Ala.	23.8	54.6
Muncie, Ind.	25.9	78.7
Muskegon, Mich.	34.4	83.3
Nashville, Tenn.	74.3	74.0
New Castle, Pa.	25.9	82.7
New Haven-Waterbury, Conn.	155.2	87.0
New London-Norwich, Conn.	31.6	86.0
New Orleans, La.	177.3	76.1
New York & N. E. New Jersey, N. Y.-N. J.	3,675.7	85.0
Newark, Ohio	15.4	65.0
Norfolk-Portsmouth, Va.	107.7	73.2
Odessa, Tex.	9.2	46.9
Ogden, Utah	22.6	78.7
Oklahoma City, Okla.	97.6	77.3
Omaha, Nebr.	110.0	89.9
Orlando, Fla.	30.1	55.6
Oshkosh, Wisc.	18.8	64.8
Paducah, Ky.	6.6	28.3
Pasco-Kennewick-Richland, Wash.	8.4	31.5
Pensacola, Fla.	25.4	58.4
Peoria, Ill.	69.8	81.9
Petersburg-Hopewell, Va.	14.4	61.3
Poughkeepsie-Newburgh-Beacon, N. Y.	69.9	83.0
Philadelphia, Pa.	1,000.7	85.4
Phoenix, Ariz.	97.7	66.7
Pittsburgh, Pa.	565.3	85.9
Pittsfield, Mass.	35.8	86.1
Port Huron, Mich.	27.8	90.6
Portland, Me.	43.3	85.4
Portland, Ore.	176.0	66.4
Portsmouth, Ohio	22.4	74.7
Providence-Pawtucket, R. I.	186.5	88.4
Provo, Utah	19.0	77.9
Pueblo, Colo.	15.3	50.8
Quincy, Ill.	16.9	77.5
Racine, Wisc.	32.1	90.2
Raleigh, N. C.	22.7	59.3
Rapid City, S. D.	3.4	20.4
Reading, Pa.	65.1	84.0
Reno, Nev.	14.9	68.7
Richmond, Va.	78.6	78.5
Richmond, Ind.	18.0	78.3
Roanoke, Va.	26.9	67.6
Rochester, N. Y.	139.7	84.6
Rockford, Ill.	44.8	82.8
Sacramento, Cal.	76.0	62.2
Saginaw, Mich.	40.4	82.3
Salem, Ore.	18.7	58.8
Salt Lake City, Utah	74.7	82.4
San Angelo, Tex.	11.2	51.9
San Antonio, Tex.	116.5	76.2
San Bernardino-Riverside-Ontario, Cal.	126.6	64.2
San Diego, Cal.	292.3	74.4
San Francisco-Oakland, Cal.	651.6	75.2
San Jose, Cal.	87.4	63.9
Santa Barbara, Cal.	22.0	61.1
Savannah, Ga.	29.1	60.1
Scranton, Pa.	59.8	81.0
Seattle, Wash.	197.8	74.9
Sheboygan, Wisc.	20.4	80.6
Shreveport, La.	44.0	60.5
Sioux City, Iowa	32.3	90.5
Sioux Falls, S. D.	22.5	88.9
South Bend, Ind.	57.6	81.2
Spartanburg, S. C.	23.9	57.6
Spokane, Wash.	60.1	70.5
Springfield, Ill.	23.8	52.5
Springfield, Mo.	28.9	73.9
Springfield, Ohio	32.8	88.4
Springfield-Holyoke, Mass.	115.3	81.0
St. Joseph, Mo.	23.6	73.3
St. Louis, Mo.	515.8	90.6
Stockton, Cal.	47.5	68.6
Syracuse, N. Y.	97.0	86.4
Tacoma, Wash.	65.4	72.0
Tampa-St. Petersburg, Fla.	94.3	53.8
Temple, Tex.	13.2	54.8
Terre Haute, Ind.	30.9	88.8
Texarkana, Tex.-Ark.	17.4	55.9
Toledo, Ohio	117.7	89.8
Topeka, Kans.	29.3	70.6
Trenton, N. J.	60.9	87.0
Tucson, Ariz.	32.3	51.8
Tulsa, Okla.	75.1	79.5
Tyler, Tex.	9.4	41.2
Utica-Rome, N. Y.	74.9	85.3
Waco, Tex.	24.8	59.6
Washington, D. C.	406.9	79.6
Waterloo, Iowa	26.3	77.6
Watertown, N. Y.	16.8	63.4
West Palm Beach, Fla.	28.9	55.2
Wheeling-Steubenville, W. Va.-Ohio	85.3	82.8
Wichita, Kans.	73.6	70.9
Wichita Falls, Tex.	24.6	72.8
Wilkes-Barre-Hazleton, Pa.	81.9	76.9
Williamsport, Pa.	15.3	48.4
Wilmington, Del.	74.8	82.5
Wilmington, N. C.	10.3	50.7
Winston-Salem, N. C.	32.0	69.0
Worcester, Mass.	138.5	82.1
Yakima, Wash.	22.9	50.0
York, Pa.	54.9	85.5
Youngstown, Ohio	137.5	85.0
Zanesville, Ohio	16.2	67.2
Total Above Metropolitan Areas	25781.3	79.1
United States Total	34199.7	70.4

© SM, 1956.

YOUR LIFETIME OPPORTUNITY—A BUSINESS OF YOUR OWN

ARE YOU CREATIVE?

Would you like to own a business that yields a proven comfortable steady income?—permits you to live where you prefer?—and raise your family in wholesome surroundings?—eliminates commuting and much other lost time,—cuts down expenses of all kinds? THIS may be your once-in-a-Lifetime Opportunity.

Nature of Business Selling aids and promotional material incorporating maps and market evaluations for Newspapers, Radio and TV Stations, other media, sold as a delivered "package." Steady flow of business built up in past 20 years. Can be readily expanded in volume by promotion at any season, or by addition of Annual Corporation Reports, Feature Articles, Government Contract work.

Experience and Abilities Required A working knowledge of market statistics; ability to make rough layouts, write short copy. Knowledge of printing production methods. Skill in making line drawings, statistical or engineering training desirable, not essential.

Personnel Needed Can be conducted as a one-man business in own home or expanded and departmentalized. At present location in small college town uses mainly part-time assistance.

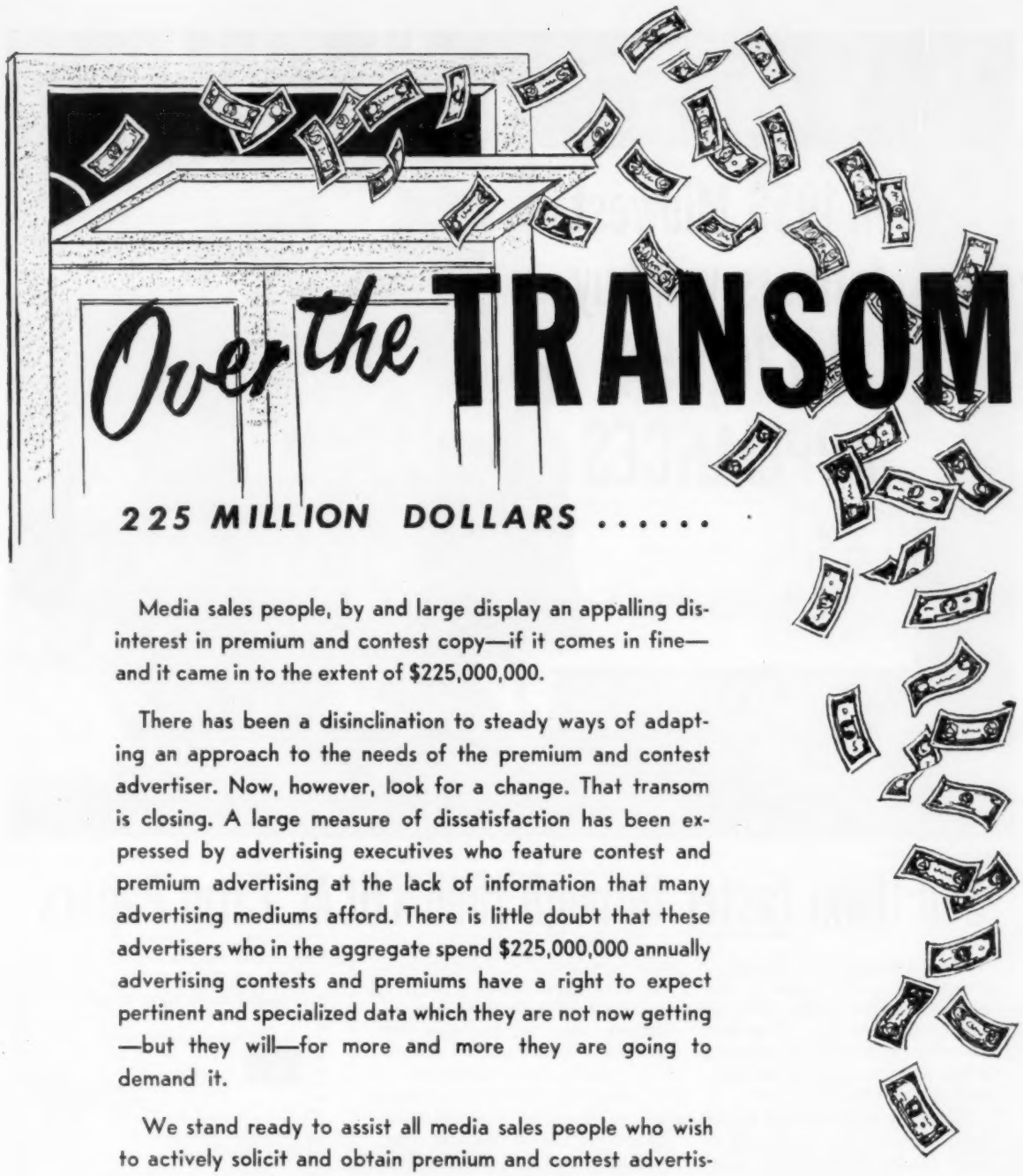
All Assets, no liabilities Valuable job files yield repeat business. Machines, office furniture and files. Established reputation for integrity and reliability. No debts or obligations. Small cash reserve sufficient for financing, no bank loans needed. Clients pay promptly.

Purchase Plan depends on the buyer. Can be acquired by one cash payment or purchased entirely from earnings by small quarterly payments. Only reason for selling at all, advancing years and failing health.

What to Do if Interested Furnish a brief resume of education and experience with three references or testimonials. Give personal data, enclose recent photo or good snapshot, also samples of created work and address to **Box SBP, Sales Management, 386 Fourth Ave., New York 16**

THE TIME TO ACT IS NOW

READ THIS, THINK IT OVER—WOULD A FRIEND BE INTERESTED?



Over the TRANSOM

225 MILLION DOLLARS .....

Media sales people, by and large display an appalling disinterest in premium and contest copy—if it comes in fine—and it came in to the extent of $225,000,000.

There has been a disinclination to steady ways of adapting an approach to the needs of the premium and contest advertiser. Now, however, look for a change. That transom is closing. A large measure of dissatisfaction has been expressed by advertising executives who feature contest and premium advertising at the lack of information that many advertising mediums afford. There is little doubt that these advertisers who in the aggregate spend $225,000,000 annually advertising contests and premiums have a right to expect pertinent and specialized data which they are not now getting —but they will—for more and more they are going to demand it.

We stand ready to assist all media sales people who wish to actively solicit and obtain premium and contest advertising—if you wish assistance or information about how to increase your sales—just let us know.

PREMIUM PRACTICE

386 FOURTH AVENUE
NEW YORK 16, N. Y.

The Magazine of Incentive Merchandising

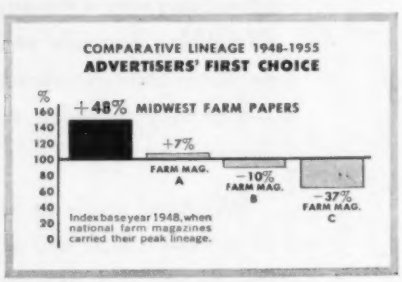


Sell them faster through their LOCAL Farm Papers

MIDWEST FARMERS themselves tell you what they want to buy, and in what amazing quantities, in the 11th annual Buying Intentions survey. Their plans to purchase 1,220,954 home appliances is just one category in the listings of some 300 items they want *now*.

To fill their wants Midwest farmers have cash income almost twice the national average. Midwest farm income reached the terrific total of $9.7 billion in 1954, an average of $9,168 per farm.

In the Midwest 9 out of 10 of the best farm families depend on localized Midwest Unit Farm Papers as their chief source of information of all kinds —including buying information. So, for fast selling action that the local impact and deep penetration these publications will give you, buy the Unit—one order, one plate at substantial savings in rates.



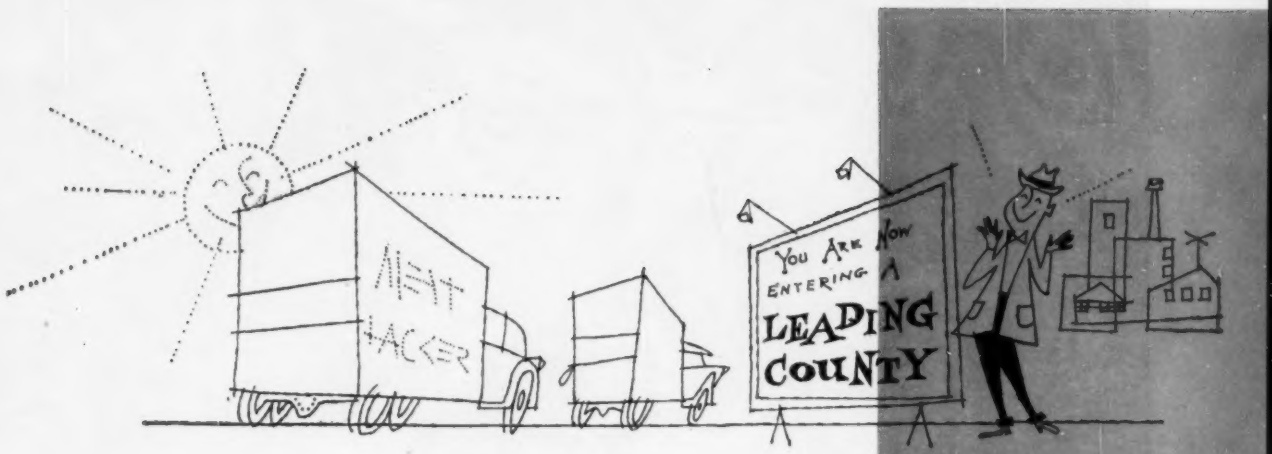


MIDWEST *Farm Paper* UNIT

SALES OFFICES: *59 E. Madison St., Chicago 3; 250 Park Avenue, New York 17; 110 Sutter St., San Francisco 4; 672 S. Lafayette Park Place, Los Angeles 57.*



WHERE FARMING IS BIG BUSINESS . . AND GOOD LIVING!



The Leading Counties Section

The county is undoubtedly the best and most flexible geographic unit available for the definition of market areas, and unlike metropolitan areas or cities, all counties account for 100 per cent of the nation's population, income and retail sales. For this reason, any marketing breakdown of the nation is usually done along county lines.

The 1950 Census tabulated results for 3,070 counties, 29 independent cities, the District of Columbia, and parts of Yellowstone National Park in Idaho, Montana and Wyoming. SALES MANAGEMENT considers Yellowstone National Park and the District of Columbia as single counties, and includes all independent cities with the proper parent county.

Thus, the independent city of Baltimore is included with the county of Baltimore, the independent city of St. Louis is included with St. Louis county, and similar treatment is given to all the independent cities of Virginia. In this way, we established 3,072 basic county units accounting for the U.S. totals in 1950.

However, the following changes in county definitions have taken place since April, 1950. Armstrong county in South Dakota has lost its separate identity, and has been merged with Dewey county, reducing the total county count to 3,071. In 1952, the counties of Elizabeth City and Warwick of Virginia elected to change their status to that of independent cities, entitled respectively Hampton and Warwick. In effect, we now have the three independent cities of Hampton, Warwick and Newport News constituting a single metropolitan area but with no parent county in which to include them. Since we wish to retain the additive property of Virginia counties, we have grouped these three cities into a new county designation, which we call Newport News. This county has no legal existence, but permits the counties of Virginia to add up to the Virginia state totals.

The total count of counties in the 1956 *Survey* is therefore 3,070. In the rankings of the leading 200 counties, however, we treat the five counties of New York City as one.

Vast divergences characterize the economic behavior of these 3,070 counties, with a relatively small number accounting for the bulk of economic activity. For that reason, the rankings of the leading 200 counties shown below will be found quite adequate for the marketing needs of those who wish to concentrate their attention most profitably on the smallest number of separate county areas. In this respect the leading 200 counties will be found to approximate roughly the 168 standard metropolitan areas, in that both will be found to cover not quite two-thirds of the country's total retail sales

For each significant market factor, we show below the 200 leading counties with respect to that factor. The degree of centralization varies of course with each factor. The leading 200 counties with respect to population in 1955 accounted for 57 per cent of total population, but the leading 200 counties in general merchandise accounted for over 70 per cent of total general merchandise sales. The rankings per capita and per family income are restricted to the 200 counties leading in population, and the rankings of the 200 counties leading in retail sales per family are restricted to the 200 counties leading in sales, in order to avoid inclusion of small, relatively unimportant counties with high per capita or per family ratios of income or sales.

In addition we show the rankings of farm income, population, total income, per family and per capita income, retail sales, retail sales per family, food store sales, sales of eating and drinking places, apparel and accessories stores, furniture, home furnishings, and appliance dealers, automotive groups, gasoline service stations, lumber, building materials, hardware and farm equipment dealers, and drug stores and proprietary stores. On pp 214-242 we also show rankings of the same factors by metro areas, rather than counties.



Who handles this market for you?

This is a merchant's-eye view of Williamsport, Pa. Nice town . . . busy, progressive and the hub of a big and growing marketplace.

Pictured above is part of the city and part of its trading area. The businessmen of Williamsport would never permit anyone to drive a wedge between Williamsport and its trading area which stretches out over three counties. It is all one inseparable market of 147,900 people—43,900 families. Cash registers in this trading area rang up $144,084,000 in retail sales in 1955.

The men who handle this market for you know that the people who work and live throughout this entire trading area depend on one another. Many share identical interests, worship in the same churches, cheer at the same ball games, buy from the same merchants.

Perhaps there's one thing more they'd like to add to their knowledge of their sales territory. Perhaps they would like to know how big our business *is* in their territory. So numerous are countryside families in the Williamsport trading area that our Countryside Unit gets into *more* Williamsport trading area homes than any of the seven other popular magazines listed below. Here's the latest box score.

Williamsport Trading Area Circulation	Figures
Countryside Unit	7,069
Life	4,720
Post	4,321
Better Homes & Gardens	4,054
Ladies' Home Journal	4,016
Good Housekeeping	3,600
Household	3,427
American Home	3,003





Subscribed to and read by more than 5 million families

North, East, South, West ... It's The Same Story

Throughout the United States there are thousands of trade-center towns like Williamsport. Some smaller, some larger . . . all are made prosperous by the countryside trading areas which surround them.

This is the big half of the American market—bigger than all the metropolitan centers, bigger than the suburban market. There are millions of families here with billions of dollars to spend.

The Countryside Unit is the *one* and *only* medium edited and published just for countryside families. Now, more than 5,000,000 countryside families buy and read the Unit. It serves and sells Countryside America as nothing else can. It's the biggest thing in the countryside!

Today, more than 250 advertisers, large and small, are successfully selling the entire countryside market through our Countryside Unit . . . . it's so *profitable* in the countryside.

Four Regional Editions.

The Countryside Unit is now published in four regional editions, Central, Eastern, Southern and Western.

- When advertisers want national coverage with one message, they buy all four editions.
- Those advertisers who wish to feature different products, or the same products in different seasons or in different areas may buy any one or any combination of the four editions.
- And advertisers who do not sell nationally may now profit through the power and economy of the Countryside Unit regionally—*where* they sell—without waste.

THE COUNTRYSIDE UNIT

Published monthly by FARM JOURNAL, Inc., Phila., Pa.

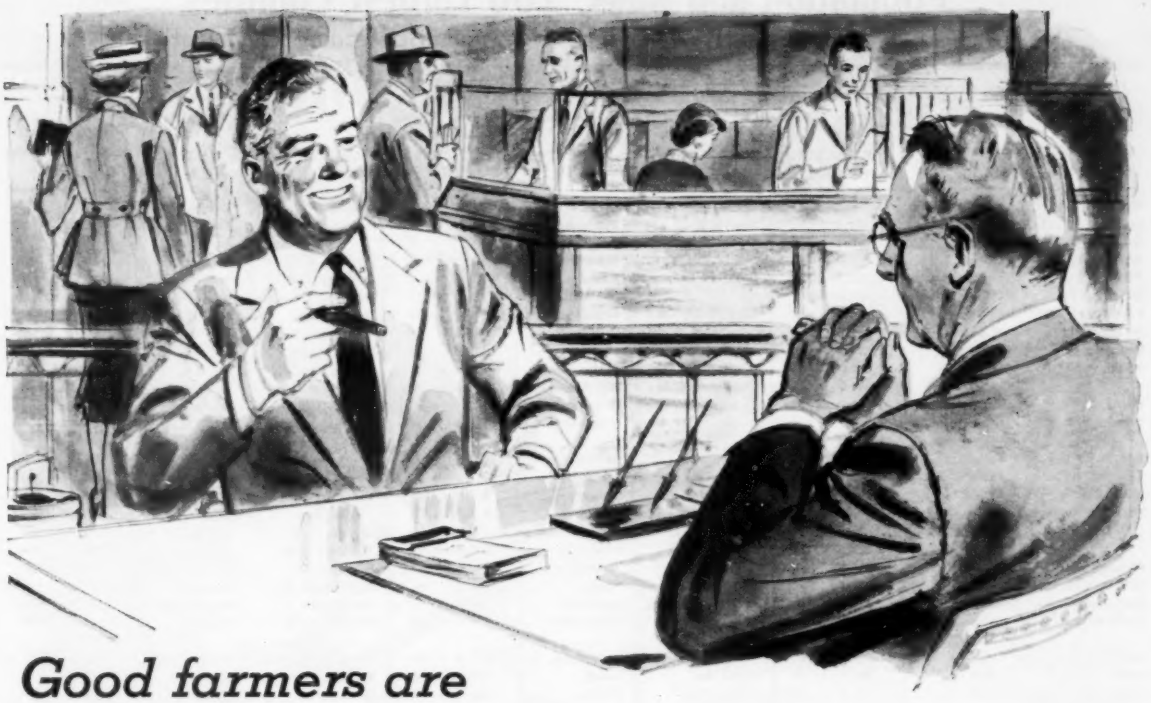
Graham Patterson, Publisher • Richard J. Babcock, President

The 200 Counties Leading in Gross Cash Farm Income

SM Estimates, 1955, for the 200 counties with largest gross cash farm income

COUNTY	STATE	GROSS CASH FARM INCOME SM Estimates (In thousands)	Rank in Group
Los Angeles	Cal.	235,508	1
Fresno	Cal.	213,998	2
Kern	Cal.	161,049	3
Tulare	Cal.	157,362	4
Maricopa	Ariz.	144,363	5
San Joaquin	Cal.	113,961	6
Imperial	Cal.	111,534	7
Stanislaus	Cal.	97,348	8
Lancaster	Pa.	97,009	9
Polk	Fla.	92,456	10
Monterey	Cal.	85,778	11
Orange	Cal.	85,018	12
Yakima	Wash.	84,243	13
Aroostook	Me.	82,314	14
Merced	Cal.	81,243	15
Riverside	Cal.	77,940	16
Sonoma	Cal.	77,483	17
Weld	Colo.	75,639	18
San Bernardino	Cal.	74,945	19
Santa Clara	Cal.	74,141	20
Ventura	Cal.	73,480	21
Santa Barbara	Cal.	71,501	22
Sussex	Del.	71,200	23
Pinal	Ariz.	68,911	24
Kings	Cal.	64,914	25
San Diego	Cal.	61,572	26
Hartford	Conn.	61,499	27
Mississippi	Ark.	60,354	28
Hidalgo	Tex.	57,192	29
McLean	Ill.	51,962	30
Sacramento	Cal.	50,203	31
Dane	Wisc.	48,890	32
Pottawattamie	Iowa	48,371	33
Whitman	Wash.	48,058	34
Orange	Fla.	47,101	35
Sioux	Iowa	46,580	36
De Kalb	Ill.	46,247	37
Sutter	Cal.	46,223	38
La Salle	Ill.	46,184	39
Madera	Cal.	46,063	40
Cameron	Tex.	44,783	41
Chester	Pa.	43,308	42
Yolo	Cal.	43,286	43
Henry	Ill.	43,114	44
Suffolk	N. Y.	42,585	45
Plymouth	Iowa	42,535	46
Champaign	Ill.	41,504	47
Livingston	Ill.	40,626	48
Iroquois	Ill.	40,395	49
Monmouth	N. J.	40,328	50
Clinton	Iowa	40,058	51
Sunflower	Miss.	39,789	52
Kossuth	Iowa	39,702	53
Bureau	Ill.	39,584	54
Palm Beach	Fla.	38,148	55
Kane	Ill.	38,016	56
Lubbock	Tex.	37,666	57
Pitt	N. C.	37,208	58
Robeson	N. C.	36,669	59
Woodbury	Iowa	36,416	60
Dodge	Wisc.	36,262	61
Johnston	N. C.	36,208	62
York	Pa.	35,859	63
Sangamon	Ill.	35,840	64
Butte	Cal.	35,234	65
Cuming	Neb.	35,025	66
Yuma	Ariz.	34,988	67
Bolivar	Miss.	34,952	68
Dade	Fla.	34,681	69
Otter Tail	Minn.	34,481	70
Alameda	Cal.	34,345	71
Cherokee	Iowa	34,157	72
Ogle	Ill.	33,740	73
Renville	Minn.	33,298	74
Cumberland	N. J.	33,221	75
Scotts Bluff	Nebr.	33,106	76
Twin Falls	Ida.	33,076	77
Vermilion	Ill.	32,658	78
Whiteside	Ill.	32,535	79
Cedar	Iowa	32,370	80
Benton	Iowa	32,340	81
Bucks	Pa.	32,332	82
Marion	Ore.	32,113	83
Lake	Fla.	32,054	84
Berks	Pa.	31,854	85
Cook	Ill.	31,543	86
Crittenden	Ark.	31,480	87
Worcester	Mass.	31,440	88
Canyon	Ida.	31,238	89
Lincoln	Wash.	31,166	90
Nash	N. C.	31,119	91
Middlesex	Mass.	31,075	92
Grant	Wisc.	30,988	93
Hale	Tex.	30,870	94
Cass	N. D.	30,799	95
Martin	Minn.	30,754	96
Rockingham	Va.	30,379	97
San Luis Obispo	Cal.	30,222	98
Lee	Ill.	30,150	99
Hillsborough	Fla.	30,059	100
Tama	Iowa	29,877	101
Marathon	Wisc.	29,789	102
Polk	Minn.	29,727	103
Freeborn	Minn.	29,674	104
Jones	Iowa	29,636	105
O'Brien	Iowa	29,589	106
Fond Du Lac	Wisc.	29,380	107
Delaware	N. Y.	29,233	108
Wilson	N. C.	29,156	109
Stearns	Minn.	29,071	110
Rock	Wisc.	28,942	111
Crawford	Iowa	28,941	112
Linn	Iowa	28,744	113
New Madrid	Mo.	28,637	114
Christian	Ill.	28,626	115
Umatilla	Ore.	28,591	116
Faribault	Minn.	28,532	117
Coahoma	Miss.	28,515	118
Horry	S. C.	28,477	119
Redwood	Minn.	28,392	120
Poinsett	Ark.	28,164	121
Jackson	Minn.	28,064	122
Franklin	Iowa	27,945	123
Warren	Ill.	27,919	124
King	Wash.	27,789	125
Buena Vista	Iowa	27,745	126
Burlington	N. J.	27,681	127
Malheur	Ore.	27,647	128
Logan	Ill.	27,611	129
Johnson	Iowa	27,610	130
Wake	N. C.	27,585	131
Jasper	Iowa	27,564	132
Orange	N. Y.	27,530	133
Sac	Iowa	27,451	134
Walla Walla	Wash.	27,266	135
Glenn	Cal.	27,246	136
Oneida	N. Y.	27,242	137
Washington	Miss.	27,088	138
Dawson	Neb.	26,996	139
Solano	Cal.	26,908	140
Shelby	Iowa	26,786	141
Dawson	Tex.	26,763	142
Nobles	Minn.	26,728	143
Craighead	Ark.	26,708	144
Pemiscot	Mo.	26,639	145
Will	Ill	26,611	146
Minnehaha	S. D.	26,560	147
Blue Earth	Minn.	26,373	148
McHenry	Ill.	26,370	149
Knox	Ill.	26,327	150
Darke	Ohio	26,311	151
St. Lawrence	N. Y.	26,252	152
Hamilton	Iowa	26,117	153
Lyon	Iowa	26,000	154
Stephenson	Ill.	25,993	155
Marshall	Iowa	25,942	156
Broward	Fla.	25,627	157
Santa Cruz	Cal.	25,604	158
Contra Costa	Cal.	25,586	159
Lamb	Tex.	25,539	160
Washington	Iowa	25,529	161
Dunklin	Mo.	25,421	162
Edgecombe	N. C.	25,383	163
Colusa	Cal.	25,331	164
Hancock	Ill.	25,167	165
Lynn	Tex.	25,157	166
Fulton	Ill.	25,130	167
Clay	Iowa	25,086	168
Hunterdon	N. J.	24,993	169
Otsego	N. Y.	24,937	170
Erie	N. Y.	24,917	171
Columbus	N. C.	24,896	172
Hardin	Iowa	24,894	173
Story	Iowa	24,872	174
Spokane	Wash.	24,822	175
Black Hawk	Iowa	24,733	176
Page	Iowa	24,709	177
Fayette	Iowa	24,693	178
Florence	S. C.	24,692	179
Wayne	N. C.	24,553	180
Pocahontas	Iowa	24,449	181
Sanilac	Mich.	24,051	182
Grundy	Iowa	24,009	183
Leflore	Miss.	23,993	184
Webster	Iowa	23,937	185
Chelan	Wash.	23,922	186
Green	Wisc.	23,900	187
Tazewell	Ill.	23,850	188
Macoupin	Ill.	23,843	189
Murray	Minn.	23,773	190
Kankakee	Ill.	23,747	191
Dallas	Iowa	23,721	192
Macon	Ill.	23,716	193
Wright	Iowa	23,712	194
Hockley	Tex.	23,711	195
Lenawee	Mich.	23,688	196
Ida	Iowa	23,683	197
Mower	Minn.	23,671	198
Columbia	Wisc.	23,654	199
Hancock	Iowa	23,583	200
Total Above Counties		7,086,844	
% of U. S. A.		24.0901	

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Good farmers are still making money...

Said the cattle feeder from Nebraska ...*"It sure would be wonderful if we had 30¢ beef as we had in 1947. But I made a profit this year at current prices (24¢-25¢). Even if beef should go down to 12¢, I'll still get by."*

HE wasn't bragging. Because smart farmers are producing more beef, pork, milk, poultry and eggs – per acre, per pound of feed, per day, with less work, than in 1947.

Farming is still a good business for the farmer with enough land, enough equipment, enough production, enough capital, and enough brains–to make use of new discoveries, aids and methods.

Farming is not a good business for the farmer with too little land, poor soil, inadequate capital and equipment, limited production. Or for the farmer who resists change, wants to stay put. And parity prices, soil banks, restricted acreage don't help the farmer who doesn't produce.

While farm prices are down from their peak, nevertheless the 1955 per capita farm income is still above the average for 1946 – 1950, which were years of farm prosperity.

Despite farm prices, the 1954 Census of Agriculture shows an increase in farms earning $10,000 – from 491,959 in 1950 to 582,812 in 1954, a gain of 90,850 or 18.5%!

So farm buying power is better than ever – and so is SUCCESSFUL FARMING!

Three out of four SF subscribers are in the minority 39% that gets 88% of the total US farm income. And the average farm cash income of the SF farm subscriber is around $10,000, and has been for several years. With more than 1,300,000 circulation, SF alone represents an $11 billion market!



FOR the past ten years SF families have stepped up their living standards; rebuilding, remodeling homes, installing central heating, new bathrooms, modern kitchens; buying new furniture and furnishings, home appliances. They are choice prospects for every convenience, comfort, luxury – apparel, travel, cars, sports equipment, insurance, securities.

SUCCESSFUL FARMING has greater influence with the country's best farm families, is needed to balance your advertising schedules where general media run thin. And can deliver a big quota of quality customers at low cost.

Ask any SF office for the facts.



MEREDITH PUBLISHING COMPANY, Des Moines...
with offices in New York, Chicago, Detroit, Philadelphia, Cleveland, Atlanta, San Francisco, and Los Angeles.

Population and Rank, 200 Largest Counties

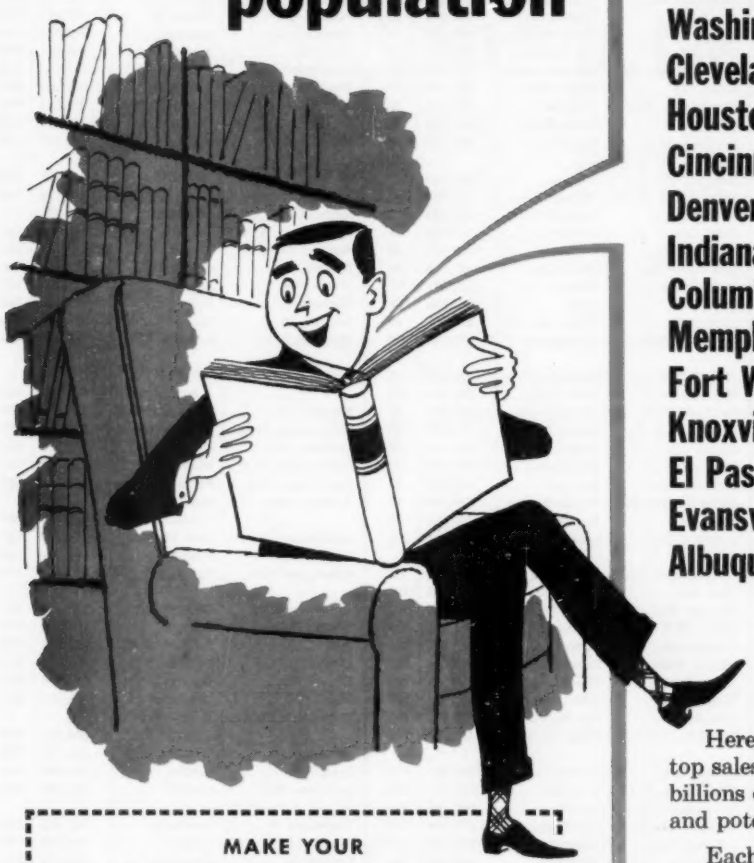
SM Estimates, January 1, 1956, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	POPULATION SM Est. (in thousands)	Rank in Group
New York City, N. Y.	New York City	7,990.3	1
Los Angeles, Cal.	Los Angeles	5,300.3	2
Cook, Ill.	Chicago	4,866.1	3
Wayne, Mich.	Detroit	2,721.7	4
Philadelphia, Pa.	Philadelphia	2,166.4	5
Allegheny, Pa.	Pittsburgh	1,576.9	6
Cuyahoga, Ohio	Cleveland	1,525.1	7
St. Louis, Mo.	St. Louis	1,387.9	8
Baltimore, Md.	Baltimore	1,321.0	9
Middlesex, Mass.	Cambridge	1,140.7	10
Harris, Tex.	Houston	1,078.2	11
Nassau, N. Y.	Hempstead Township	1,065.1	12
Erie, N. Y.	Buffalo	1,002.5	13
Essex, N. J.	Newark	980.0	14
Milwaukee, Wisc.	Milwaukee	965.7	15
District of Columbia, D. C.	Washington, D. C.	876.8	16
Alameda, Cal.	Oakland	864.6	17
Suffolk, Mass.	Boston	846.7	18
San Diego, Cal.	San Diego	826.2	19
San Francisco, Cal.	San Francisco	806.5	20
Hamilton, Ohio	Cincinnati	798.9	21
Dallas, Tex.	Dallas	792.4	22
King, Wash.	Seattle	777.8	23
Hennepin, Minn.	Minneapolis	749.3	24
Dade, Fla.	Miami	743.7	25
Westchester, N. Y.	Yonkers	723.4	26
Bergen, N. J.	Hackensack	687.7	27
Hudson, N. J.	Jersey City	642.1	28
Orleans, La.	New Orleans	630.2	29
Hartford, Conn.	Hartford	622.9	30
Marion, Ind.	Indianapolis	613.1	31
Jefferson, Ala.	Birmingham	612.7	32
New Haven, Conn.	New Haven	605.4	33
Fairfield, Conn.	Bridgeport	592.0	34
Franklin, Ohio	Columbus	585.3	35
Jackson, Mo.	Kansas City	585.0	36
Providence, R. I.	Providence	584.9	37
Bexar, Tex.	San Antonio	580.5	38
Worcester, Mass.	Worcester	580.2	39
Jefferson, Ky.	Louisville	568.0	40
Essex, Mass.	Lynn	550.6	41
Oakland, Mich.	Pontiac	542.8	42
Shelby, Tenn.	Memphis	534.4	43
Monroe, N. Y.	Rochester	533.2	44
Fulton, Ga.	Atlanta	531.4	45
Multnomah, Ore.	Portland	527.2	46
Tarrant, Tex.	Fort Worth	507.0	47
Maricopa, Ariz.	Phoenix	505.0	48
Delaware, Pa.	Chester	500.7	49
Denver, Colo.	Denver	498.1	50
Norfolk, Va.	Norfolk	475.0	51
Lake, Ind.	Gary	465.6	52
Union, N. J.	Elizabeth	461.1	53
Summit, Ohio	Akron	459.4	54
Montgomery, Ohio	Dayton	456.4	55
Norfolk, Mass.	Quincy	453.3	56
Suffolk, N. Y.	Patchogue	446.0	57
Santa Clara, Cal.	San Jose	444.2	58
Lucas, Ohio	Toledo	429.7	59
Montgomery, Pa.	Lower Merion Township	405.8	60
Bristol, Mass.	New Bedford	402.2	61
Hampden, Mass.	Springfield	399.6	62
Duval, Fla.	Jacksonville	398.0	63
Oklahoma, Okla.	Oklahoma City	394.9	64
Sacramento, Cal.	Sacramento	389.9	65
San Bernardino, Cal.	San Bernardino	389.8	66
Ramsey, Minn.	St. Paul	388.5	67
Luzerne, Pa.	Wilkes Barre	379.7	68
Onondaga, N. Y.	Syracuse	377.3	69
Passaic, N. J.	Paterson	366.1	70
Orange, Cal.	Santa Ana	365.9	71
Davidson, Tenn.	Nashville	354.6	72
San Mateo, Cal.	San Mateo	351.1	73
Contra Costa, Cal.	Richmond	348.2	74
Camden, N. J.	Camden	335.5	75
Genesee, Mich.	Flint	330.0	76
Hillsborough, Fla.	Tampa	328.1	77
Middlesex, N. J.	New Brunswick	327.9	78
Kent, Mich.	Grand Rapids	323.4	79
Westmoreland, Pa.	Greensburg	321.1	80
Henrico, Va.	Richmond	319.6	81
Fresno, Cal.	Fresno	317.3	82
Stark, Ohio	Canton	317.2	83
Sedgwick, Kans.	Wichita	315.8	84
Salt Lake, Utah	Salt Lake City	312.4	85
Douglas, Neb.	Omaha	308.6	86
Pierce, Wash.	Tacoma	304.4	87
Tulsa, Okla.	Tulsa	297.7	88
Prince Georges, Md.	Hyattsville	286.1	89
Monmouth, N. J.	Asbury Park	278.8	90
Mahoning, Ohio	Youngstown	277.4	91
Mobile, Ala.	Mobile	266.3	92
El Paso, Tex.	El Paso	262.2	93
Kern, Cal.	Bakersfield	262.1	94
Berks, Pa.	Reading	261.2	95
Spokane, Wash.	Spokane	261.0	96
New Castle, Del.	Wilmington	259.9	97
Montgomery, Md.	Rockville	259.5	98
Mercer, N. J.	Trenton	259.0	99
Lake, Ill.	Waukegan	259.0	100
Lackawanna, Pa.	Scranton	256.7	101
Macomb, Mich.	Mount Clemens	254.1	102
Albany, N. Y.	Albany	252.2	103
Polk, Iowa	Des Moines	249.2	104
Arlington, Va.	Alexandria	244.8	105
Du Page, Ill.	Elmhurst	244.2	106
Lancaster, Pa.	Lancaster	243.6	107
Kanawha, W. Va.	Charleston	241.8	108
Pulaski, Ark.	Little Rock	240.9	109
Knox, Tenn.	Knoxville	239.4	110
St. Joseph, Ind.	South Bend	238.4	111
Erie, Pa.	Erie	236.6	112
Oneida, N. Y.	Utica	234.5	113
Nueces, Tex.	Corpus Christi	233.9	114
San Joaquin, Cal.	Stockton	229.5	115
Mecklenberg, N. C.	Charlotte	229.4	116
Bucks, Pa.	Bristol	227.5	117
St. Clair, Ill.	East St. Louis	225.0	118
Pinellas, Fla.	St. Petersburg	224.7	119
Jefferson, Tex.	Beaumont	224.5	120
Hamilton, Tenn.	Chattanooga	223.8	121
Riverside, Cal.	Riverside	221.4	122
St. Louis, Minn.	Duluth	217.3	123
Pima, Ariz.	Tucson	217.2	124
Guilford, N. C.	Greensboro	214.8	125
York, Pa.	York	214.4	126
Cambria, Pa.	Johnstown	213.2	127
East Baton Rouge, La.	Baton Rouge	212.5	128
Washington, Pa.	Washington	211.8	129
Niagara, N. Y.	Niagara Falls	209.9	130
Bernalillo, N. M.	Albuquerque	208.2	131
Dauphin, Pa.	Harrisburg	208.1	132
Plymouth, Mass.	Brockton	208.0	133
Caddo, La.	Shreveport	205.9	134
Allen, Ind.	Fort Wayne	205.8	135
Lehigh, Pa.	Allentown	204.6	136
Morris, N. J.	Morristown	203.7	137
Madison, Ill.	Alton	202.6	138
Ingham Mich.	Lansing	202.4	139
Hidalgo Tex.	McAllen	201.9	140
Broome N. Y.	Binghamton	196.6	141
Schuylkill, Pa.	Pottsville	196.0	142
Wyandotte, Kans.	Kansas City	194.2	143
Travis, Tex.	Austin	190.5	144
Charleston, S. C.	Charleston	189.2	145
Northampton, Pa.	Bethlehem	188.6	146
Peoria, Ill.	Peoria	187.6	147
Newport News, Va.	Newport News	187.2	148
Fayette, Pa.	Uniontown	186.7	149
Greenville, S. C.	Greenville	184.9	150
Dane, Wisc.	Madison	184.7	151
Beaver, Pa.	Beaver Falls	183.1	152
Vanderburgh, Ind.	Evansville	179.2	153
Lorain, Ohio	Lorain	177.8	154
Orange, Fla.	Orlando	177.4	155
Trumbull, Ohio	Warren	176.0	156
Broward, Fla.	Fort Lauderdale	172.6	157
Cumberland, Me.	Portland	171.9	158
Chester, Pa.	West Chester	171.1	159
Winnebago, Ill.	Rockford	171.0	160
Forsyth, N. C.	Winston Salem	170.2	161
Saginaw, Mich.	Saginaw	170.1	162
De Kalb, Ga.	Decatur	168.8	163
Monterey, Cal.	Salinas	166.5	164
Richland, S. C.	Columbia	166.3	165
Butler, Ohio	Hamilton	166.7	166
Richmond, Ga.	Augusta	166.2	167
Palm Beach, Fla.	West Palm Beach	165.6	168
Kane, Ill.	Aurora	164.9	169
Chatham, Ga.	Savannah	164.5	170
New London, Conn.	New London	163.7	171
Escambia, Fla.	Pensacola	163.4	172
Hinds, Miss.	Jackson	163.0	173
Burlington, N. J.	Burlington	162.1	174
Anne Arundel, Md.	Annapolis	160.6	175
Cameron, Tex.	Harlingen	160.4	176
Polk, Fla.	Lakeland	160.1	177
Hillsborough, N. H.	Manchester	159.7	178
Spartanburg, S. C.	Spartanburg	158.8	179
Orange, N. Y.	Newburgh	156.7	180
Wake, N. C.	Raleigh	156.0	181
Schenectady, N. Y.	Schenectady	156.0	182
Washtenaw, Mich.	Ann Arbor	155.6	183
Montgomery, Ala.	Montgomery	155.4	184
Lane, Ore.	Eugene	154.7	185
Ventura, Cal.	Ventura	154.4	186
Lubbock, Tex.	Lubbock	152.5	187
Jefferson, La.	Gretna	152.2	188
Will, Ill.	Joliet	151.1	189
Yakima, Wash.	Yakima	148.5	190
Kalamazoo, Mich.	Kalamazoo	146.0	191
Rock Island, Ill.	Rock Island	145.4	192
Roanoke, Va.	Roanoke	145.3	193
Tulare, Cal.	Visalia	144.5	194
Chautauqua, N. Y.	Jamestown	143.3	195
Stanislaus, Cal.	Modesto	142.4	196
McLennan, Tex.	Waco	142.2	197
Atlantic, N. J.	Atlantic City	141.9	198
Dutchess, N. Y.	Poughkeepsie	140.6	199
Sangamon, Ill.	Springfield	139.6	200
Total Above Counties		93,967.0	
% of U. S. A.		56.6709	

Honolulu County, with a population of 410.6 thousand, would rank 60 if included above.

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Every One NOW over 200,000 population



MAKE YOUR

Data-Gathering **EASY, TOO!**

All the above are markets in which a Scripps-Howard newspaper is published.

We have a wealth of information about each one. Just call upon us.

POPULATION*

(Standard Metropolitan Area)

New York	14,124,600
San Francisco	2,613,100
Pittsburgh	2,292,900
Washington (DC)	1,802,100
Cleveland	1,616,800
Houston	1,076,200
Cincinnati	997,000
Denver	725,100
Indianapolis	613,100
Columbus	585,300
Memphis	534,400
Fort Worth	507,000
Knoxville	385,600
El Paso	262,200
Evansville	213,500
Albuquerque	208,200

**Estimates from this issue of Sales Management*

Here are sixteen (16) of the nation's top sales markets. They represent billions of dollars in spending power and potential retail sales.

Each one merits individual attention. Give it to them. You can't afford not to.

Selling these markets is easy. You can get a good start by making up an advertising list that includes all sixteen markets and starts with the newspapers named below.

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK, *World-Telegram & The Sun*
CLEVELAND . . . . . *Press*
PITTSBURGH . . . . . *Press*
SAN FRANCISCO . . . . . *News*
INDIANAPOLIS . . . . . *Times*
COLUMBUS . . . . . *Citizen*
CINCINNATI . . . . . *Post*
KENTUCKY . . . . . *Post*
Covington edition, Cincinnati Post
KNOXVILLE . . . . *News-Sentinel*



DENVER . . . *Rocky Mountain News*
BIRMINGHAM . . . . *Post-Herald*
MEMPHIS . . . . . *Press-Scimitar*
MEMPHIS . . . *Commercial Appeal*
WASHINGTON . . . . . *News*
EVANSVILLE . . . . . *Press*
HOUSTON . . . . . *Press*
FORT WORTH . . . . . *Press*
ALBUQUERQUE . . . . . *Tribune*
EL PASO . . . . . *Herald-Post*

General Advertising Department, 230 Park Avenue, New York City

Chicago San Francisco Detroit Cincinnati Philadelphia Dallas

Total Net Effective Buying Income, 200 Leading Counties

SM Estimates, 1955, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	NET E.B.I. SM Estimate (in thousands)	Rank in Group
New York City, N. Y.	New York City	15,625,903	1
Cook, Ill.	Chicago	10,789,380	2
Los Angeles, Cal.	Los Angeles	10,647,282	3
Wayne, Mich.	Detroit	5,849,579	4
Philadelphia, Pa.	Philadelphia	3,919,391	5
Cuyahoga, Ohio	Cleveland	3,419,942	6
Allegheny, Pa.	Pittsburgh	2,877,981	7
St. Louis, Mo.	St. Louis	2,628,189	8
Nassau, N. Y.	Hempstead Township	2,582,323	9
Essex, N. J.	Newark	2,191,449	10
Baltimore, Md.	Baltimore	2,139,875	11
Middlesex, Mass.	Cambridge	2,118,413	12
District of Columbia, D. C	Washington, D. C.	1,956,059	13
San Francisco, Cal.	San Francisco	1,938,242	14
Harris, Tex.	Houston	1,837,586	15
Milwaukee, Wisc.	Milwaukee	1,913,061	16
Westchester, N. Y.	Yonkers	1,817,283	17
Alameda, Cal.	Oakland	1,798,863	18
Bergen, N. J.	Hackensack	1,644,209	19
Erie, N. Y.	Buffalo	1,641,114	20
King, Wash.	Seattle	1,625,460	21
San Diego, Cal.	San Diego	1,551,950	22
Hamilton, Ohio	Cincinnati	1,540,091	23
Dallas, Tex.	Dallas	1,506,285	24
Hennepin, Minn.	Minneapolis	1,489,818	25
Suffolk, Mass.	Boston	1,471,863	26
Dade, Fla.	Miami	1,386,015	27
Fairfield, Conn.	Bridgeport	1,369,506	28
Hartford, Conn.	Hartford	1,334,179	29
Marion, Ind.	Indianapolis	1,292,359	30
Franklin, Ohio	Columbus	1,228,110	31
Hudson, N. J.	Jersey City	1,199,561	32
New Haven, Conn.	New Haven	1,198,288	33
Jackson, Mo.	Kansas City	1,183,343	34
Oakland, Mich.	Pontiac	1,099,577	35
Delaware, Pa.	Chester	1,099,533	36
Union, N. J.	Elizabeth	1,067,372	37
Providence, R. I.	Providence	1,004,777	38
Orleans, La.	New Orleans	980,718	39
Monroe, N. Y.	Rochester	964,882	40
Jefferson, Ky.	Louisville	963,086	41
Norfolk, Mass.	Quincy	961,447	42
Lucas, Ohio	Toledo	943,827	43
Montgomery, Ohio	Dayton	940,468	44
Lake, Ind.	Gary	929,779	45
Denver, Colo.	Denver	927,406	46
Worcester, Mass.	Worcester	927,233	47
Multnomah, Ore.	Portland	923,889	48
Fulton, Ga.	Atlanta	922,129	49
Essex, Mass.	Lynn	921,067	50
Montgomery, Pa.	Lower Merion Township	908,094	51
Jefferson, Ala.	Birmingham	889,479	52
Summit, Ohio	Akron	858,028	53
Shelby, Tenn.	Memphis	847,549	54
Tarrant, Tex.	Fort Worth	844,333	55
San Mateo, Cal.	San Mateo	830,086	56
Santa Clara, Cal.	San Jose	816,013	57
Norfolk, Va.	Norfolk	780,183	58
Bexar, Tex.	San Antonio	764,786	59
Sacramento, Cal.	Sacramento	764,405	60
Passaic, N. J.	Paterson	722,969	61
Ramsey, Minn.	St. Paul	720,202	62
Arlington, Va.	Alexandria	708,691	63
Maricopa, Ariz.	Phoenix	705,500	64
Hampden, Mass.	Springfield	697,244	65
Suffolk, N. Y.	Patchogue	674,484	66
Oklahoma, Okla.	Oklahoma City	662,111	67
Genesee, Mich.	Flint	651,885	68
Contra Costa, Cal.	Richmond	641,655	69
Onondaga, N. Y.	Syracuse	625,478	70
Orange, Cal.	Santa Ana	624,789	71
Middlesex, N. J.	New Brunswick	622,184	72
Camden, N. J.	Camden	607,915	73
Kent, Mich.	Grand Rapids	589,545	74
Bristol, Mass.	New Bedford	586,343	75
San Bernardino, Cal.	San Bernardino	581,385	76
Duval, Fla.	Jacksonville	573,209	77
Montgomery, Md.	Rockville	564,272	78
Lake, Ill.	Waukegan	562,196	79
Davidson, Tenn.	Nashville	554,116	80
Douglas, Neb.	Omaha	553,940	81
Henrico, Va.	Richmond	552,508	82
Du Page, Ill.	Elmhurst	550,059	83
Stark, Ohio	Canton	544,768	84
Sedgwick, Kans.	Wichita	542,521	85
New Castle, Del.	Wilmington	537,820	86
Pierce, Wash.	Tacoma	532,019	87
Tulsa, Okla.	Tulsa	528,695	88
Luzerne, Pa.	Wilkes Barre	524,068	89
Mahoning, Ohio	Youngstown	521,957	90
Mercer, N. J.	Trenton	515,089	91
St. Joseph, Ind.	South Bend	512,880	92
Salt Lake, Utah	Salt Lake City	512,650	93
Monmouth, N. J.	Asbury Park	512,377	94
Fresno, Cal.	Fresno	499,235	95
Polk, Iowa	Des Moines	488,059	96
Spokane, Wash.	Spokane	485,789	97
Prince Georges, Md.	Hyattsville	474,561	98
Berks, Pa.	Reading	474,131	99
Lancaster, Pa.	Lancaster	461,694	100
Westmoreland, Pa.	Greensburg	461,310	101
Kern, Cal.	Bakersfield	448,631	102
Macomb, Mich.	Mount Clemens	437,790	103
Albany, N. Y.	Albany	434,230	104
Hillsborough, Fla.	Tampa	425,235	105
Ingham, Mich.	Lansing	410,408	106
Morris, N. J.	Morristown	410,359	107
Erie, Pa.	Erie	406,788	108
Allen, Ind.	Fort Wayne	402,962	109
Bucks, Pa.	Bristol	402,493	110
El Paso, Tex.	El Paso	397,387	111
Mecklenberg, N. C.	Charlotte	395,921	112
San Joaquin, Cal.	Stockton	385,787	113
Kanawha, W. Va.	Charleston	377,964	114
Jefferson, Tex.	Beaumont	372,429	115
Lehigh, Pa.	Allentown	363,935	116
Pinellas, Fla.	St. Petersburg	360,761	117
Lackawanna, Pa.	Scranton	357,838	118
Dauphin, Pa.	Harrisburg	356,761	119
Dane, Wisc.	Madison	352,763	120
Peoria, Ill.	Peoria	351,569	121
Nueces, Tex.	Corpus Christi	349,253	122
East Baton Rouge, La.	Baton Rouge	348,274	123
York, Pa.	York	344,197	124
St. Clair, Ill.	East St. Louis	342,378	125
St. Louis, Minn.	Duluth	341,834	126
Oneida, N. Y.	Utica	340,274	127
Bernalillo, N. M.	Albuquerque	338,798	128
Niagara, N. Y.	Niagara Falls	337,898	129
Madison, Ill.	Alton	337,403	130
Guilford, N. C.	Greensboro	336,956	131
De Kalb, Ga.	Decatur	336,198	132
Mobile, Ala.	Mobile	336,129	133
Pulaski, Ark.	Little Rock	334,354	134
Knox, Tenn.	Knoxville	330,918	135
Lorain, Ohio	Lorain	330,418	136
Riverside, Cal.	Riverside	330,110	137
Plymouth, Mass.	Brockton	323,203	138
Winnebago, Ill.	Rockford	322,482	139
Northampton, Pa.	Bethlehem	322,248	140
Broome, N. Y.	Binghamton	321,408	141
Beaver, Pa.	Beaver Falls	318,735	142
Pima, Ariz.	Tucson	315,997	143
Monterey, Cal.	Salinas	315,792	144
Kane, Ill.	Aurora	313,561	145
Washington, Pa.	Washington	311,245	146
Vanderburgh, Ind.	Evansville	310,067	147
Caddo, La.	Shreveport	307,565	148
Hamilton, Tenn.	Chattanooga	306,891	149
Trumbull, Ohio	Warren	301,741	150
Chester, Pa.	West Chester	299,093	151
Wyandotte, Kans.	Kansas City	298,708	152
Butler, Ohio	Hamilton	298,371	153
Schenectady, N. Y.	Schenectady	295,952	154
Newport News, Va.	Newport News	290,605	155
Cambria, Pa.	Johnstown	282,552	156
Travis, Tex.	Austin	282,495	157
Burlington, N. J.	Burlington	281,247	158
Saginaw, Mich.	Saginaw	280,631	159
Washtenaw, Mich.	Ann Arbor	279,259	160
Fairfax, Va.	Suburb of Washington	276,277	161
Broward, Fla.	Fort Lauderdale	274,650	162
New London, Conn.	New London	274,358	163
Lubbock, Tex.	Lubbock	272,555	164
Hillsborough, N. H.	Manchester	268,849	165
Cumberland, Me.	Portland	268,097	166
Johnson, Kans.	Suburb of Kansas City	265,821	167
Rock Island, Ill.	Rock Island	263,282	168
Ventura, Cal.	Ventura	262,780	169
Kalamazoo, Mich.	Kalamazoo	262,262	170
Greenville, S. C.	Greenville	262,189	171
Orange, Fla.	Orlando	260,249	172
Will, Ill.	Joliet	255,456	173
Schuylkill, Pa.	Pottsville	254,157	174
Forsyth, N. C.	Winston Salem	253,644	175
Marin, Cal.	San Rafael	253,017	176
Palm Beach, Fla.	West Palm Beach	244,832	177
Sangamon, Ill.	Springfield	244,729	178
Lane, Ore.	Eugene	244,455	179
Lancaster, Neb.	Lincoln	241,863	180
Champaign, Ill.	Champaign	241,482	181
Richland, S. C.	Columbia	239,858	182
Fayette, Pa.	Uniontown	238,579	183
Calhoun, Mich.	Battle Creek	237,411	184
Richmond, Ga.	Augusta	236,206	185
Charleston, S. C.	Charleston	235,969	186
Atlantic, N. J.	Atlantic City	235,802	187
Solano, Cal.	Vallejo	234,465	188
Orange, N. Y.	Newburgh	232,059	189
Roanoke, Va.	Roanoke	228,738	190
Racine, Wisc.	Racine	228,644	191
Chatham, Ga.	Savannah	228,409	192
Berkshire, Mass.	Pittsfield	223,229	193
Somerset, N. J.	Somerville	222,283	194
Anne Arundel, Md.	Annapolis	220,974	195
Wake, N. C.	Raleigh	220,664	196
Rensselaer, N. Y.	Troy	219,559	197
Hinds, Miss.	Jackson	217,896	198
Jefferson, La.	Gretna	214,693	199
Berrien, Mich.	Benton Harbor	214,654	200
Total Above Counties		175190,899	
% of U. S. A.		55.9601	

Honolulu County, with a Net Effective Buying Income of $654,946 thousand, would rank 68 if included above.

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If you sell to the carriage trade...

You'll sell more baby products to *young* mothers and mothers-to-be through MODERN ROMANCES!

In 1955 MODERN ROMANCES outranked *all* magazines for editorial linage on Baby Care and Training—*according to the Lloyd Hall complete report for 1955.* • Thus, more and more young mothers now turn to this magazine's articles—and its ads—for sound advice on what to *buy* for baby. Two-thirds of MODERN ROMANCES married women readers are between ages 18 and 35—naturally, they're in the busy baby-buying years. • And a recent survey of MODERN ROMANCES mothers shows that they buy most of baby's products *before* the cherub is born. Here's the best possible chance to spotlight your baby products, rather than in hospital-distributed booklets, or in so-called "baby magazines" of any kind, apt to be read after baby is born. • Your advertising dollar for baby products reaches more *young* mothers in MODERN ROMANCES—now No. 1 in the "carriage trade."



Modern Romances

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Dell Publishing Company • 261 Fifth Avenue • New York 16, N. Y.

Per Family Effective Buying Income, 200 Counties

SM Estimates, 1955, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	NET E.B.I. PER FAMILY SM Estimates	Rank in Group
Arlington, Va.	Alexandria	9,789	1
Westchester, N. Y.	Yonkers	8,492	2
Nassau, N. Y.	Hempstead Township	8,187	3
Montgomery, Pa.	Lower Merion Township	8,101	4
Union, N. J.	Elizabeth	7,990	5
Fairfield, Conn.	Bridgeport	7,893	6
Lake, Ill.	Waukegan	7,863	7
Bergen, N. J.	Hackensack	7,804	8
Montgomery, Md.	Rockville	7,783	9
Delaware, Pa.	Chester	7,727	10
Du Page, Ill.	Elmhurst	7,715	11
District of Columbia, D. C.	Washington, D. C.	7,605	12
Essex, N. J.	Newark	7,510	13
Wayne, Mich.	Detroit	7,456	14
San Mateo, Cal.	San Mateo	7,438	15
Cuyahoga, Ohio	Cleveland	7,436	16
Norfolk, Mass.	Quincy	7,436	17
Hartford, Conn.	Hartford	7,371	18
Mercer, N. J.	Trenton	7,358	19
New Castle, Del.	Wilmington	7,258	20
St. Joseph, Ind.	South Bend	7,234	21
Lucas, Ohio	Toledo	7,205	22
Morris, N. J.	Morristown	7,187	23
Oakland, Mich.	Pontiac	7,112	24
Cook, Ill.	Chicago	7,094	25
Franklin, Ohio	Columbus	7,020	26
Montgomery, Ohio	Dayton	6,948	27
Lake, Ind.	Gary	6,928	28
Burlington, N. J.	Burlington	6,893	29
Ingham, Mich.	Lansing	6,886	30
De Kalb, Ga.	Decatur	6,806	31
San Francisco, Cal.	San Francisco	6,765	32
Dane, Wisc.	Madison	6,758	33
Washtenaw, Mich.	Ann Arbor	6,729	34
New Haven, Conn.	New Haven	6,717	35
Genesee, Mich.	Flint	6,706	36
Mahoning, Ohio	Youngstown	6,700	37
Chester, Pa.	West Chester	6,676	38
Marion, Ind.	Indianapolis	6,669	39
Milwaukee, Wisc.	Milwaukee	6,640	40
Lancaster, Pa.	Lancaster	6,615	41
Middlesex, N. J.	New Brunswick	6,598	42
Middlesex, Mass.	Cambridge	6,583	43
Hennepin, Minn.	Minneapolis	6,475	44
Kane, Ill.	Aurora	6,412	45
Lorain, Ohio	Lorain	6,403	46
Lubbock, Tex.	Lubbock	6,368	47
Passaic, N. J.	Paterson	6,347	48
Monterey, Cal.	Salinas	6,328	49
Contra Costa, Cal.	Richmond	6,309	50
Allegheny, Pa.	Pittsburgh	6,309	51
Allen, Ind.	Fort Wayne	6,306	52
Mecklenberg, N. C.	Charlotte	6,265	53
Prince Georges, Md.	Hyattsville	6,261	54
Sacramento, Cal.	Sacramento	6,260	55
Macomb, Mich.	Mount Clemens	6,254	56
Butler, Ohio	Hamilton	6,242	57
Summit, Ohio	Akron	6,227	58
Beaver, Pa.	Beaver Falls	6,213	59
New York, Five Counties, N. Y.	New York City	6,210	60
Dallas, Tex.	Dallas	6,196	61
Philadelphia, Pa.	Philadelphia	6,183	62
Henrico, Va.	Richmond	6,173	63
King, Wash.	Seattle	6,164	64
Hudson, N. J.	Jersey City	6,155	65
Alameda, Cal.	Oakland	6,148	66
Lehigh, Pa.	Allentown	6,148	67
El Paso, Tex.	El Paso	5,148	68
Ramsey, Minn.	St. Paul	5,140	69
Monmouth, N. J.	Asbury Park	5,136	70
St. Louis, Mo.	St. Louis	6,131	71
Camden, N. J.	Camden	6,128	72
Berks, Pa.	Reading	6,118	73
Hamilton, Ohio	Cincinnati	6,073	74
Peoria, Ill.	Peoria	6,051	75
Dade, Fla.	Miami	6,047	76
Fulton, Ga.	Atlanta	6,031	77
Suffolk, Mass.	Boston	6,027	78
Polk, Iowa	Des Moines	6,023	79
Harris, Tex.	Houston	6,021	80
Kalamazoo, Mich.	Kalamazoo	6,001	81
Jackson, Mo.	Kansas City	5,995	82
Bucks, Pa.	Bristol	5,989	83
Schenectady, N. Y.	Schenectady	5,979	84
Northampton, Pa.	Bethlehem	5,979	85
Trumbull, Ohio	Warren	5,975	86
Santa Clara, Cal.	San Jose	5,969	87
Kent, Mich.	Grand Rapids	5,967	88
Guilford, N. C.	Greensboro	5,964	89
Winnebago, Ill.	Rockford	5,961	90
Hampden, Mass.	Springfield	5,934	91
Newport News, Va.	Newport News	5,931	92
Erie, Pa.	Erie	5,913	93
Norfolk, Va.	Norfolk	5,893	94
Rock Island, Ill.	Rock Island	5,890	95
East Baton Rouge, La.	Baton Rouge	5,883	96
Pierce, Wash.	Tacoma	5,859	97
Stark, Ohio	Canton	5,851	98
Douglas, Neb.	Omaha	5,849	99
Monroe, N. Y.	Rochester	5,841	100
Will, Ill.	Joliet	5,832	101
Los Angeles, Cal.	Los Angeles	5,807	102
Bernalillo, N. M.	Albuquerque	5,801	103
Ventura, Cal.	Ventura	5,788	104
Wake, N. C.	Raleigh	5,761	105
Kern, Cal.	Bakersfield	5,759	106
Roanoke, Va.	Roanoke	5,747	107
Dauphin, Pa.	Harrisburg	5,745	108
Providence, R. I.	Providence	5,735	109
New London, Conn.	New London	5,728	110
Saginaw, Mich.	Saginaw	5,715	111
San Diego, Cal.	San Diego	5,710	112
Spokane, Wash.	Spokane	5,695	113
Dutchess, N. Y.	Poughkeepsie	5,694	114
Denver, Colo.	Denver	5,676	115
Kanawha, W. Va.	Charlestsn	5,675	116
Jefferson, Tex.	Beaumont	5,669	117
Baltimore, Md.	Baltimore	5,669	118
Salt Lake, Utah	Salt Lake City	5,652	119
Jefferson, Ky.	Louisville	5,639	120
Richland, S. C.	Columbia	5,604	121
Nueces, Tex.	Corpus Christi	5,597	122
Tulsa, Okla.	Tulsa	5,595	123
Travis, Tex.	Austin	5,594	124
Hillsborough, N. H.	Manchester	5,583	125
San Joaquin, Cal.	Stockton	5,575	126
Onondaga, N. Y.	Syracuse	5,570	127
Vanderburgh, Ind.	Evansville	5,567	128
Shelby, Tenn.	Memphis	5,565	129
Erie, N. Y.	Buffalo	5,557	130
Davidson, Tenn.	Nashville	5,519	131
Suffolk, N. Y.	Patchogue	5,515	132
Worcester, Mass.	Worcester	5,500	133
Essex, Mass.	Lynn	5,489	134
Tarrant, Tex.	Fort Worth	5,468	135
Broome, N. Y.	Binghamton	5,466	136
Forsyth, N. C.	Winston Salem	5,466	137
Anne Arundel, Md.	Annapolis	5,456	138
Niagara, N. Y.	Niagara Falls	5,454	139
Albany, N. Y.	Albany	5,428	140
Sangamon, Ill.	Springfield	5,402	141
York, Pa.	York	5,361	142
Madison, Ill.	Alton	5,339	143
Richmond, Ga.	Augusta	5,320	144
Atlantic, N. J.	Atlantic City	5,294	145
Orleans, La.	New Orleans	5,253	146
Cumberland, Me.	Portland	5,248	147
Oklahoma, Okla.	Oklahoma City	5,242	148
Sedgwick, Kans.	Wichita	5,227	149
Fresno, Cal.	Fresno	5,157	150
Greenville, S. C.	Greenville	5,150	151
Broward, Fla.	Fort Lauderdale	5,143	152
Washington, Pa.	Washington	5,136	153
Caddo, La.	Shreveport	5,135	154
Jefferson, Ala.	Birmingham	5,130	155
Westmoreland, Pa.	Greensburg	5,109	156
Duval, Fla.	Jacksonville	5,105	157
St. Louis, Minn.	Duluth	5,094	158
Pima, Ariz.	Tucson	5,072	159
Orange, Cal.	Santa Ana	5,067	160
Plymouth, Mass.	Brockton	5,066	161
Multnomah, Ore.	Portland	5,057	162
St. Clair, Ill.	East St. Louis	5,035	163
Lane, Ore.	Eugene	5,030	164
Jefferson, La.	Gretna	5,028	165
Knox, Tenn.	Knoxville	5,006	166
Bexar, Tex.	San Antonio	5,002	167
Oneida, N. Y.	Utica	4,968	168
Cambria, Pa.	Johnstown	4,966	169
Wyandotte, Kans.	Kansas City	4,937	170
Orange, N. Y.	Newburgh	4,937	171
Luzerne, Pa.	Wilkes Barre	4,921	172
Hinds, Miss.	Jackson	4,875	173
Lackawanna, Pa.	Scranton	4,849	174
Montgomery, Ala.	Montgomery	4,840	175
Bristol, Mass.	New Bedford	4,830	176
Maricopa, Ariz.	Phoenix	4,816	177
Orange, Fla.	Orlando	4,811	178
Stanislaus, Cal.	Modesto	4,788	179
Hamilton, Tenn.	Chattanooga	4,726	180
Chatham, Ga.	Savannah	4,719	181
San Bernardino, Cal.	San Bernardino	4,685	182
Palm Beach, Fla.	West Palm Beach	4,672	183
Escambia, Fla.	Pensacola	4,660	184
Spartanburg, S. C.	Spartanburg	4,632	185
Pulaski, Ark.	Little Rock	4,618	186
Fayette, Pa.	Uniontown	4,615	187
McLennan, Tex.	Waco	4,613	188
Schuylkill, Pa.	Pottsville	4,588	189
Pinellas, Fla.	St. Petersburg	4,578	190
Charleston, S. C.	Charleston	4,564	191
Mobile, Ala.	Mobile	4,561	192
Tulare, Cal.	Visalia	4,552	193
Riverside, Cal.	Riverside	4,522	194
Chautauqua, N. Y.	Jamestown	4,437	195
Yakima, Wash.	Yakima	4,437	196
Hillsborough, Fla.	Tampa	4,411	197
Polk, Fla.	Lakeland	4,398	198
Cameron, Tex.	Harlingen	4,268	199
Hidalgo, Tex.	McAllen	3,803	200
U. S. Per Family Income		5,465	

Honolulu County, with a Per Family Income of $6,745, would rank 34 if included above.

SM, 1956.

We're Exclusive * in Honolulu *



Products advertised exclusively in the Honolulu Star-Bulletin in (1955)

EXCLUSIVE STAR-BULLETIN ADVERTISERS

all Detergent
Allsweet Margarine
Aqua Velva
Ayds
Ben-Gay
Best Foods Mayonnaise
Borden's Instant Starlac
Bufferin
Campho-Phenique (Sterling Products)
Canadian Club
Cheer
Cling Peach Advisory Board
Coleman's Mustard
Crisco
Crosley—Bendix Appliances
Curtis Publishing Co.
Cutex Lipstick & Nail Polish
Darigold Butter & Milk
Dash Detergent
Dial Bath Soap
Dr. Scholl's Zino Pads
Elgin Watches
Embassy Club
Eversharp Pen
Eversharp Schick Razor
Fab
Fisher Flouring Mills
Flit
Folger's Coffee
Formfit
Four Roses
General Shoe
Gerber Baby Foods
Glenmore Whiskey
Golden Grain Macaroni
Golden State Co.
Haig & Haig
Hamilton Watches
Hill & Hill
Hotpoint, Inc.
Instant Pream
Instant Swans Down Cake Mix
Jello
Junket Fudge Mix
Karo Syrup
Kedettes
Kellogg' Cereal
Liberty Mutual Insurance
Lucky Strike Cigarettes
Lydia Pinkham
M J B Coffee
Mary Ellen's Jams & Jellies
Maxwell House Instant Coffee
Mexsana
Modess
Musterole
Odo-ro-no Deodorant
Old Crow
Old Hickory
Old Sunnybrook
Old Taylor
Pacquin's Silk 'n Satin
Pepto-Bismal
Philco Corp.
Playtex Co.
Puss 'n Boots Cat Food
Quaker Oats Co.
Quick Elastic Starch
Readers Digest
Royal Crown Cola
Santa Fe Railway
Scotkins
Shulton, Inc.
Simmons Company
Smirnoff Vodka
Smith Bros. Cough Drops
Squibb Toothbrush
Standard Brands Products
Sunkist Growers
Surechamp Dog Food
Swanson Frozen Chicken Quick Frozen Pies, TV Dinner
Swift's Premium Bacon
Swift's Premium Ham
Swift's Quick Frozen Chicken
Tide
Unguentine
U. S. Royal Tires
United States Steel
Vel
Westinghouse Corporation
Winston Cigarettes

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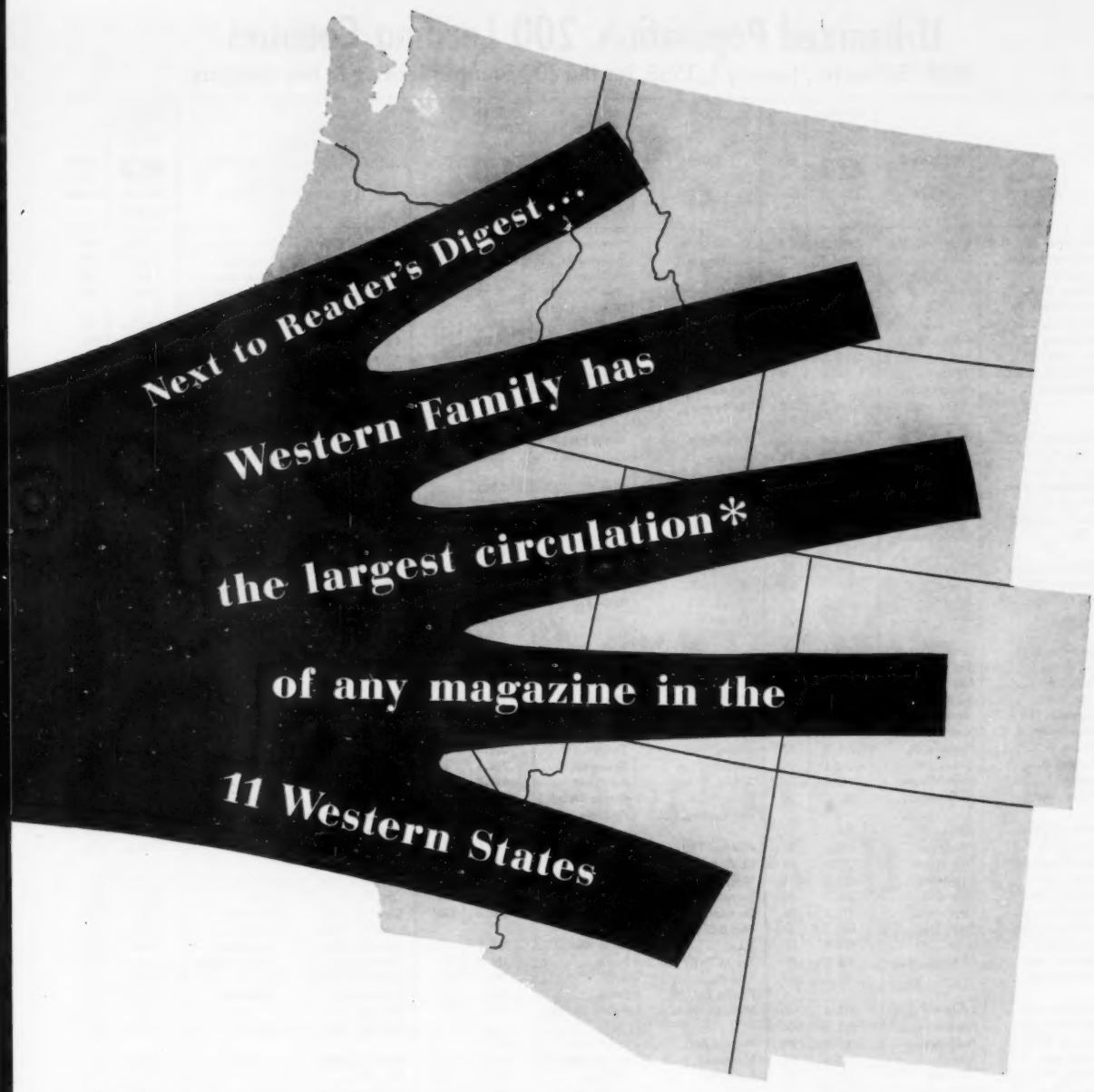
Per Capita Effective Buying Income, 200 Counties

SM Estimates, 1955, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	NET E.B.I. PER CAPITA SM Estimates	Rank in Group
Arlington, Va.	Alexandria	2,895	1
Westchester, N. Y.	Yonkers	2,512	2
Nassau, N. Y.	Hempstead Township	2,424	3
San Francisco, Cal.	San Francisco	2,403	4
Bergen, N. J.	Hackensack	2,391	5
San Mateo, Cal.	San Mateo	2,364	6
Union, N. J.	Elizabeth	2,358	7
Fairfield, Conn.	Bridgeport	2,313	8
Du Page, Ill.	Elmhurst	2,252	9
Cuyahoga, Ohio	Cleveland	2,242	10
Montgomery, Pa.	Lower Merion Township	2,238	11
Essex, N. J.	Newark	2,236	12
District of Columbia, D. C.	Washington, D. C.	2,231	13
Cook, Ill.	Chicago	2,213	14
Delaware, Pa.	Chester	2,196	15
Lucas, Ohio	Toledo	2,196	16
Montgomery, Md.	Rockville	2,174	17
Lake, Ill.	Waukegan	2,171	18
St. Joseph, Ind.	South Bend	2,151	19
Wayne, Mich.	Detroit	2,149	20
Hartford, Conn.	Hartford	2,142	21
Norfolk, Mass.	Quincy	2,121	22
Marion, Ind.	Indianapolis	2,108	23
King, Wash.	Seattle	2,094	24
Franklin, Ohio	Columbus	2,085	25
Alameda, Cal.	Oakland	2,081	26
New Castle, Del.	Wilmington	2,080	27
Montgomery, Ohio	Dayton	2,061	28
Ingham, Mich.	Lansing	2,028	29
Oakland, Mich.	Pontiac	2,026	30
Jackson, Mo.	Kansas City	2,023	31
Morris, N. J.	Morristown	2,015	32
Los Angeles, Cal.	Los Angeles	2,009	33
Lake, Ind.	Gary	1,997	34
De Kalb, Ga.	Decatur	1,992	35
Mercer, N. J.	Trenton	1,989	36
Hennepin, Minn.	Minneapolis	1,988	37
Milwaukee, Wisc.	Milwaukee	1,981	38
New Haven, Conn.	New Haven	1,979	39
Passaic, N. J.	Paterson	1,975	40
Genesee, Mich.	Flint	1,975	41
Sacramento, Cal.	Sacramento	1,961	42
Allen, Ind.	Fort Wayne	1,958	43
New York, Five Counties, N. Y.	New York City	1,953	44
Polk, Iowa	Des Moines	1,950	45
Hamilton, Ohio	Cincinnati	1,933	46
Dane, Wisc.	Madison	1,910	47
Kane, Ill.	Aurora	1,902	48
Dallas, Tex.	Dallas	1,901	49
Middlesex, N. J.	New Brunswick	1,897	50
Schenectady, N. Y.	Schenectady	1,897	51
Lancaster, Pa.	Lancaster	1,895	52
St. Louis, Mo.	St. Louis	1,894	53
Winnebago, Ill.	Rockford	1,886	54
Mahoning, Ohio	Youngstown	1,882	55
San Diego, Cal.	San Diego	1,878	56
Peoria, Ill.	Peoria	1,874	57
Monterey, Cal.	Salinas	1,874	58
Hudson, N. J.	Jersey City	1,868	59
Summit, Ohio	Akron	1,868	60
Dade, Fla.	Miami	1,864	61
Denver, Colo.	Denver	1,862	62
Spokane, Wash.	Spokane	1,861	63
Lorain, Ohio	Lorain	1,858	64
Middlesex, Mass.	Cambridge	1,857	65
Ramsey, Minn.	St. Paul	1,854	66
Contra Costa, Cal.	Richmond	1,843	67
Monmouth, N. J.	Asbury Park	1,838	68
Santa Clara, Cal.	San Jose	1,837	69
Allegheny, Pa.	Pittsburgh	1,825	70
Kent, Mich.	Grand Rapids	1,823	71
Berks, Pa.	Reading	1,815	72
Camden, N. J.	Camden	1,812	73
Rock Island, Ill.	Rock Island	1,811	74
Monroe, N. Y.	Rochester	1,810	75
Philadelphia, Pa.	Philadelphia	1,809	76
Harris, Tex.	Houston	1,800	77
Kalamazoo, Mich.	Kalamazoo	1,796	78
Douglas, Neb.	Omaha	1,795	79
Washtenaw, Mich.	Ann Arbor	1,795	80
Butler, Ohio	Hamilton	1,790	81
Lubbock, Tex.	Lubbock	1,787	82
Lehigh, Pa.	Allentown	1,779	83
Tulsa, Okla.	Tulsa	1,776	84
Bucks, Pa.	Bristol	1,769	85
Sangamon, Ill.	Springfield	1,753	86
Multnomah, Ore.	Portland	1,752	87
Pierce, Wash.	Tacoma	1,748	88
Chester, Pa.	West Chester	1,748	89
Hampden, Mass.	Springfield	1,745	90
Beaver, Pa.	Beaver Falls	1,741	91
Suffolk, Mass.	Boston	1,738	92
Fulton, Ga.	Atlanta	1,735	93
Burlington, N. J.	Burlington	1,735	94
Vanderburgh, Ind.	Evansville	1,730	95
Henrico, Va.	Richmond	1,729	96
Macomb, Mich.	Mount Clemens	1,723	97
Albany, N. Y.	Albany	1,722	98
Erie, Pa.	Erie	1,719	99
Providence, R. I.	Providence	1,718	100
Sedgwick, Kans.	Wichita	1,718	101
Stark, Ohio	Canton	1,717	102
Dauphin, Pa.	Harrisburg	1,714	103
Trumbull, Ohio	Warren	1,714	104
Kern, Cal.	Bakersfield	1,712	105
Northampton, Pa.	Bethlehem	1,709	106
Orange, Cal.	Santa Ana	1,707	107
Ventura, Cal.	Ventura	1,702	108
Jefferson, Ky.	Louisville	1,696	109
Will, Ill.	Joliet	1,691	110
Mecklenberg, N. C.	Charlotte	1,692	111
San Joaquin, Cal.	Stockton	1,681	112
Oklahoma, Okla.	Oklahoma City	1,677	113
New London, Conn.	New London	1,676	114
Essex, Mass.	Lynn	1,673	115
Hillsborough, N. H.	Manchester	1,671	116
Tarrant, Tex.	Fort Worth	1,665	117
Madison, Ill.	Alton	1,665	118
Atlantic, N. J.	Atlantic City	1,660	119
Prince Georges, Md.	Hyattsville	1,659	120
Jefferson, Tex.	Beaumont	1,659	121
Onondaga, N. Y.	Syracuse	1,658	122
Saginaw, Mich.	Saginaw	1,650	123
Norfolk, Va.	Norfolk	1,642	124
Salt Lake, Utah	Salt Lake City	1,641	125
East Baton Rouge, La.	Baton Rouge	1,639	126
Erie, N. Y.	Buffalo	1,637	127
Broome, N. Y.	Binghamton	1,635	128
Bernalillo, N. M.	Albuquerque	1,627	129
Baltimore, Md.	Baltimore	1,620	130
Niagara, N. Y.	Niagara Falls	1,608	131
Pinellas, Fla.	St. Petersburg	1,606	132
York, Pa.	York	1,605	133
Worcester, Mass.	Worcester	1,598	134
Broward, Fla.	Fort Lauderdale	1,591	135
Shelby, Tenn.	Memphis	1,588	136
Lane, Ore.	Eugene	1,580	137
Roanoke, Va.	Roanoke	1,574	138
Fresno, Cal.	Fresno	1,573	139
St. Louis, Minn.	Duluth	1,573	140
Guilford, N. C.	Greensboro	1,569	141
Davidson, Tenn.	Nashville	1,563	142
Kanawha, W. Va.	Charleston	1,563	143
Orleans, La.	New Orleans	1,556	144
Plymouth, Mass.	Brockton	1,554	145
Newport News, Va.	Newport News	1,552	146
Cumberland, Me.	Portland	1,548	147
Wyandotte, Kans.	Kansas City	1,538	148
St. Clair, Ill.	East St. Louis	1,522	149
Suffolk, N. Y.	Patchogue	1,512	150
Dutchess, N. Y.	Poughkeepsie	1,506	151
Caddo, La.	Shreveport	1,494	152
Nueces, Tex.	Corpus Christi	1,493	153
San Bernardino, Cal.	San Bernardino	1,491	154
Riverside, Cal.	Riverside	1,491	155
Forsyth, N. C.	Winston Salem	1,490	156
El Paso, Tex.	El Paso	1,489	157
Travis, Tex.	Austin	1,483	158
Orange, N. Y.	Newburgh	1,481	159
Stanislaus, Cal.	Modesto	1,480	160
Palm Beach, Fla.	West Palm Beach	1,478	161
Washington, Pa.	Washington	1,470	162
Orange, Fla.	Orlando	1,467	163
Bristol, Mass.	New Bedford	1,463	164
Pima, Ariz.	Tucson	1,455	165
Jefferson, Ala.	Birmingham	1,452	166
Oneida, N. Y.	Utica	1,451	167
Chautauqua, N. Y.	Jamestown	1,448	168
Duval, Fla.	Jacksonville	1,440	169
Westmoreland, Pa.	Greensburg	1,437	170
Richland, S. C.	Columbia	1,425	171
Richmond, Ga.	Augusta	1,421	172
Greenville, S. C.	Greenville	1,418	173
Wake, N. C.	Raleigh	1,415	174
Jefferson, La.	Gretna	1,411	175
Lackawanna, Pa.	Scranton	1,399	176
Maricopa, Ariz.	Phoenix	1,397	177
Chatham, Ga.	Savannah	1,389	178
Pulaski, Ark.	Little Rock	1,388	179
Knox, Tenn.	Knoxville	1,382	180
Luzerne, Pa.	Wilkes Barre	1,380	181
Anne Arundel, Md.	Annapolis	1,376	182
Hamilton, Tenn.	Chattanooga	1,370	183
Yakima, Wash.	Yakima	1,368	184
Tulare, Cal.	Visalia	1,367	185
Montgomery, Ala.	Montgomery	1,358	186
McLennan, Tex.	Waco	1,349	187
Hinds, Miss.	Jackson	1,337	188
Cambria, Pa.	Johnstown	1,325	189
Bexar, Tex.	San Antonio	1,317	190
Schuylkill, Pa.	Pottsville	1,297	191
Hillsborough, Fla.	Tampa	1,296	192
Fayette, Pa.	Uniontown	1,278	193
Mobile, Ala.	Mobile	1,262	194
Polk, Fla.	Lakeland	1,250	195
Charleston, S. C.	Charleston	1,247	196
Escambia, Fla.	Pensacola	1,241	197
Spartanburg, S. C.	Spartanburg	1,211	198
Cameron, Tex.	Harlingen	1,043	199
Hidalgo, Tex.	McAllen	878	200
U. S. Per Capita Income		1,602	

Honolulu County, with a Per Capita Income of $1,595, would rank 135 if included above.

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WESTERN FAMILY: *The Fastest-Growing Magazine in America*

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Urbanized Population, 200 Leading Counties

SM Estimates, January 1, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	URBAN POPULATION SM Est. (in thousands)	Rank in Group
New York City, N. Y.	New York City	7,999.3	1
Los Angeles, Cal.	Los Angeles	5,252.6	2
Cook, Ill.	Chicago	4,798.1	3
Wayne, Mich.	Detroit	2,680.9	4
Philadelphia, Pa.	Philadelphia	2,166.4	5
Cuyahoga, Ohio	Cleveland	1,500.5	6
Allegheny, Pa.	Pittsburgh	1,450.7	7
St. Louis, Mo.	St. Louis	1,333.5	8
Baltimore, Md.	Baltimore	1,253.6	9
Nassau, N. Y.	Hempstead Township	1,065.1	10
Middlesex, Mass.	Cambridge	1,008.4	11
Essex, N. J.	Newark	980.0	12
Harris, Tex.	Houston	973.6	13
Milwaukee, Wisc.	Milwaukee	920.9	14
Erie, N. Y.	Buffalo	895.2	15
District of Columbia, D. C.	Washington, D. C.	876.8	16
Suffolk, Mass.	Boston	846.7	17
Alameda, Cal.	Oakland	831.7	18
San Francisco, Cal.	San Francisco	806.5	19
Dallas, Tex.	Dallas	776.6	20
Hamilton, Ohio	Cincinnati	739.1	21
San Diego, Cal.	San Diego	736.1	22
Dade, Fla.	Miami	711.0	23
King, Wash.	Seattle	686.6	24
Hennepin, Minn.	Minneapolis	678.6	25
Westchester, N. Y.	Yonkers	678.5	26
Bergen, N. J.	Hackensack	676.0	27
Hudson, N. J.	Jersey City	642.1	28
Orleans, La.	New Orleans	630.2	29
Marion, Ind.	Indianapolis	567.1	30
Jackson, Mo.	Kansas City	554.0	31
Providence, R. I.	Providence	544.0	32
New Haven, Conn.	New Haven	542.4	33
Bexar, Tex.	San Antonio	529.4	34
Franklin, Ohio	Columbus	517.1	35
Hartford, Conn.	Hartford	512.6	36
Fairfield, Conn.	Bridgeport	505.2	37
Essex, Mass.	Lynn	501.0	38
Jefferson, Ala.	Birmingham	500.0	39
Denver, Colo.	Denver	498.1	40
Jefferson, Ky.	Louisville	479.3	41
Multnomah, Ore.	Portland	476.4	42
Monroe, N. Y.	Rochester	466.0	43
Fulton, Ga.	Atlanta	464.4	44
Shelby, Tenn.	Memphis	462.3	45
Union, N. J.	Elizabeth	461.1	46
Delaware, Pa.	Chester	457.1	47
Tarrant, Tex.	Fort Worth	454.9	48
Norfolk, Va.	Norfolk	454.6	49
Worcester, Mass.	Worcester	441.0	50
Lake, Ind.	Gary	432.1	51
Oakland, Mich.	Pontiac	400.0	52
Summit, Ohio	Akron	397.1	53
Montgomery, Ohio	Dayton	390.7	54
Lucas, Ohio	Toledo	389.7	55
Ramsey, Minn.	St. Paul	368.0	56
Maricopa, Ariz.	Phoenix	367.6	57
Norfolk, Mass.	Quincy	364.9	58
Passaic, N. J.	Paterson	355.5	59
Hampden, Mass.	Springfield	352.4	60
Bristol, Mass.	New Bedford	347.1	61
Oklahoma, Okla.	Oklahoma City	342.7	62
Santa Clara, Cal.	San Jose	335.4	63
San Mateo, Cal.	San Mateo	332.1	64
Duval, Fla.	Jacksonville	329.5	65
Hillsborough, Fla.	Tampa	318.6	66
Luzerne, Pa.	Wilkes Barre	318.6	67
Camden, N. J.	Camden	315.7	68
Onondaga, N. Y.	Syracuse	305.6	69
Sacramento, Cal.	Sacramento	296.3	70
Middlesex, N. J.	New Brunswick	290.2	71
Henrico, Va.	Richmond	288.8	72
Douglas, Neb.	Omaha	288.6	73
Davidson, Tenn.	Nashville	281.8	74
Sedgwick, Kans.	Wichita	276.1	75
Salt Lake, Utah	Salt Lake City	267.6	76
San Bernardino, Cal.	San Bernardino	263.1	77
Montgomery, Pa.	Lower Merion Township	263.1	78
Kent, Mich.	Grand Rapids	258.7	79
Contra Costa, Cal.	Richmond	253.5	80
Genesee, Mich.	Flint	249.8	81
Tulsa, Okla.	Tulsa	245.9	82
Arlington, Va.	Alexandria	244.8	83
El Paso, Tex.	El Paso	239.3	84
Lackawanna, Pa.	Scranton	238.3	85
Mahoning, Ohio	Youngstown	233.3	86
Stark, Ohio	Canton	229.3	87
Orange, Cal.	Santa Ana	228.3	88
Mercer, N. J.	Trenton	223.5	89
Polk, Iowa	Des Moines	220.0	90
Spokane, Wash.	Spokane	219.2	91
New Castle, Del.	Wilmington	216.0	92
Mobile, Ala.	Mobile	214.4	93
Albany, N. Y.	Albany	212.1	94
Prince Georges, Md.	Hyattsville	210.3	95
Pierce, Wash.	Tacoma	205.5	96
Jefferson, Tex.	Beaumont	203.1	97
Suffolk, N. Y.	Patchogue	199.8	98
Nueces, Tex.	Corpus Christi	199.8	99
Montgomery, Md.	Rockville	199.6	100
Pinellas, Fla.	St. Petersburg	197.5	101
St. Joseph, Ind.	South Bend	196.1	102
Newport News, Va.	Newport News	187.2	103
Bernalillo, N. M.	Albuquerque	186.3	104
Du Page, Ill.	Elmhurst	185.8	105
East Baton Rouge, La.	Baton Rouge	185.3	106
Travis, Tex.	Austin	185.0	107
Erie, Pa.	Erie	183.8	108
Fresno, Cal.	Fresno	181.2	109
Macomb, Mich.	Mount Clemens	179.6	110
Pulaski, Ark.	Little Rock	177.0	111
Monmouth, N. J.	Asbury Park	176.2	112
Berks, Pa.	Reading	175.5	113
St. Clair, Ill.	East St. Louis	172.8	114
Caddo, La.	Shreveport	170.3	115
Oneida, N. Y.	Utica	170.0	116
Kern, Cal.	Bakersfield	168.3	117
Wyandotte, Kans.	Kansas City	168.3	118
Hamilton, Tenn.	Chattanooga	167.3	119
St. Louis, Minn.	Duluth	165.4	120
Niagara, N. Y.	Niagara Falls	165.4	121
Dauphin, Pa.	Harrisburg	164.6	122
Mecklenberg, N. C	Charlotte	164.5	123
Lehigh, Pa.	Allentown	164.5	124
Knox, Tenn.	Knoxville	161.6	125
San Joaquin, Cal.	Stockton	161.3	126
Ingham, Mich.	Lansing	161.1	127
Allen, Ind.	Fort Wayne	159.7	128
Westmoreland, Pa.	Greensburg	158.6	129
Lake, Ill.	Waukegan	157.8	130
Vanderburgh, Ind.	Evansville	156.3	131
Broome, N. Y.	Binghamton	155.7	132
Peoria, Ill.	Peoria	150.8	133
Madison, Ill.	Alton	149.7	134
Guilford, N. C.	Greensboro	143.1	135
Winnebago, Ill.	Rockford	143.0	136
Chatham, Ga.	Savannah	141.5	137
Kanawha, W. Va.	Charleston	139.7	138
Charleston, S. C.	Charleston	139.4	139
Northampton, Pa.	Bethlehem	137.5	140
Jefferson, La.	Gretna	137.3	141
Cumberland, Me.	Portland	136.4	142
Beaver, Pa.	Beaver Falls	136.2	143
Broward, Fla.	Fort Lauderdale	135.3	144
Schenectady, N. Y.	Schenectady	135.3	145
Cambria, Pa.	Johnstown	132.0	146
Richland, S. C.	Columbia	131.6	147
Richmond, Ga.	Augusta	130.3	148
Riverside, Cal.	Riverside	129.5	149
Lubbock, Tex.	Lubbock	128.3	150
Dane, Wisc.	Madison	127.4	151
Palm Beach, Fla.	West Palm Beach	127.2	152
Kane, Ill.	Aurora	126.6	153
Montgomery, Ala.	Montgomery	126.4	154
Hillsborough, N. H.	Manchester	126.3	155
Lorain, Ohio	Lorain	125.2	156
Atlantic, N. J.	Atlantic City	124.0	157
Rock Island, Ill.	Rock Island	123.6	158
Pima, Ariz.	Tucson	122.5	159
Plymouth, Mass.	Brockton	122.3	160
De Kalb, Ga.	Decatur	122.0	161
Lancaster, Pa.	Lancaster	122.0	162
Hinds, Miss.	Jackson	120.7	163
Orange, Fla.	Orlando	120.3	164
Butler, Ohio	Hamilton	119.5	165
Saginaw, Mich.	Saginaw	119.2	166
Wichita, Tex.	Wichita Falls	119.0	167
Roanoke, Va.	Roanoke	118.1	168
Morris, N. J.	Morristown	117.9	169
Hidalgo, Tex.	McAllen	117.3	170
Galveston, Tex.	Galveston	116.6	171
York Pa.	York	115.1	172
Escambia, Fla.	Pensacola	113.9	173
Lancaster, Neb.	Lincoln	113.4	174
Schuylkill, Pa.	Pottsville	113.1	175
Forsyth, N. C.	Winston Salem	111.9	176
Trumbull, Ohio	Warren	111.1	177
Greenville, S. C.	Greenville	111.1	178
Muscogee, Ga.	Columbus	109.7	179
Shawnee, Kans.	Topeka	109.6	180
Berkshire, Mass.	Pittsfield	108.7	181
Bibb, Ga.	Macon	106.6	182
McLennan, Tex.	Waco	106.1	183
Sangamon, Ill.	Springfield	105.1	184
Will, Ill.	Joliet	103.4	185
Solano, Cal.	Vallejo	102.0	186
Washtenaw, Mich.	Ann Arbor	101.8	187
Potter, Tex.	Amarillo	101.3	188
Rensselaer, N. Y.	Troy	100.9	189
Greene, Mo.	Springfield	100.8	190
Kenton, Ky.	Covington	100.5	191
Blair, Pa.	Altoona	100.4	192
Pueblo, Colo.	Pueblo	99.5	193
Muskegon, Mich.	Muskegon	99.0	194
Harrison, Miss.	Gulfport	98.4	195
Cameron, Tex.	Harlingen	98.3	196
Kalamazoo, Mich.	Kalamazoo	97.7	197
Washington, Pa.	Washington	96.4	198
Calhoun, Mich.	Battle Creek	95.8	199
Black Hawk, Iowa	Waterloo	95.1	200
Total Above Counties		82,783.6	
% of U. S. A.		74.773	

Honolulu County, with an Urban Population of 312.5 thousand, would rank 69 if included above.

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Why are New Yorkers *who read The News* so well fed?

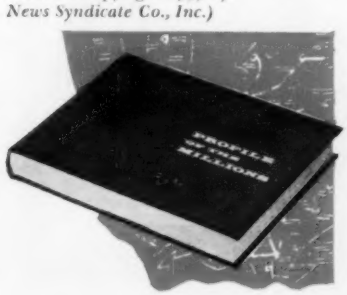
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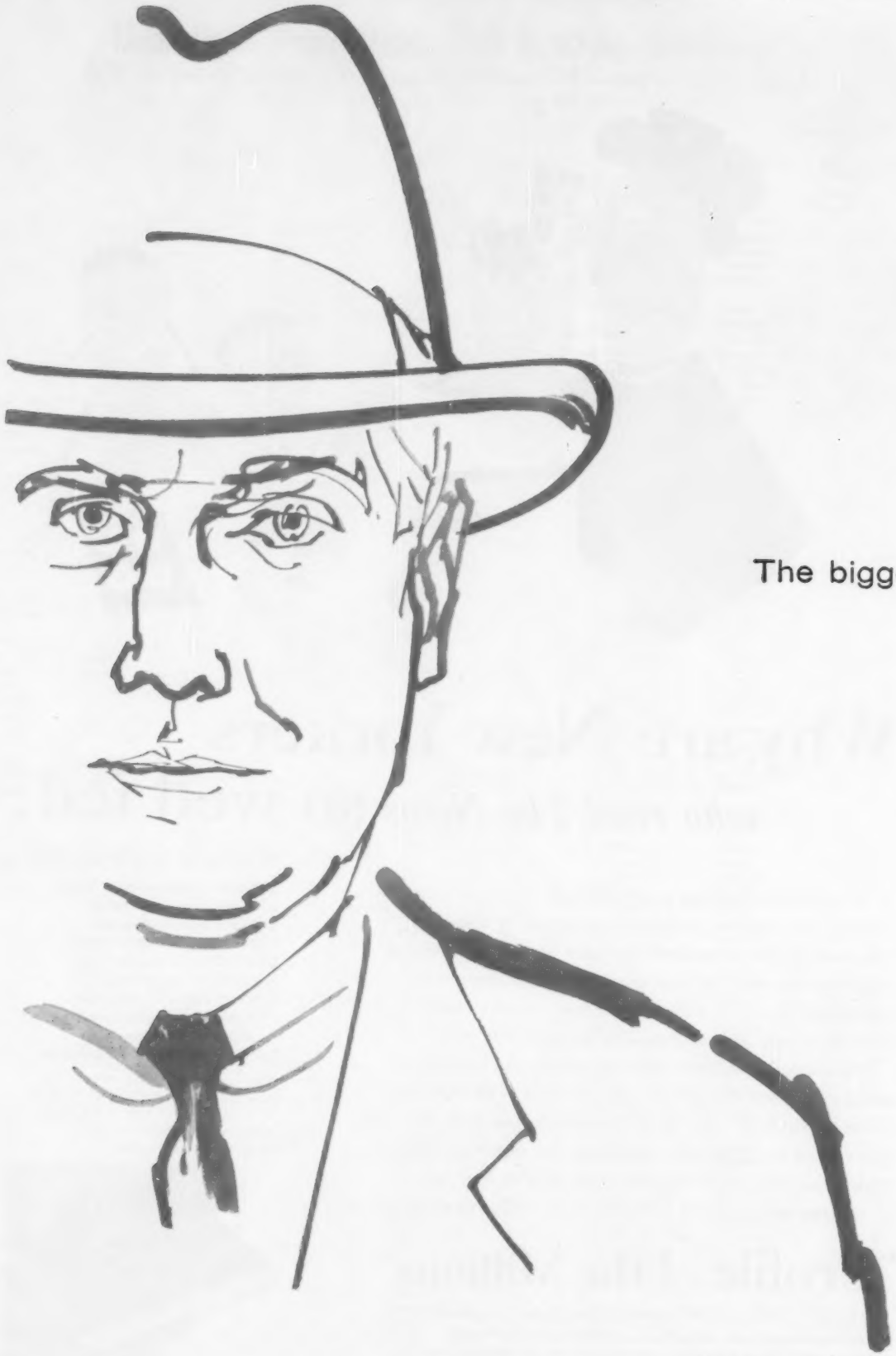
2,150,000 ***served*** **packaged bread**
1,770,000 ***served*** **cold cereal**
1,540,000 ***served*** **hot cereal**
1,280,000 ***served*** **instant coffee**
1,920,000 ***served*** **regular coffee**
1,850,000 ***served*** **soft drinks**
1,590,000 ***served*** **frozen juices**
570,000 ***served*** **canned meat**
630,000 ***served*** **frozen meat**
1,510,000 ***served*** **frozen vegetables**

(The above figures refer only to the 2,290,000 women readers of the Daily News, who live in New York City and suburbs. Copyright 1955 by News Syndicate Co., Inc.)

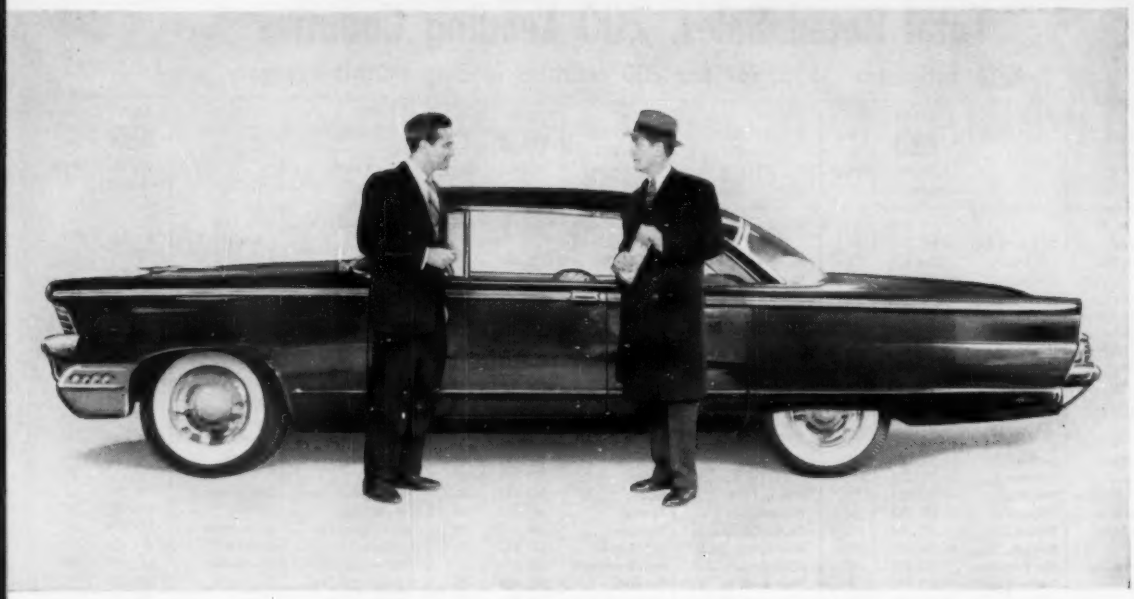


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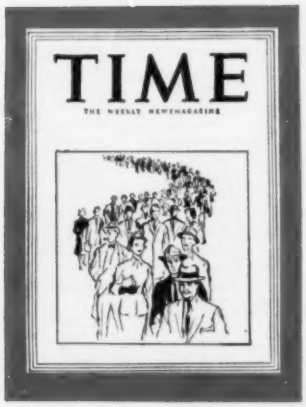
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Total Retail Sales, 200 Leading Counties

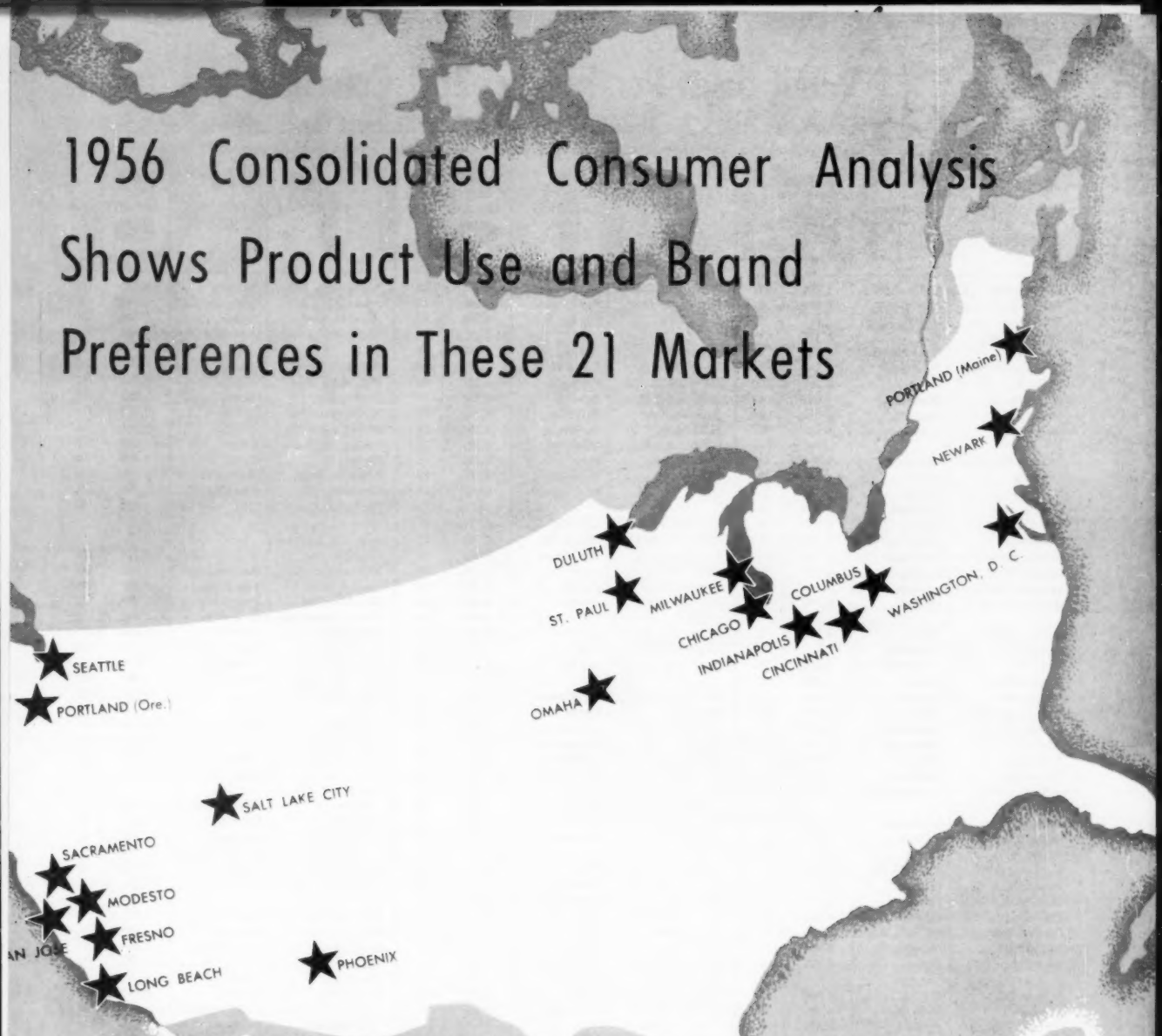
SM Estimates, 1955, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	SALES SM Est. (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	9,497,475	1
Los Angeles, Cal.	Los Angeles	7,554,403	2
Cook, Ill.	Chicago	6,701,689	3
Wayne, Mich.	Detroit	3,811,177	4
Philadelphia, Pa.	Philadelphia	2,610,768	5
Cuyahoga, Ohio	Cleveland	2,005,983	6
Allegheny, Pa.	Pittsburgh	1,849,647	7
St. Louis, Mo.	St. Louis	1,719,420	8
Baltimore, Md.	Baltimore	1,534,600	9
Nassau, N. Y.	Hempstead Township	1,479,111	10
Suffolk, Mass.	Boston	1,476,057	11
Harris, Tex.	Houston	1,340,018	12
District of Columbia	Washington	1,314,553	13
Milwaukee, Wisc.	Milwaukee	1,241,748	14
Middlesex, Mass.	Cambridge	1,237,403	15
Essex, N. J.	Newark	1,234,660	16
San Francisco, Cal.	San Francisco	1,234,310	17
Dallas, Tex.	Dallas	1,231,752	18
Erie, N. Y.	Buffalo	1,203,051	19
Dade, Fla.	Miami	1,133,071	20
Alameda, Cal.	Oakland	1,076,088	21
King, Wash.	Seattle	1,071,272	22
Hennepin, Minn.	Minneapolis	1,065,916	23
Hamilton, Ohio	Cincinnati	1,049,383	24
Westchester, N. Y.	Yonkers	1,000,973	25
Jackson, Mo.	Kansas City	960,543	26
Fulton, Ga.	Atlanta	915,102	27
Marion, Ind.	Indianapolis	894,717	28
San Diego, Cal.	San Diego	882,813	29
Hartford, Conn.	Hartford	803,377	30
Bergen, N. J.	Hackensack	785,573	31
Multnomah, Ore.	Portland	784,383	32
Fairfield, Conn.	Bridgeport	766,094	33
Denver, Colo.	Denver	765,358	34
New Haven, Conn.	New Haven	763,840	35
Franklin, Ohio	Columbus	761,591	36
Oakland, Mich.	Pontiac	729,667	37
Orleans, La.	New Orleans	701,786	38
Providence, R. I.	Providence	692,020	39
Jefferson, Ky.	Louisville	679,965	40
Shelby, Tenn.	Memphis	678,403	41
Monroe, N. Y.	Rochester	663,481	42
Hudson, N. J.	Jersey City	648,264	43
Bexar, Tex.	San Antonio	631,713	44
Tarrant, Tex.	Fort Worth	629,861	45
Worcester, Mass.	Worcester	624,927	46
Essex, Mass.	Lynn	617,837	47
Jefferson, Ala.	Birmingham	607,803	48
Montgomery, Ohio	Dayton	602,477	49
Union, N. J.	Elizabeth	590,497	50
Summit, Ohio	Akron	581,548	51
Lucas, Ohio	Toledo	567,984	52
Santa Clara, Cal.	San Jose	554,803	53
Lake, Ind.	Gary	542,825	54
Maricopa, Ariz.	Phoenix	525,567	55
Sacramento, Cal.	Sacramento	523,329	56
Suffolk, N. Y.	Patchogue	520,028	57
Passaic, N. J.	Paterson	512,756	58
Ramsey, Minn.	St. Paul	508,703	59
Oklahoma, Okla.	Oklahoma City	506,348	60
Genesee, Mich.	Flint	503,160	61
Norfolk, Va.	Norfolk	502,997	62
Duval, Fla.	Jacksonville	496,520	63
Hampden, Mass.	Springfield	482,174	64
Orange, Cal.	Santa Ana	481,899	65
Montgomery, Pa.	Lower Merion Township	480,680	66
Delaware, Pa.	Chester	478,643	67
Onondaga, N. Y.	Syracuse	475,635	68
Norfolk, Mass.	Quincy	451,284	69
San Bernardino, Cal.	San Bernardino	438,727	70
Henrico, Va.	Richmond	435,855	71
Kent, Mich.	Grand Rapids	431,625	72
Davidson, Tenn.	Nashville	424,948	73
Douglas, Nebr.	Omaha	421,983	74
Sedgwick, Kans.	Wichita	411,587	75
Salt Lake, Utah	Salt Lake City	410,563	76
Bristol, Mass.	New Bedford	410,141	77
Tulsa, Okla.	Tulsa	404,603	78
Fresno, Cal.	Fresno	399,234	79
San Mateo, Cal.	San Mateo	399,014	80
Camden, N. J.	Camden	389,062	81
Stark, Ohio	Canton	373,689	82
Albany, N. Y.	Albany	363,943	83
Hillsborough, Fla.	Tampa	357,048	84
Contra Costa, Cal.	Richmond	356,148	85
New Castle, Del.	Wilmington	354,898	86
Middlesex, N. J.	New Brunswick	354,604	87
Mercer, N. J.	Trenton	350,490	88
Monmouth, N. J.	Asbury Park	349,803	89
Mahoning, Ohio	Youngstown	345,598	90
Polk, Iowa	Des Moines	337,357	91
Spokane, Wash.	Spokane	338,760	92
Arlington, Va.	Alexandria	332,128	93
Luzerne, Pa.	Wilkes-Barre	331,967	94
Pinellas, Fla.	St. Petersburg	324,098	95
Kern, Cal.	Bakersfield	317,733	96
Pierce, Wash.	Tacoma	311,766	97
Berks, Pa.	Reading	310,800	98
Macomb, Mich.	Mount Clemens	300,830	99
Westmoreland, Pa.	Greensburg	298,580	100
Mecklenberg, N. C.	Charlotte	294,138	101
Lancaster, Pa.	Lancaster	292,873	102
Lake, Ill.	Waukegan	285,818	103
Ingham, Mich.	Lansing	285,208	104
El Paso, Tex.	El Paso	282,533	105
Guilford, N. C.	Greensboro	281,724	106
Montgomery, Md.	Rockville	280,066	107
Riverside, Cal.	Riverside	279,341	108
Allen, Ind.	Fort Wayne	278,383	109
San Joaquin, Cal.	Stockton	276,614	110
Broward, Fla.	Fort Lauderdale	275,960	111
Erie, Pa.	Erie	274,282	112
Dauphin, Pa.	Harrisburg	272,270	113
Knox, Tenn.	Knoxville	271,354	114
Jefferson, Tex.	Beaumont	268,539	115
St. Joseph, Ind.	South Bend	266,526	116
Hamilton, Tenn.	Chattanooga	263,065	117
York, Pa.	York	262,319	118
Kanawha, W. Va.	Charleston	261,699	119
Mobile, Ala.	Mobile	261,128	120
Oneida, N. Y.	Utica	259,218	121
Lehigh, Pa.	Allentown	258,189	122
Orange, Fla.	Orlando	253,430	123
Peoria, Ill.	Peoria	250,455	124
Pulaski, Ark.	Little Rock	249,394	125
Caddo, La.	Shreveport	248,421	126
St. Louis, Minn.	Duluth	247,717	127
Niagara, N. Y.	Niagara Falls	246,666	128
Plymouth, Mass.	Brockton	242,125	129
Dane, Wisc.	Madison	241,153	130
Bernalillo, N. M.	Albuquerque	240,978	131
Broome, N. Y.	Binghamton	240,401	132
Kane, Ill.	Aurora	240,063	133
Nueces, Tex.	Corpus Christi	239,459	134
Lackawanna, Pa.	Scranton	234,921	135
Winnebago, Ill.	Rockford	232,787	136
Pima, Ariz.	Tucson	231,266	137
Morris, N. J.	Morristown	230,720	138
Bucks, Pa.	Bristol	227,978	139
Palm Beach, Fla.	West Palm Beach	227,385	140
Prince Georges, Md.	Hyattsville	224,934	141
Atlantic, N. J.	Atlantic City	224,813	142
St. Clair, Ill.	East St. Louis	221,867	143
Orange, N. Y.	Newburgh	218,714	144
East Baton Rouge	Baton Rouge	217,520	145
Madison, Ill.	Alton	213,632	146
Du Page, Ill.	Elmhurst	213,209	147
Travis, Tex.	Austin	210,986	148
Saginaw, Mich.	Saginaw	210,784	149
Cumberland, Me.	Portland	207,427	150
Northampton, Pa.	Bethlehem	206,483	151
Lorain, Ohio	Lorain	205,992	152
Washington, Pa.	Washington	205,638	153
Lubbock, Tex.	Lubbock	204,452	154
Hillsborough, N. H.	Manchester	201,837	155
Vanderburgh, Ind.	Evansville	201,209	156
Trumbull, Ohio	Warren	199,624	157
Butler, Ohio	Hamilton	199,248	158
New London, Conn.	New London	195,225	159
Stanislaus, Cal.	Modesto	194,502	160
Sangamon, Ill.	Springfield	193,921	161
Greenville, S. C.	Greenville	193,172	162
Potter, Tex.	Amarillo	192,318	163
Sonoma, Cal.	Santa Rosa	190,907	164
Schenectady, N. Y.	Schenectady	190,724	165
Chester, Pa.	West Chester	188,464	166
Washtenaw, Mich.	Ann Arbor	185,370	167
Newport News, Va.	Newport News	184,049	168
Kalamazoo, Mich.	Kalamazoo	183,948	169
Beaver, Pa.	Beaver Falls	183,655	170
Cambria, Pa.	Johnstown	183,199	171
Monterey, Cal.	Salinas	181,099	172
Dutchess, N. Y.	Poughkeepsie	179,865	173
Will, Ill.	Joliet	177,419	174
Richland, S. C.	Columbia	177,349	175
Lane, Ore.	Eugene	177,273	176
Ventura, Cal.	Ventura	177,131	177
Tulare, Cal.	Visalia	176,899	178
Charleston, S. C.	Charleston	176,742	179
Montgomery, Ala.	Montgomery	176,069	180
Wyandotte, Kans.	Kansas City	176,038	181
Wake, N. C.	Raleigh	174,613	182
Yakima, Wash.	Yakima	174,206	183
Roanoke, Va.	Roanoke	170,404	184
Forsyth, N. C.	Winston-Salem	168,723	185
Berrien, Mich.	Benton Harbor	167,953	186
Hinds, Miss.	Jackson	166,700	187
Chautauqua, N. Y.	Jamestown	165,638	188
Polk, Fla.	Lakeland	165,635	189
Rock Island, Ill.	Rock Island	165,389	190
Lancaster, Nebr.	Lincoln	165,354	191
Chatham, Ga.	Savannah	162,507	192
Linn, Iowa	Cedar Rapids	160,457	193
Berkshire, Mass.	Pittsfield	159,960	194
Richmond, Ga.	Augusta	159,909	195
Shawnee, Kans.	Topeka	159,836	196
McLennan, Tex.	Waco	159,691	197
El Paso, Colo.	Colorado Springs	159,608	198
Muscogee, Ga.	Columbus	159,134	199
Schuylkill, Pa.	Pottsville	156,340	200
Total Above Counties		117,462,966	
% of U. S. A.		63.3073	

Honolulu County, with Total Retail Sales of $356,233 thousand, would rank 85 if included above.

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1956 Consolidated Consumer Analysis Shows Product Use and Brand Preferences in These 21 Markets



The 11th Annual Edition of the "Consolidated Consumer Analysis" contains market-by-market tabulations on 150 product classifications. Thousands of brands are covered in this nation-wide picture of shopping habits. Adding to the value of the report this year are tabulations from the first Consumer Analysis of the Chicago Daily News, newest member of the group. Copies of the Consolidated Report may be obtained from any of these newspapers or their representatives:

Chicago Daily News
Cincinnati Times-Star
The Columbus Dispatch-Ohio State Journal
Duluth Herald and News-Tribune
The Fresno Bee
Honolulu Star-Bulletin
The Indianapolis Star and News
Long Beach Independent and Press-Telegram
The Milwaukee Journal
The Modesto Bee
Newark News
The Omaha World-Herald
Oregon Journal (Portland)
Phoenix Republic and Gazette
Portland (Me.) Press Herald-Evening Express
The Sacramento Bee
The Salt Lake City Tribune and Deseret News
The San Jose Mercury-News
The Seattle Times
St. Paul Dispatch and Pioneer Press
The Washington Star

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Retail Sales Per Family, 200 Counties

SM Estimates, 1955, for the 200 counties leading in total retail sales

COUNTY and STATE	LEADING CITY	SALES PER FAMILY SM Estimates	Rank in Group
Suffolk, Mass.	Boston	6,044	1
Fulton, Ga.	Atlanta	5,965	2
Potter, Tex.	Amarillo	5,542	3
Genesee, Mich.	Flint	5,177	4
Broward, Fla.	Fort Lauderdale	5,168	5
District of Columbia	Washington	5,111	6
Dallas, Tex.	Dallas	5,067	7
Atlantic, N. J.	Atlantic City	5,052	8
Mercer, N. J.	Trenton	5,007	9
Guilford, N. C.	Greensboro	4,986	10
Jackson, Mo.	Kansas City	4,967	11
Dade, Fla.	Miami	4,944	12
Kane, Ill.	Aurora	4,909	13
Henrico, Va.	Richmond	4,870	14
Wayne, Mich.	Detroit	4,858	15
Dutchess, N. Y.	Poughkeepsie	4,835	16
New Castle, Del.	Wilmington	4,789	17
Ingham, Mich.	Lansing	4,785	18
Lubbock, Tex.	Lubbock	4,777	19
Mecklenberg, N. C.	Charlotte	4,775	20
Oakland, Mich.	Pontiac	4,719	21
Nassau, N. Y.	Hempstead Township	4,690	22
Denver, Colo.	Denver	4,684	23
Orange, Fla.	Orlando	4,684	23
Westchester, N. Y.	Yonkers	4,677	25
Orange, N. Y.	Newburgh	4,653	26
Hennepin, Minn.	Minneapolis	4,632	27
Dane, Wisc.	Madison	4,620	28
Marion, Ind.	Indianapolis	4,617	29
El Paso, Colo.	Colorado Springs	4,613	30
Arlington, Va.	Alexandria	4,587	31
Wake, N. C.	Raleigh	4,559	32
Albany, N. Y.	Albany	4,549	33
Salt Lake, Utah	Salt Lake City	4,527	34
Passaic, N. J.	Paterson	4,502	35
Washtenaw, Mich.	Ann Arbor	4,467	36
Muscogee, Ga.	Columbus	4,458	37
Douglas, Nebr.	Omaha	4,456	38
Shelby, Tenn.	Memphis	4,454	39
Montgomery, Ohio	Dayton	4,450	40
El Paso, Tex.	El Paso	4,449	41
Sonoma, Cal.	Santa Rosa	4,440	42
Hartford, Conn.	Hartford	4,439	43
Mahoning, Ohio	Youngstown	4,436	44
Duval, Fla.	Jacksonville	4,421	45
Stanislaus, Cal.	Modesto	4,421	45
Fairfield, Conn.	Bridgeport	4,416	47
Cook, Ill.	Chicago	4,415	48
Dauphin, Pa.	Harrisburg	4,384	49
Franklin, Ohio	Columbus	4,382	50
Kent, Mich.	Grand Rapids	4,369	51
Cuyahoga, Ohio	Cleveland	4,362	52
Lehigh, Pa.	Allentown	4,361	53
Linn, Iowa	Cedar Rapids	4,360	54
Allen, Ind.	Fort Wayne	4,357	55
Union, N. J.	Elizabeth	4,339	56
Palm Beach, Fla.	West Palm Beach	4,339	56
Ramsey, Minn.	St. Paul	4,337	58
Lucas, Ohio	Toledo	4,336	59
Peoria, Ill.	Peoria	4,311	60
Milwaukee, Wisc.	Milwaukee	4,310	61
San Francisco, Cal.	San Francisco	4,308	62
Winnebago, Ill.	Rockford	4,303	63
Macomb, Mich.	Mount Clemens	4,298	64
Multnomah, Ore.	Portland	4,293	65
Saginaw, Mich.	Saginaw	4,293	65
Montgomery, Pa.	Lower Merion Township	4,288	67
Sacramento, Cal.	Sacramento	4,286	68
New Haven, Conn.	New Haven	4,282	69
Tulsa, Okla.	Tulsa	4,282	69
Roanoke, Va.	Roanoke	4,282	69
Sangamon, Ill.	Springfield	4,281	72
Suffolk, N. Y.	Patchogue	4,252	73
Onondaga, N. Y.	Syracuse	4,235	74
Davidson, Tenn.	Nashville	4,233	75
Essex, N. J.	Newark	4,231	76
Hillsborough, N. H.	Manchester	4,223	77
Summit, Ohio	Akron	4,220	78
Kalamazoo, Mich.	Kalamazoo	4,209	79
Chester, Pa.	West Chester	4,207	80
Lancaster, Pa.	Lancaster	4,196	81
Monmouth, N. J.	Asbury Park	4,189	82
Polk, Iowa	Des Moines	4,180	83
Travis, Tex.	Austin	4,178	84
Butler, Ohio	Hamilton	4,168	85
Harris, Tex.	Houston	4,164	86
Caddo, La.	Shreveport	4,147	87
Richland, S. C.	Columbia	4,144	88
Hamilton, Ohio	Cincinnati	4,138	89
Bexar, Tex.	San Antonio	4,132	90
Bernalillo, N. M.	Albuquerque	4,126	91
Fresno, Cal.	Fresno	4,124	92
Los Angeles, Cal.	Los Angeles	4,120	93
Philadelphia, Pa.	Philadelphia	4,119	94
Pinellas, Fla.	St. Petersburg	4,113	95
Knox, Tenn.	Knoxville	4,105	96
Hampden, Mass.	Springfield	4,104	97
Cumberland, Me.	Portland	4,091	98
Broome, N. Y.	Binghamton	4,088	99
Jefferson, Tex.	Beaumont	4,087	100
York, Pa.	York	4,086	101
Tarrant, Tex.	Fort Worth	4,079	102
Kern, Cal.	Bakersfield	4,079	102
New London, Conn.	New London	4,076	104
Tulare, Cal.	Visalia	4,076	104
Erie, N. Y.	Buffalo	4,074	106
Baltimore, Md.	Baltimore	4,065	107
Santa Clara, Cal.	San Jose	4,059	108
King, Wash.	Seattle	4,055	109
Allegheny, Pa.	Pittsburgh	4,054	110
Hamilton, Tenn.	Chattanooga	4,053	111
Will, Ill.	Joliet	4,051	112
Lake, Ind.	Gary	4,045	113
Morris, N. J.	Morristown	4,041	114
Montgomery, Ala.	Montgomery	4,038	115
Monroe, N. Y.	Rochester	4,016	116
Stark, Ohio	Canton	4,014	117
St. Louis, Mo.	St. Louis	4,011	118
Berks, Pa.	Reading	4,010	119
Oklahoma, Okla.	Oklahoma City	4,009	120
Lake, Ill.	Waukegan	3,997	121
San Joaquin, Cal.	Stockton	3,997	121
Lorain, Ohio	Lorain	3,992	123
Erie, Pa.	Erie	3,987	124
Niagara, N. Y.	Niagara Falls	3,985	125
Jefferson, Ky.	Louisville	3,981	126
Berrien, Mich.	Benton Harbor	3,980	127
Sedgwick, Kans.	Wichita	3,965	128
Trumbull, Ohio	Warren	3,953	129
Providence, R. I.	Providence	3,950	130
Spokane, Wash.	Spokane	3,948	131
Kanawha, W. Va.	Charleston	3,929	132
Camden, N. J.	Camden	3,922	133
Orange, Cal.	Santa Ana	3,908	134
Ventura, Cal.	Ventura	3,902	135
Lancaster, Nebr.	Lincoln	3,872	136
Montgomery, Md.	Rockville	3,863	137
Schenectady, N. Y.	Schenectady	3,853	138
Shawnee, Kans.	Topeka	3,851	139
Middlesex, Mass.	Cambridge	3,845	140
Berkshire, Mass.	Pittsfield	3,845	140
McLennan, Tex.	Waco	3,839	142
Nueces, Tex.	Corpus Christi	3,837	143
Northampton, Pa.	Bethlehem	3,831	144
Riverside, Cal.	Riverside	3,827	145
Yakima, Wash.	Yakima	3,804	146
Norfolk, Va.	Norfolk	3,799	147
Plymouth, Mass.	Brockton	3,795	148
Greenville, S. C.	Greenville	3,795	148
Oneida, N. Y.	Utica	3,784	150
New York, N. Y. (5 Counties)	New York City	3,774	151
Middlesex, N. J.	New Brunswick	3,760	152
Orleans, La.	New Orleans	3,759	153
St. Joseph, Ind.	South Bend	3,759	153
Newport News, Va.	Newport News	3,756	155
Hinds, Miss.	Jackson	3,729	156
Bergen, N. J.	Hackensack	3,728	157
Pima, Ariz.	Tucson	3,712	158
Worcester, Mass.	Worcester	3,707	159
Hillsborough, Fla.	Tampa	3,704	160
Rock Island, Ill.	Rock Island	3,780	161
St. Louis, Minn.	Duluth	3,692	162
Alameda, Cal.	Oakland	3,685	163
Essex, Mass.	Lynn	3,682	164
East Baton Rouge, La.	Baton Rouge	3,674	165
Lane, Ore.	Eugene	3,648	166
Polk, Fla.	Lakeland	3,640	167
Forsyth, N. C.	Winston-Salem	3,636	168
Monterey, Cal.	Salinas	3,629	169
Vanderburgh, Ind.	Evansville	3,612	170
Richmond, Ga.	Augusta	3,602	171
Maricopa, Ariz.	Phoenix	3,587	172
Beaver, Pa.	Beaver Falls	3,580	173
San Mateo, Cal.	San Mateo	3,575	174
Chautauqua, N. Y.	Jamestown	3,547	175
Mobile, Ala.	Mobile	3,543	176
San Bernardino, Cal.	San Bernardino	3,535	177
Jefferson, Ala.	Birmingham	3,505	178
Contra Costa, Cal.	Richmond	3,502	179
Norfolk, Mass.	Quincy	3,490	180
Pulaski, Ark.	Little Rock	3,445	181
Pierce, Wash.	Tacoma	3,434	182
Charleston, S. C.	Charleston	3,419	183
Bucks, Pa.	Bristol	3,393	184
Washington, Pa.	Washington	3,393	184
Madison, Ill.	Alton	3,380	186
Bristol, Mass.	New Bedford	3,367	187
Delaware, Pa.	Chester	3,364	188
Chatham, Ga.	Savannah	3,358	189
Hudson, N. J.	Jersey City	3,326	190
Westmoreland, Pa.	Greensburg	3,307	191
St. Clair, Ill.	East St. Louis	3,263	192
San Diego, Cal.	San Diego	3,248	193
Cambria, Pa.	Johnstown	3,220	194
Lackawanna, Pa.	Scranton	3,179	195
Luzerne, Pa.	Wilkes-Barre	3,117	196
Du Page, Ill.	Elmhurst	2,990	197
Prince Georges, Md.	Hyattsville	2,967	198
Wyandotte, Kans.	Kansas City	2,910	199
Schuylkill, Pa.	Pottsville	2,822	200
U.S. Per Family Sales		3,818	

Honolulu County, with a Sales Per Family of $3,869, would rank 166 if included above.

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What's Behind the Remarkable Growth of SPOT RADIO

How This Efficient Medium Is Helping Mass-Market Advertisers to Produce Greater Volume at Lower Selling Cost

"How to get more volume, at lower unit selling cost." That's the perpetual challenge facing Business.

In helping advertisers meet that challenge, Spot Radio has earned its recognition as a most efficient selling-force—for many businesses, *THE most efficient*, because of special advantages:

Reaches ALL the Mass Market

The Spot Radio advertiser is doing business with the one medium that covers ALL his market.

Through the largest magazines, he reaches only a fraction of his potential customers.

Despite TV's rapid growth, one-fourth of all homes are still without sets.

According to newspaper data, the circulation of all 365 dailies published in America's 171 metropolitan centers, reaches only 63% of U.S. families.

Obviously, no matter what other media the advertiser may use, an important segment of the mass-market is reached ONLY by radio.

Local Appeal Builds Audience

Local programming – keyed to interests and tastes of the station's own area—is the foundation of radio's strength and vitality today. No longer are major stations mere network "outlets." Years ago, in cooperation with a group of our major stations, our organization made exhaustive studies of effective program-techniques. These studies hastened the trend to the local-personality programs which today earn higher audience-ratings—with greater sales-influence.

A Pre-Tested Selling Force

In Spot Radio, the advertiser employs a selling-force already tested and proved. With his sales-message strategically placed in local programs conducted by personalities with recognized influence, the advertiser knows in advance he will reach an established audience.

So there's no gamble such as must be faced in trying to maintain high ratings for a costly TV network show – or striving to increase readership percentages of publication advertising.

Listening Is Everywhere

Much is said about TV growth, with set ownership reaching 36,000,000 since 1945. In those same years, Radio has made great strides too—for the number of radio sets has grown from 59,000,000 in 1945 to the amazing total today of 132,400,000 – and they're not bought as ornaments.

With that growth, listening to local programs has spread throughout the home—to kitchens, dining-rooms, dens, bedrooms; to 33,000,000 sets in automobiles. Wherever they are, local radio programming offers people something they want to hear.

Sells Young Home-makers

Radio-listening appeals to the young wife and mother. Years ago, she tried to arrange her work to fit radio schedules. Today, local programming is arranged to fit HER schedule.

Radio isn't the only thing in her life, of course. She enjoys television. Newspapers and magazines may come into her home. But during the day, she's far too busy to sit down and spend much time with any of them. By contrast, Radio fits perfectly into her busy pattern of living, and provides Immediacy for the advertiser.

IMMEDIACY to Point-of-Sale

The growth of self-service stores has increased the importance of reaching the homemaker with a buying suggestion as immediately as possible before she plans her marketing or goes out to buy. Research shows that two out of three women listen to the radio on the same day before going to the super-market. So Spot Radio helps the advertiser remind her about his product when reminder is most timely.

Intensified Sales Effectiveness

Large advertisers who use many media, find Spot Radio increases the selling-power of other advertising. At low-cost, the frequent messages of Spot Radio recall to mind the advertiser's color-spread, or the sales-points presented during an expensive TV show. Yes, Spot Radio acts like a cement in binding together the elements in a campaign, intensifying the effectiveness of each.

Sales Success Single-handed

Modest advertisers, who gain dramatic impact by concentrating their budget in one medium, have proved that Spot Radio can win and hold markets at low cost. Time and again, against strong competition, Spot Radio has proved able to maintain profitable sales-volume single-handed.



To show how local-interest programming has built Spot Radio into a major selling-force, our company ran a series of 16 advertisements last fall and winter in the New York Herald-Tribune. This page originally appeared as the final advertisement in the series, summarizing the basic advantages Spot Radio gives the advertiser—many of them advantages no other medium can match. To any interested executive, we will gladly send copies of the entire series.

JOHN BLAIR

Believability Plus Economy

Through Spot Radio, the advertiser's selling message is delivered in local terms, with the full sincerity and believability that a familiar voice and personality can provide. This believability combined with economy enables Spot Radio to deliver maximum sales-impact per dollar, especially when the Saturation-technique is used.

How Saturation Works

Repetition has long been recognized as basic to advertising success. Through Saturation by Spot Radio, a selling-idea is repeated so frequently and so emphatically that it reaches all your prospects – reaches them again and again until your selling-idea becomes their buying-idea. Saturation schedules (21 or more announcements per week) reach an unduplicated audience of 43% of the homes in any market each week—and on the average reach each home more than twice.

And the economy of Spot Radio makes Saturation really practical. Blair stations have attractive rates on Saturation-packages. Usually for the cost of a single quarter-page newspaper ad, Spot Radio can deliver your selling message 20 to 24 times a week on your customers' favorite programs.

In short, through Spot Radio, today's mass-market advertiser reaches MORE of his market, MORE often, and with MORE sales-impact for every dollar of advertising.

* * *

John Blair & Company represents 40 radio stations in America's major markets. So the John Blair man is in direct touch with most of your top markets.

Although his attention is concentrated on Spot Radio, it is not blind attention. Rather, through his basic knowledge of all major media, the John Blair man is well qualified to show how Spot Radio can be efficiently geared into your overall selling-plan, so as to make every advertising dollar produce its full share of sales.

JOHN BLAIR & COMPANY

JOHN BLAIR & COMPANY

Representing Leading Radio Stations

OFFICES IN: New York Boston Detroit
Chicago Atlanta St. Louis Dallas
Los Angeles San Francisco Seattle

Food Store Sales, 200 Leading Counties

SM Estimates, 1955, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	FOOD STORE SALES SM Est. (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	2,444,538	1
Los Angeles, Cal.	Los Angeles	1,724,147	2
Cook, Ill.	Chicago	1,363,662	3
Wayne, Mich.	Detroit	831,489	4
Philadelphia, Pa.	Philadelphia	539,103	5
Allegheny, Pa.	Pittsburgh	479,072	6
Cuyahoga, Ohio	Cleveland	470,884	7
St. Louis, Mo.	St. Louis	391,521	8
Nassau, N. Y.	Hempstead Township	385,262	9
Baltimore, Md.	Baltimore	343,969	10
Suffolk, Mass.	Boston	343,744	11
Middlesex, Mass.	Cambridge	313,557	12
Harris, Tex.	Houston	308,506	13
Erie, N. Y.	Buffalo	268,056	14
Milwaukee, Wisc.	Milwaukee	277,036	15
Essex, N. J.	Newark	273,899	16
San Francisco, Cal.	San Francisco	262,368	17
Westchester, N. Y.	Yonkers	259,991	18
Alameda, Cal.	Oakland	259,415	19
Dade, Fla.	Miami	234,589	20
Hamilton, Ohio	Cincinnati	232,688	21
District of Columbia	Washington	232,142	22
Dallas, Tex.	Dallas	230,643	23
King, Wash.	Seattle	219,877	24
Bergen, N. J.	Hackensack	210,788	25
Hennepin, Minn.	Minneapolis	209,703	26
San Diego, Cal.	San Diego	199,062	27
Hudson, N. J.	Jersey City	189,195	28
Fairfield, Conn.	Bridgeport	184,526	29
New Haven, Conn.	New Haven	181,116	30
Multnomah, Ore.	Portland	178,167	31
Hartford, Conn.	Hartford	169,823	32
Oakland, Mich.	Pontiac	168,715	33
Franklin, Ohio	Columbus	164,157	34
Marion, Ind.	Indianapolis	162,066	35
Essex, Mass.	Lynn	160,760	36
Jackson, Mo.	Kansas City	158,734	37
Fulton, Ga.	Atlanta	158,961	38
Worcester, Mass.	Worcester	152,136	39
Union, N. J.	Elizabeth	149,436	40
Monroe, N. Y.	Rochester	148,435	41
Denver, Colo.	Denver	144,551	42
Providence, R. I.	Providence	144,148	43
Jefferson, Ky.	Louisville	144,137	44
Jefferson, Ala.	Birmingham	142,033	45
Santa Clara, Cal.	San Jose	141,233	46
Shelby, Tenn.	Memphis	140,470	47
Summit, Ohio	Akron	139,380	48
Bexar, Tex.	San Antonio	138,155	49
Suffolk, N. Y.	Patchogue	137,190	50
Montgomery, Ohio	Dayton	135,156	51
Sacramento, Cal.	Sacramento	132,682	52
Lake, Ind.	Gary	132,112	53
Delaware, Pa.	Chester	130,479	54
Lucas, Ohio	Toledo	127,120	55
Passaic, N. J.	Paterson	124,549	56
Maricopa, Ariz.	Phoenix	119,684	57
Orleans, La.	New Orleans	118,767	58
Orange, Cal.	Santa Ana	118,175	59
Duval, Fla.	Jacksonville	116,818	60
Tarrant, Tex.	Fort Worth	115,271	61
Montgomery, Pa.	Lower Merion Township	113,499	62
San Mateo, Cal.	San Mateo	113,475	63
Norfolk, Va.	Norfolk	111,546	64
Onondaga, N. Y.	Syracuse	109,909	65
Ramsey, Minn.	St. Paul	109,331	66
Norfolk, Mass.	Quincy	109,142	67
Genesee, Mich.	Flint	107,548	68
Contra Costa, Cal.	Richmond	107,007	69
Hampden, Mass.	Springfield	106,056	70
Bristol, Mass.	New Bedford	104,716	71
San Bernardino, Cal.	San Bernardino	103,665	72
Fresno, Cal.	Fresno	101,482	73
Oklahoma, Okla.	Oklahoma City	101,389	74
Camden, N. J.	Camden	95,411	75
Kent, Mich.	Grand Rapids	94,731	76
Stark, Ohio	Canton	92,617	77
Henrico, Va.	Richmond	90,505	78
Davidson, Tenn.	Nashville	88,716	79
Arlington, Va.	Alexandria	87,510	80
Middlesex, N. J.	New Brunswick	86,763	81
Mahoning, Ohio	Youngstown	86,550	82
Luzerne, Pa.	Wilkes-Barre	86,419	83
Macomb, Mich.	Mount Clemens	85,846	84
Monmouth, N. J.	Asbury Park	85,386	85
Westmoreland, Pa.	Greensburg	82,735	86
Salt Lake, Utah	Salt Lake City	81,642	87
Hillsborough, Fla.	Tampa	78,305	88
Douglas, Nebr.	Omaha	78,209	89
Prince Georges, Md.	Hyattsville	77,936	90
Sedgwick, Kans.	Wichita	77,752	91
Albany, N. Y.	Albany	76,466	92
Kern, Cal.	Bakersfield	75,178	93
Tulsa, Okla.	Tulsa	75,049	94
Mercer, N. J.	Trenton	74,055	95
Pierce, Wash.	Tacoma	73,798	96
Berks, Pa.	Reading	73,634	97
New Castle, Del.	Wilmington	72,511	98
Spokane, Wash.	Spokane	70,420	99
Montgomery, Md.	Rockville	70,067	100
Lake, Ill.	Waukegan	68,043	101
Jefferson, Tex.	Beaumont	64,986	102
Mobile, Ala.	Mobile	64,846	103
Polk, Iowa	Des Moines	63,911	104
Plymouth, Mass.	Brockton	63,871	105
Kanawha, W. Va.	Charleston	63,395	106
Riverside, Cal.	Riverside	63,344	107
Erie, Pa.	Erie	62,523	108
Morris, N. J.	Morristown	62,252	109
Du Page, Ill.	Elmhurst	62,132	110
El Paso, Tex.	El Paso	61,992	111
Lackawanna, Pa.	Scranton	61,247	112
Pinellas, Fla.	St. Petersburg	60,726	113
Hamilton, Tenn.	Chattanooga	60,495	114
Oneida, N. Y.	Utica	59,886	115
St. Louis, Minn.	Duluth	59,737	116
San Joaquin, Cal.	Stockton	59,701	117
Niagara, N. Y.	Niagara Falls	58,342	118
Broward, Fla.	Fort Lauderdale	58,199	119
Madison, Ill.	Alton	57,915	120
Ingham, Mich.	Lansing	57,287	121
Lancaster, Pa.	Lancaster	56,364	122
St. Joseph, Ind.	South Bend	56,103	123
Pima, Ariz.	Tucson	56,064	124
Orange, N. Y.	Newburgh	55,263	125
St. Clair, Ill.	East St. Louis	55,099	126
Bucks, Pa.	Bristol	54,744	127
Northampton, Pa.	Bethlehem	54,395	128
Knox, Tenn.	Knoxville	54,333	129
Washington, Pa.	Washington	54,236	130
Caddo, La.	Shreveport	53,932	131
Broome, N. Y.	Binghamton	53,429	132
Guilford, N. C.	Greensboro	52,777	133
Nueces, Tex.	Corpus Christi	52,597	134
Lorain, Ohio	Lorain	52,526	135
Hillsborough, N. H.	Manchester	52,477	136
Trumbull, Ohio	Warren	52,447	137
Kane, Ill.	Aurora	52,051	138
Pulaski, Ark.	Little Rock	50,084	139
York, Pa.	York	49,929	140
Schenectady, N. Y.	Schenectady	49,555	141
Lehigh, Pa.	Allentown	49,141	142
Orange, Fla.	Orlando	48,570	143
Atlantic, N. J.	Atlantic City	48,370	144
Beaver, Pa.	Beaver Falls	48,300	145
Bernalillo, N. M.	Albuquerque	47,856	146
Dauphin, Pa.	Harrisburg	47,657	147
Mecklenberg, N. C.	Charlotte	46,603	148
Dane, Wisc.	Madison	46,507	149
Palm Beach, Fla.	West Palm Beach	46,382	150
Cumberland, Me.	Portland	46,367	151
Peoria, Ill.	Peoria	46,304	152
Winnebago, Ill.	Rockford	45,802	153
Ventura, Cal.	Ventura	45,505	154
Vanderburgh, Ind.	Evansville	45,108	155
Newport News, Va.	Newport News	45,042	156
Lane, Ore.	Eugene	44,849	157
Allen, Ind.	Fort Wayne	44,345	158
New London, Conn.	New London	44,145	159
Wyandotte, Kans.	Kansas City	44,066	160
Cambria, Pa.	Johnstown	44,029	161
Butler, Ohio	Hamilton	43,157	162
Will, Ill.	Joliet	42,971	163
Travis, Tex.	Austin	42,489	164
Tulare, Cal.	Visalia	42,448	165
Washtenaw, Mich.	Ann Arbor	42,446	166
Anne Arundel, Md.	Annapolis	42,173	167
Polk, Fla.	Lakeland	42,151	168
Greenville, S. C.	Greenville	41,804	169
Stanislaus, Cal.	Modesto	41,536	170
Sonoma, Cal.	Santa Rosa	41,527	171
Berrien, Mich.	Benton Harbor	41,240	172
Muskegon, Mich.	Muskegon	41,196	173
Charleston, S. C.	Charleston	41,121	174
Schuylkill, Pa.	Pottsville	40,916	175
East Baton Rouge, La.	Baton Rouge	40,750	176
Fayette, Pa.	Uniontown	40,741	177
Monterey, Cal.	Salinas	40,693	178
Saginaw, Mich.	Saginaw	40,688	179
Dutchess, N. Y.	Poughkeepsie	39,995	180
Chautauqua, N. Y.	Jamestown	39,791	181
Chester, Pa.	West Chester	39,727	182
Berkshire, Mass.	Pittsfield	39,341	183
Rock Island, Ill.	Rock Island	38,863	184
De Kalb, Ga.	Decatur	38,755	185
Calhoun, Mich.	Battle Creek	38,159	186
Marin, Cal.	San Rafael	38,088	187
Rensselaer, N. Y.	Troy	38,028	188
Richmond, Ga.	Augusta	37,977	189
Kalamazoo, Mich.	Kalamazoo	37,717	190
Vermilion, Ill.	Danville	37,667	191
Yakima, Wash.	Yakima	37,604	192
Humboldt, Cal.	Eureka	37,472	193
Sangamon, Ill.	Springfield	36,632	194
Lubbock, Tex.	Lubbock	36,488	195
Richland, Ohio	Mansfield	36,387	196
Chatham, Ga.	Savannah	36,102	197
McLennan, Tex.	Waco	35,700	198
Snohomish, Wash.	Everett	35,673	199
Solano, Cal.	Vallejo	35,525	200
Total Above Counties		26,840,338	
% of U. S. A.		64.1192	

Honolulu County with Food Store Sales of $86,623 thousand would rank 82 if included above.

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A new survey of family buying <u>again</u> proves that...

FAMILIES WHO READ PARENTS' MAGAZINE SPEND FAR MORE

for foods and household supplies than magazine readers without children!

National Family Opinion, Inc.
has completed a study to determine the volume of buying of foods and other products by families who read PARENTS' MAGAZINE, as compared to magazine readers without children.

More than 100 specific products are covered in the report, which proves, for example, that PARENTS' MAGAZINE families with children spend 51% more for Packaged Bread ...59% more for Cooking Oils...72% more for Sausages, Sandwich Meats and Cold Table Meats...61% more for Canned Soups...209% more for Tints and Dyes ...49% more for Bandages...and 56% more for Toothbrushes...than do magazine families without children!

We will gladly send you a copy of the complete study upon request...



PARENTS' MAGAZINE
52 Vanderbilt Avenue · New York 17

Atlanta · Boston · Chicago · Los Angeles
San Francisco · Toronto, Vancouver, Canada

The only major national magazine with circulation concentrated 100% in families with children...

1,675,000 families with well over 3⅓ million children—more than 6⅔ million consumers for virtually all products and services!

Eating & Drinking Places Sales, 200 Leading Counties

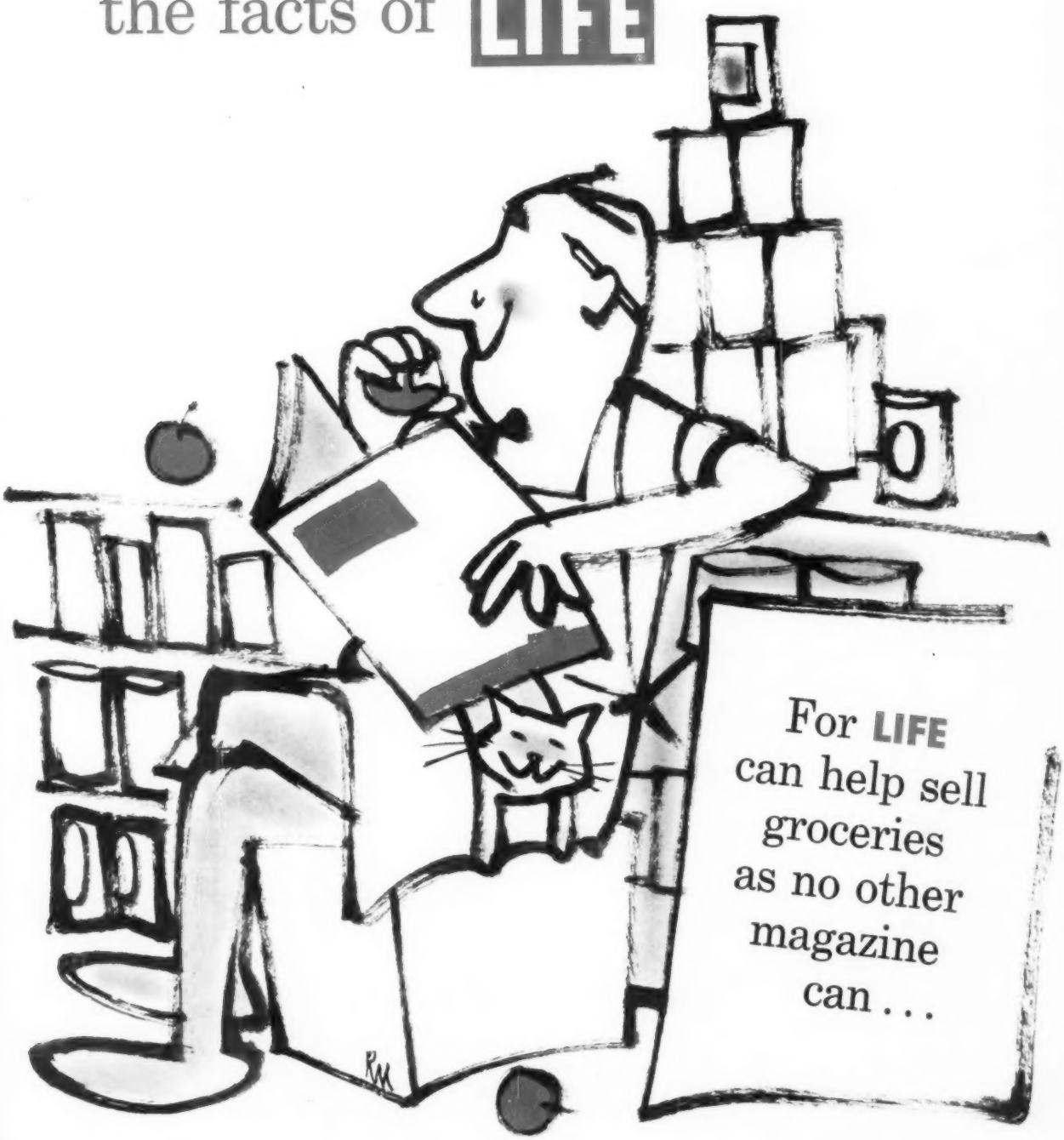
SM Estimates, 1955, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	EATING and DRINKING PLACES SALES SM (Est. in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	1,212,963	1
Cook, Ill.	Chicago	637,438	2
Los Angeles, Cal.	Los Angeles	559,926	3
Wayne, Mich.	Detroit	293,688	4
Philadelphia, Pa.	Philadelphia	248,954	5
Cuyahoga, Ohio	Cleveland	163,929	6
San Francisco, Cal.	San Francisco	161,987	7
Baltimore, Md.	Baltimore	157,502	8
Allegheny, Pa.	Pittsburgh	143,333	9
St. Louis, Mo.	St. Louis	134,388	10
Suffolk, Mass.	Boston	133,238	11
Dade, Fla.	Miami	123,892	12
Essex, N. J.	Newark	114,599	13
Milwaukee, Wisc.	Milwaukee	113,816	14
Erie, N. Y.	Buffalo	113,309	15
District of Columbia	Washington	112,722	16
Nassau, N. Y.	Hempstead Township	112,014	17
Hamilton, Ohio	Cincinnati	90,892	18
King, Wash.	Seattle	84,325	19
Alameda, Cal.	Oakland	83,749	20
Hennepin, Minn.	Minneapolis	81,007	21
Harris, Tex.	Houston	79,157	22
Middlesex, Mass.	Cambridge	78,143	23
Westchester, N. Y.	Yonkers	78,216	24
Hudson, N. J.	Jersey City	71,347	25
Dallas, Tex.	Dallas	71,035	26
Marion, Ind.	Indianapolis	68,906	27
Orleans, La.	New Orleans	67,860	28
San Diego, Cal.	San Diego	67,252	29
Jackson, Mo.	Kansas City	66,618	30
Franklin, Ohio	Columbus	61,183	31
New Haven, Conn.	New Haven	58,871	32
Jefferson, Ky.	Louisville	58,837	33
Multnomah, Ore.	Portland	58,091	34
Hartford, Conn.	Hartford	57,847	35
Bergen, N. J.	Hackensack	55,188	36
Denver, Colo.	Denver	53,186	37
Fairfield, Conn.	Bridgeport	51,030	38
Essex, Mass.	Lynn	50,050	39
Providence, R. I.	Providence	49,519	40
Lucas, Ohio	Toledo	49,312	41
Fulton, Ga.	Atlanta	48,841	42
Montgomery, Ohio	Dayton	48,429	43
Monroe, N. Y.	Rochester	47,583	44
Summit, Ohio	Akron	46,153	45
Orange, Cal.	Santa Ana	45,542	46
Oakland, Mich.	Pontiac	44,893	47
Worcester, Mass.	Worcester	43,713	48
Lake, Ind.	Gary	43,142	49
Bexar, Tex.	San Antonio	43,130	50
Passaic, N. J.	Paterson	42,466	51
Douglas, Nebr.	Omaha	42,052	52
Onondaga, N. Y.	Syracuse	41,778	53
Sacramento, Cal.	Sacramento	40,729	54
Union, N. J.	Elizabeth	40,526	55
Atlantic, N. J.	Atlantic City	40,289	56
Monmouth, N. J.	Asbury Park	40,088	57
Maricopa, Ariz.	Phoenix	39,250	58
Camden, N. J.	Camden	38,085	59
Suffolk, N. Y.	Patchogue	37,038	60
Santa Clara, Cal.	San Jose	37,009	61
Delaware, Pa.	Chester	36,753	62
Middlesex, N. J.	New Brunswick	35,506	63
Norfolk, Va.	Norfolk	34,321	64
Tarrant, Tex.	Fort Worth	34,090	65
San Mateo, Cal.	San Mateo	33,233	66
Ramsey, Minn.	St. Paul	33,213	67
Hampden, Mass.	Springfield	32,511	68
Norfolk, Mass.	Quincy	32,270	69
Oklahoma, Okla.	Oklahoma City	32,182	70
San Bernardino, Cal.	San Bernardino	31,803	71
Jefferson, Ala.	Birmingham	31,751	72
Montgomery, Pa.	Lower Merion Township	31,731	73
Shelby, Tenn.	Memphis	31,383	74
Genesee, Mich.	Flint	30,083	75
Duval, Fla.	Jacksonville	29,788	76
Broward, Fla.	Fort Lauderdale	29,721	77
Bristol, Mass.	New Bedford	29,378	78
Mercer, N. J.	Trenton	28,259	79
Albany, N. Y.	Albany	28,100	80
Fresno, Cal.	Fresno	28,043	81
Hillsborough, Fla.	Tampa	27,617	82
Pinellas, Fla.	St. Petersburg	27,286	83
Stark, Ohio	Canton	26,086	84
Lake, Ill.	Waukegan	24,953	85
Kern, Cal.	Bakersfield	24,443	86
Contra Costa, Cal.	Richmond	24,114	87
Salt Lake, Utah	Salt Lake City	24,096	88
Henrico, Va.	Richmond	24,049	89
Tulsa, Okla.	Tulsa	23,713	90
Riverside, Cal.	Riverside	23,655	91
Mahoning, Ohio	Youngstown	23,573	92
Kent, Mich.	Grand Rapids	23,543	93
St. Clair, Ill.	East St. Louis	23,388	94
Davidson, Tenn.	Nashville	22,962	95
Luzerne, Pa.	Wilkes-Barre	22,688	96
New Castle, Del.	Wilmington	22,557	97
Berks, Pa.	Reading	22,506	98
Pierce, Wash.	Tacoma	22,475	99
Sedgwick, Kans.	Wichita	22,232	100
San Joaquin, Cal.	Stockton	21,936	101
Dauphin, Pa.	Harrisburg	21,640	102
Dane, Wisc.	Madison	21,628	103
Niagara, N. Y.	Niagara Falls	21,573	104
Polk, Iowa	Des Moines	21,375	105
Arlington, Va.	Alexandria	21,159	106
Allen, Ind.	Fort Wayne	21,143	107
Mecklenberg, N. C.	Charlotte	21,045	108
Winnebago, Ill.	Rockford	20,754	109
Oneida, N. Y.	Utica	20,585	110
Spokane, Wash.	Spokane	20,353	111
Macomb, Mich.	Mount Clemens	20,331	112
St. Joseph, Ind.	South Bend	19,891	113
Palm Beach, Fla.	West Palm Beach	19,514	114
Westmoreland, Pa.	Greensburg	19,402	115
Peoria, Ill.	Peoria	19,242	116
Broome, N. Y.	Binghamton	19,236	117
Madison, Ill.	Alton	18,476	118
Prince Georges, Md.	Hyattsville	18,474	119
Rock Island, Ill.	Rock Island	18,455	120
Sangamon, Ill.	Springfield	18,272	121
Morris, N. J.	Morristown	17,981	122
Plymouth, Mass.	Brockton	17,886	123
Bucks, Pa.	Bristol	17,713	124
Lehigh, Pa.	Allentown	17,677	125
Lackawanna, Pa.	Scranton	17,596	126
El Paso, Tex.	El Paso	17,573	127
Erie, Pa.	Erie	17,535	128
St. Louis, Minn.	Duluth	17,485	129
Orange, N. Y.	Newburgh	17,473	130
Kane, Ill.	Aurora	17,341	131
Pima, Ariz.	Tucson	17,161	132
Monterey, Cal.	Salinas	17,040	133
Bernalillo, N. M.	Albuquerque	16,915	134
Vanderburgh, Ind.	Evansville	16,497	135
Ingham, Mich.	Lansing	16,498	136
Travis, Tex.	Austin	16,350	137
Pulaski, Ark.	Little Rock	16,196	138
Lancaster, Pa.	Lancaster	16,107	139
Nueces, Tex.	Corpus Christi	15,653	140
Orange, Fla.	Orlando	15,613	141
Washoe, Nev.	Reno	15,442	142
Butler Ohio	Hamilton	15,367	143
Will, Ill.	Joliet	15,149	144
Lorain, Ohio	Lorain	15,089	145
Knox, Tenn.	Knoxville	15,031	146
Hamilton, Tenn.	Chattanooga	14,915	147
Mobile, Ala.	Mobile	14,615	148
Ocean, N. J.	Point Pleasant	14,792	149
La Salle, Ill.	Streator	14,760	150
York, Pa.	York	14,707	151
Trumbull, Ohio	Warren	14,621	152
Clark, Nev.	Las Vegas	14,607	153
Ashtabula, Ohio	Ashtabula	14,557	154
Kanawha, W. Va.	Charleston	14,508	155
Jefferson, Tex.	Beaumont	14,442	156
Dutchess, N. Y.	Poughkeepsie	14,214	157
Galveston, Tex.	Galveston	14,160	158
Anne Arundel, Md.	Annapolis	14,006	159
Caddo, La.	Shreveport	13,784	160
Du Page, Ill.	Elmhurst	13,596	161
Burlington, N. J.	Burlington	13,535	162
Ventura, Cal.	Ventura	13,395	163
Washtenaw, Mich.	Ann Arbor	13,394	164
Chautauqua, N. Y.	Jamestown	13,392	165
Sonoma, Cal.	Santa Rosa	13,360	166
Saginaw, Mich.	Saginaw	13,360	166
Volusia, Fla.	Daytona Beach	13,205	168
Chester, Pa.	West Chester	13,052	169
Northampton, Pa.	Bethlehem	12,931	170
Schenectady, N. Y.	Schenectady	12,777	171
East Baton Rouge, La.	Baton Rouge	12,622	172
Marin, Cal.	San Rafael	12,398	173
Montgomery, Md.	Rockville	12,374	174
Kenton, Ky.	Covington	12,360	175
Berrien, Mich.	Benton Harbor	12,275	176
Macon, Ill.	Decatur	12,230	177
El Paso, Colo.	Colorado Springs	12,097	178
Tulare, Cal.	Visalia	12,069	179
Solano, Cal.	Vallejo	11,994	180
New London, Conn.	New London	11,752	181
Brown, Wisc.	Green Bay	11,706	182
Washington, Pa.	Washington	11,648	183
Santa Barbara, Cal.	Santa Barbara	11,618	184
Rensselaer, N. Y.	Troy	11,316	185
Humboldt, Cal.	Eureka	11,208	186
Richmond, Ga.	Augusta	11,183	187
Racine, Wisc.	Racine	11,113	188
Campbell, Ky.	Newport	11,095	189
Somerset, N. J.	Somerville	11,059	190
Kalamazoo, Mich.	Kalamazoo	11,027	191
Silver Bow, Mont.	Butte	10,976	192
Beaver, Pa.	Beaver Falls	10,941	193
Stanislaus, Cal.	Modesto	10,853	194
Chatham, Ga.	Savannah	10,828	195
Scott, Iowa	Davenport	10,827	196
Schuylkill, Pa.	Pottsville	10,782	197
Jackson, Mich.	Jackson	10,754	198
Guilford, N. C.	Greensboro	10,746	199
Cambria, Pa.	Johnstown	10,717	200
Total Above Counties		$ 8,589,728	
% of U. S. A.		70.4693	

Honolulu County, with Eating and Drinking Places Sales of $39,887 thousand, would rank 58 if included above.

© SM, 1956.

The man who knows his groceries should know the facts of LIFE



For **LIFE** can help sell groceries as no other magazine can . . .

This 8-page advertisement appeared in the March issue of Chain Store Age, Grocery Edition, April issue of Progressive Grocer, and May issue of Nargus Bulletin.

LIFE is first in food advertising revenue

Here's how food advertisers have invested their dollars in the 10 leading magazines over the last 5 years—

MAGAZINE	1955	1954	1953	1952	1951
1. **LIFE**	$21,894,163	$21,781,752	$17,115,420	$14,673,235	$12,079,970
2. Ladies' Home Journal	6,069,883	5,587,922	4,514,972	4,436,996	5,243,039
3. Family Circle	5,794,943	6,067,949	6,247,088	5,747,228	4,314,827
4. Saturday Evening Post	5,661,464	5,513,921	5,292,417	5,123,196	4,908,572
5. Look	4,524,438	3,816,990	2,691,307	2,509,367	2,643,738
6. Better Homes & Gardens	4,257,371	3,950,821	4,313,796	3,395,256	3,492,945
7. Good Housekeeping	4,105,985	2,811,113	2,958,007	2,646,823	2,818,200
8. Woman's Day	3,942,887	4,183,328	4,672,871	5,511,377	4,922,570
9. McCall's	3,279,267	3,210,722	2,659,805	2,934,759	2,820,576
10. Woman's Home Companion	2,873,006	2,784,986	3,290,297	2,765,580	3,698,140

Source: Publishers' Information Bureau.
Year-end gross figures



. . . because more people read **LIFE**

More people read LIFE—every week—than read any other magazine. It has the largest circulation and audience ever achieved by any weekly or bi-weekly magazine.

FIRST in circulation	
1. **LIFE**	5,616,818
2. Saturday Evening Post	4,619,631
3. Look	4,062,994
4. Collier's	3,737,231

Source: Publishers' Interim Statement to ABC—Jan.-Sept., 1955

FIRST in readership	
1. **LIFE**	26,450,000
2. Look	18,050,000
3. Saturday Evening Post	14,050,000

Source: *A Study of Four Media*



Why do more people read **LIFE?**

Because...

LIFE gives people – of all ages – more of what they want!



MORE EXCITEMENT

LIFE unreels the news of the day in dramatic, on-the-spot picture stories. People, places, events leap to life under the vivid magic of the camera's eye, bringing readers back week after week.



MORE INFORMATION

LIFE brings into clear perspective the forces and people that shape today's news. It brings you a continuous parade of pictures and facts to enhance your knowledge of what's going on in the world.

MORE FUN

LIFE brings fun and surprise into the lives of millions of people. In the average community, LIFE reaches 3 out of 5 households.*



Year after year—people pay more to read **LIFE** *than any other magazine!*

AND

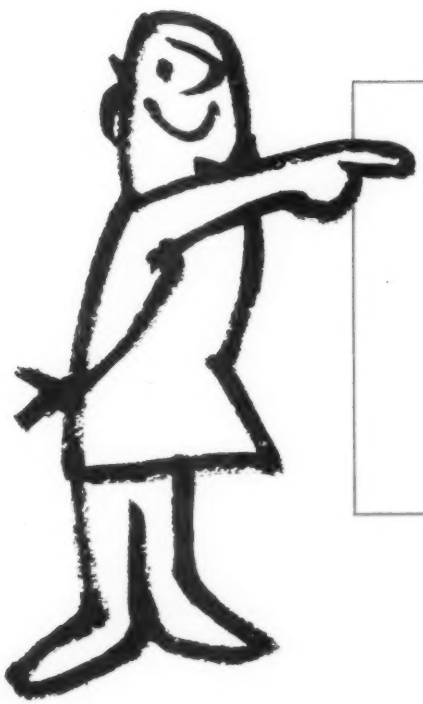
*Source: *A Study of the Household Accumulative Audience of LIFE.* (*A LIFE*-reading household is one which is reached by one or more of 13 issues.)

America's grocery retailers rank **LIFE** "tops" too!

In a just-completed survey by Audits and Surveys Company, Inc., 1711 grocery retailers were interviewed on the subject of national magazines and national magazine advertising. LIFE proved the overwhelming favorite of retailers in *every* volume bracket, by actual count of displays.

HERE ARE THE MAJOR RESULTS OF THE STUDY:

1. Advertising appearing in LIFE is—by 5 to 1—the advertising most often used for grocery store tie-in displays.
2. Grocery retailers pick LIFE as their first choice to carry advertising for the brands they sell.
3. More grocery retailers report reading LIFE than report reading any other magazine.
4. Grocery retailers report that the magazine most frequently talked about by manufacturers' salesmen is LIFE.



ONCE AGAIN THEN—
America's grocery retailers have accorded **LIFE** a most significant vote of confidence



Here's what 4 leading chain about **LIFE**

Irv Levinson, *Advertising Director of Wrigley's Stores, Inc., says,*

"It has always been a source of pleasant surprise to survey the results of an Advertised-in-LIFE promotion. Brand name...advertised in LIFE . . . promoted by Wrigley's is an unbeatable combination."



Left to Right: Wrigley Advertising Director Erwin Levinson, Vice President Sam Frankel, and Grocery Merchandiser Harold Phelps.



Left to Right: James G. Lee, Candy and Sundry Buyer; Harry E. Peterman, Advertising Manager; Louis B. Smith, Jr., Executive Vice President, Merchandise Sales Manager; Doran Zimmerman, Soaps, Supplies and Sundries Buyer; Gilbert Cole, Grocery Buyer; Charles E. Sellers, Purchasing.

L. B. Smith, Jr., *Executive Vice President of Thorofare Markets, Inc., says,*

"Thorofare brand promotions of the last two years brought 103% increase in over-all sales—attesting success of all-out support of national brands.

"Increases in LIFE-advertised products have been much greater over the same period. Our tie-in with LIFE's support of brand names helped us win our Retailer-of-the-Year award."

store executives have to say promotions . . .



Left to Right: Glenn Horsley, Head of Drug Sundries; L. G. Ghiglione, Head of Produce Department; Harry Anderson, Store Operations; J. C. Ernst, President; D. M. Murphy, Director of Public Relations; Frank Garland, Merchandising Coordinator; Janvier Lee, Head of Grocery Department.

D. M. Murphy, *Director of Public Relations for Lucky Stores, Inc., says,*

"Each year since 1949, Lucky's LIFE promotions have materially increased customer traffic and sales, as well as reminding our customers of the wide selection of nationally advertised foods we regularly stock."

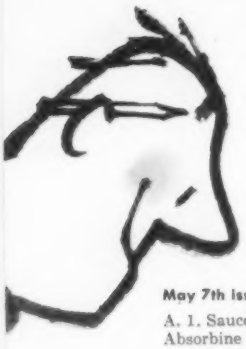


Left to Right: Harry Sandler, Vice President; George Edwards, Director of Grocery Division; Walter Halder, Grocery Buyer; Harold Bowerfind, Grocery Supervisor; James Powers, Grocery Buyer; John Livoti, Grocery Buyer.

Harry Sandler, *Vice President of Star Markets, says,*

"No advance planning for store promotions takes place at Star without consideration of forthcoming advertising in LIFE. LIFE is a potent force in helping us to plan our displays and promotions."

Look at the pre-selling job **LIFE** is doing for you!



Note how many of your fast-moving items are advertised in LIFE

May 7th issue

A. 1. Sauce—page, color
Absorbine Jr.—¼ page
Ace Combs—⅛ page
Anacin & Bisodol—⅛ page
Baker's Instant Cocoa—page, color
Borden's Products—page, c.
Campbell's Soup—page, color
Cheramy "April Showers" Cologne—½ page
Colgate Dental Cream—½ page
Dutch Masters Cigars—½ page
French's Mustard—page, color
French's Pet Foods—page, color
French's Worcestershire Sauce—⅛ page
General Foods Institutional—page, color
Gleem—page, color
Heinz Products—page
Hollywood Shoe Polish—14 lines
Jergens Lotion—page, color
Johnson's Carnu—page, c.
Kellogg's Frosted Flakes—page, color
Kent Cigarettes—page, color
Lucky Strike Cigarettes—page, color
Maybelline—¼ page
Minute Maid Frozen Orange Juice—page, color
Modess—page, color
Mum Mist—½ page
Murine—¼ page
Pepto-Bismol—¼ page, color
Philip Morris Cigarettes—page, color
Phillips' Milk of Magnesia—¼ page
Post Cereals—spread, color
Pulvex—28 lines
Pyrex—page, color
Sealtest Ice Cream—page, c.
Seven-Up—page, color
Sergeant's Dog Care Products—42 lines
Sleep Eze—28 lines
Stanback—84 lines
Tempo Meat Loaf Mix—14 lines
Toni Silver Curl—⅛ page
Tums—⅛ page
Visking Casings—spread, c.
Wine Advisory Board—¼ page, color
Winston Cigarettes—⅛ page

May 14th issue

Alka Seltzer—14 lines
American Meat Institute—page, color
Anacin & Outgro—⅛ page
Ballantine Ale—page, color
Bayer Aspirin—¼ page
Betty Crocker Cake Mixes—spread, color
Bluettes Household Gloves—¼ page, color
Brach Candy—page, color
Bufferin—page
Camel Cigarettes—page, c.
Cameo Copper Cleaner—¼ page, color
Carnation Evaporated Milk—page, color
Chef Boy-Ar-Dee—page, c.
Diamond Matches—page, c.
Finish—½ page, color
Florida Citrus Commission—page, color
Franco American Spaghetti Sauce with Meat—page, c.
Fresh Stick Deodorant—page, color
Friskies—page, color
Heinz Products—spread, c.
Hollywood Shoe Polish—14 lines
Ipana—page
Jaw Teasers—14 lines
Johnson & Johnson Band-Aid Plastic Strips—page, color
Kellogg's Corn Flakes—page, color
Keyes Paper Plates—page, c.
Kleenex—page, color
Kraft Italian Dressing—⅛ page
Libby Pineapple—page, color
Lustre-Net—spread, color
Marlboro Cigarettes—page
Modess—spread, color
Pabst Beer—page, color
Perkins Kool-Shake—page, c.
Pyrex—⅛ page
Richardson's Root Beer—½ page, color
Ronson Accessories—⅛ page
Schlitz Beer—page, color
Saf-T-Hed Thumb Tacks—14 lines
Saran Wrap—page, color
Schweppes Products—page, color
ScotTissue—page, color
Sergeant's Dog Care Products—42 lines
Snow Crop Frozen Foods—page, color
Super Ammident—½ page, c.
Sunsweet Prune Juice—¼ page
Swift Meats—page, color
Ting—84 lines
Toni Silver Curl—⅛ page
Tums—14 lines
Vitalis—page
Wildroot Cream Oil—½ page, color
Zud—14 lines

May 21st issue

Aero-Shave & 3-in-1 Oil—⅛ page
American Dairy Association—spread, color
Campbell's Soup—page, c.
Coca-Cola—page, color
Colgate-Palmolive, all products—spread, color
Dr. Scholl's Foot Powder—28 lines
Dr. West's Germ Fighter Toothbrush—page, color
Domino Sugar—page, color
Durkee's Famous Foods—½ page, color
Dutch Masters Cigars—½ page
Electric Companies Advertising Program—page
Falstaff Beer—page, color
French's Pet Foods—page, c.
Heinz Products—page, color
Helene Curtis Suave for Men—¼ page
Hollywood Shoe Polish—14 lines
Jell-O—page, color
Kellogg's Variety Pack—page, color
Kent Cigarettes—page, color
Life Savers—page, color
McCormick's Spices—page, c.
Miller High Life Beer—page, color
Mum Mist—½ page
Nytol—page
Oral B. Toothbrushes—⅛ page
Pearson Sakrin—page
Pepto-Bismol—¼ page, c.
Procter & Gamble Crest—page, color
Puss 'n Boots Cat Food—page, color
Rath Black Hawk Meats—page, color
S O S Cleaning Products—page
Sergeant's Dog Care Products—56 lines
Squibb Products—¼ page
Stanback—42 lines
Tampax—¼ page
Tempo Meat Loaf Mix—14 lines
Toni Silver Curl—⅛ page
Tums—½ page
Tweety Pops—½ page, color
Williams Lectric Shave—page
Wine Advisory Board—¼ page, color
Winston Cigarettes—⅛ page

May 28th issue

Alka Seltzer—14 lines
Anacin & Outgro—⅛ page
Bactine—½ page, color
Bayer Aspirin—page
Bluettes Household Gloves—¼ page, color
Bridgeport Aer*a*Sol Products—½ page
Budweiser Beer—page, color
Campbell's Soup—page, c.
Canada Dry Beer & Mixers—page, color
Chef Boy-Ar-Dee—page, c.
Colgate Dental Cream—½ page
Cutex Nail Enamel & Lipstick—page, color
Dr. Scholl's Foot Care Products—page, color
Ex-Lax—¼ page
French's Mustard—page, c.
Green Giant Peas & Mexicorn—spread, color
Hamm's Beer—spread, color
Hollywood Shoe Polish—14 lines
Jaw Teasers, Gum Products, Inc.—28 lines
Kellogg's Gro-Pup—¼ page
Kellogg's Special K—page, c.
Keyes Paper Plates—page, c.
Lea & Perrins Sauce—page, c.
Lemon Products Advisory Board—page, color
Mollé Deluxe Shave Cream—¼ page
Nesbitt's Orange Drink—½ page, color
Pablum—page, color
Pabst Beer—page, color
Pepsi Cola—page, color
Popsicle—page, color
Pulvex—28 lines
Pyrex—⅛ page
Schlitz Beer—page, color
ScotTissue—page, color
Sergeant's Dog Care Products—42 lines
Sta-Rite Hair Accessories—14 lines
Sunkist Lemons—spread, c.
Sunsweet Prune Juice—¼ page
Swift Meats—page, color
Tangee Lipstick—page, color
Tastee-Freez—page, color
Thermos Brand Vacuum Bottles, Outing Jugs & Ice Chests—page, color
Toni Silver Curl—⅛ page
Tums—¼ page
U. S. Brewers Foundation—page, color
Williams Kreml—¼ page
Williams Skol—spread, color
Winston Cigarettes—⅛ page

You sell more, faster with products . . .

ADVERTISED IN **LIFE**

General Merchandise Store Sales, 200 Leading Counties

SM Estimates, 1955, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	GENERAL MDSE. STORE SALES SM Est. (In thousands)	Rank in Group
Cook, Ill.	Chicago	1,386,186	1
New York, N. Y. (5 Counties)	New York City	1,204,826	2
Los Angeles, Cal.	Los Angeles	1,000,363	3
Philadelphia, Pa.	Philadelphia	565,823	4
Wayne, Mich.	Detroit	563,742	5
Suffolk, Mass.	Boston	357,301	6
Cuyahoga, Ohio	Cleveland	350,406	7
Allegheny, Pa.	Pittsburgh	334,171	8
Baltimore, Md.	Baltimore	304,787	9
St. Louis, Mo.	St. Louis	300,007	10
Jackson, Mo.	Kansas City	252,666	11
Fulton, Ga.	Atlanta	240,736	12
Dallas, Tex.	Dallas	225,365	13
District of Columbia	Washington	217,388	14
Hennepin, Minn.	Minneapolis	217,014	15
King, Wash.	Seattle	216,567	16
Milwaukee, Wisc.	Milwaukee	209,269	17
San Francisco, Cal.	San Francisco	194,334	18
Harris, Tex.	Houston	191,630	19
Essex, N. J.	Newark	183,488	20
Hamilton, Ohio	Cincinnati	178,381	21
Marion, Ind.	Indianapolis	175,210	22
Erie, N. Y.	Buffalo	174,629	23
Multnomah, Ore.	Portland	159,810	24
Orleans, La.	New Orleans	157,954	25
Alameda, Cal.	Oakland	153,073	26
Nassau, N. Y.	Hempstead Township	152,646	27
Middlesex, Mass.	Cambridge	151,559	28
Denver, Colo.	Denver	149,756	29
Tarrant, Tex.	Fort Worth	140,851	30
Shelby, Tenn.	Memphis	139,371	31
Franklin, Ohio	Columbus	130,323	32
Ramsey, Minn.	St. Paul	120,139	33
Hartford, Conn.	Hartford	116,762	34
Dade, Fla.	Miami	114,669	35
Oakland, Mich.	Pontiac	112,304	36
San Diego, Cal.	San Diego	104,222	37
Summit, Ohio	Akron	101,927	38
Montgomery, Ohio	Dayton	101,845	39
Monroe, N. Y.	Rochester	99,522	40
Providence, R. I.	Providence	99,128	41
Jefferson, Ky.	Louisville	97,222	42
Bergen, N. J.	Hackensack	95,689	43
Westchester, N. Y.	Yonkers	95,370	44
Bexar, Tex.	San Antonio	95,334	45
Henrico, Va.	Richmond	94,347	46
Oklahoma, Okla.	Oklahoma City	94,149	47
Jefferson, Ala.	Birmingham	92,820	48
Lucas, Ohio	Toledo	86,191	49
Fairfield, Conn.	Bridgeport	74,623	50
Albany, N. Y.	Albany	72,139	51
Lake, Ind.	Gary	71,967	52
New Haven, Conn.	New Haven	69,671	53
Guilford, N. C.	Greensboro	69,423	54
Salt Lake, Utah	Salt Lake City	69,196	55
Norfolk, Va.	Norfolk	68,789	56
Onondaga, N. Y.	Syracuse	67,627	57
Kent, Mich.	Grand Rapids	66,534	58
Essex, Mass.	Lynn	63,850	59
Sacramento, Cal.	Sacramento	63,113	60
Hampden, Mass.	Springfield	62,555	61
Davidson, Tenn.	Nashville	60,919	62
Mahoning, Ohio	Youngstown	60,338	63
Douglas, Nebr.	Omaha	59,999	64
Wayne, N. Y.	Newark	59,705	65
Delaware, Pa.	Chester	59,147	66
Worcester, Mass.	Worcester	59,020	67
Spokane, Wash.	Spokane	58,581	68
Union, N. J.	Elizabeth	58,040	69
Lehigh, Pa.	Allentown	55,494	70
Passaic, N. J.	Paterson	55,038	71
Pinellas, Fla.	St. Petersburg	54,916	72
Montgomery, Pa.	Lower Merion Township	54,900	73
Tulsa, Okla.	Tulsa	53,550	74
Allen, Ind.	Fort Wayne	53,160	75
Sedgwick, Kans.	Wichita	53,127	76
Santa Clara, Cal.	San Jose	52,975	77
Maricopa, Ariz.	Phoenix	52,635	78
Knox, Tenn.	Knoxville	52,265	79
Luzerne, Pa.	Wilkes-Barre	51,595	80
Arlington, Va.	Alexandria	51,572	81
New Castle, Del.	Wilmington	50,654	82
Mecklenberg, N. C.	Charlotte	50,546	83
Polk, Iowa	Des Moines	50,409	84
Mercer, N. J.	Trenton	50,239	85
Dauphin, Pa.	Harrisburg	49,529	86
Genesee, Mich.	Flint	48,168	87
Hudson, N. J.	Jersey City	47,967	88
El Paso, Tex.	El Paso	47,330	89
Hillsborough, Fla.	Tampa	46,540	90
Peoria, Ill.	Peoria	45,503	91
Montgomery, Md.	Rockville	45,135	92
San Bernardino, Cal.	San Bernardino	44,600	93
Pierce, Wash.	Tacoma	44,104	94
Duval, Fla.	Jacksonville	43,937	95
Kanawha, W. Va.	Charleston	43,360	96
Pulaski, Ark.	Little Rock	43,052	97
Norfolk, Mass.	Quincy	43,019	98
Ingham, Mich.	Lansing	41,077	99
Clay, Mo.	North Kansas City	40,668	100
St. Joseph, Ind.	South Bend	39,809	101
Stark, Ohio	Canton	39,679	102
York, Pa.	York	38,847	103
Cambria, Pa.	Johnstown	38,721	104
Erie, Pa.	Erie	38,484	105
Berks, Pa.	Reading	38,375	106
St. Louis, Minn.	Duluth	37,990	107
Kern, Cal.	Bakersfield	37,590	108
Broome, N. Y.	Binghamton	37,541	109
Lancaster, Pa.	Lancaster	37,470	110
Kane, Ill.	Aurora	37,007	111
Fresno, Cal.	Fresno	36,377	112
Lancaster, Nebr.	Lincoln	36,062	113
Camden, N. J.	Camden	35,483	114
Hamilton, Tenn.	Chattanooga	35,169	115
Orange, Cal.	Santa Ana	34,982	116
Lackawanna, Pa.	Scranton	34,846	117
Monmouth, N. J.	Asbury Park	34,685	118
Jefferson, Tex.	Beaumont	33,480	119
Bristol, Mass.	New Bedford	33,099	120
Mobile, Ala.	Mobile	32,915	121
Bernalillo, N. M.	Albuquerque	32,629	122
Suffolk, N. Y.	Patchogue	32,140	123
San Mateo, Cal.	San Mateo	32,122	124
Contra Costa, Cal.	Richmond	30,853	125
Greenville, S. C.	Greenville	30,582	126
Nueces, Tex.	Corpus Christi	30,467	127
Vanderburgh, Ind.	Evansville	30,334	128
Lake, Ill.	Waukegan	30,093	129
East Baton Rouge, La.	Baton Rouge	29,978	130
Schenectady, N. Y.	Schenectady	29,615	131
Ohio, W. Va.	Wheeling	29,530	132
Caddo, La.	Shreveport	29,492	133
Orange, Fla.	Orlando	29,448	134
Middlesex, N. J.	New Brunswick	28,971	135
Westmoreland, Pa.	Greensburg	28,962	136
Cumberland, Me.	Portland	28,756	137
Lubbock, Tex.	Lubbock	28,750	138
Winnebago, Ill.	Rockford	28,642	139
Wake, N. C.	Raleigh	27,828	140
Sangamon, Ill.	Springfield	27,796	141
Vigo, Ind.	Terre Haute	27,691	142
San Joaquin, Cal.	Stockton	26,732	143
Forsyth, N. C.	Winston-Salem	26,351	144
Pima, Ariz.	Tucson	26,209	145
Fayette, Pa.	Uniontown	26,205	146
Woodbury, Iowa	Sioux City	26,058	147
Travis, Tex.	Austin	25,890	148
Dane, Wisc.	Madison	25,628	149
Oneida, N. Y.	Utica	25,387	150
Richmond, Ga.	Augusta	24,975	151
Northampton, Pa.	Bethlehem	24,891	152
Scott, Iowa	Davenport	24,856	153
Dutchess, N. Y.	Poughkeepsie	24,809	154
Saginaw, Mich.	Saginaw	24,383	155
Montgomery, Ala.	Montgomery	24,286	156
Roanoke, Va.	Roanoke	23,967	157
Monterey, Cal.	Salinas	23,559	158
Muscogee, Ga.	Columbus	23,435	159
Cabell, W. Va.	Huntington	23,147	160
Niagara, N. Y.	Niagara Falls	22,946	161
Fayette, Ky.	Lexington	22,507	162
Clark, Ohio	Springfield	22,492	163
McLennan, Tex.	Waco	22,412	164
Broward, Fla.	Fort Lauderdale	22,350	165
Charleston, S. C.	Charleston	22,256	166
Will, Ill.	Joliet	22,215	167
Macon, Ill.	Decatur	22,208	168
Potter, Tex.	Amarillo	22,182	169
Richland, S. C.	Columbia	22,132	170
Yakima, Wash.	Yakima	22,131	171
Buncombe, N. C.	Asheville	22,119	172
Washington, Pa.	Washington	22,019	173
Riverside, Cal.	Riverside	21,823	174
Plymouth, Mass.	Brockton	21,642	175
Trumbull, Ohio	Warren	21,602	176
Bibb, Ga.	Macon	21,506	177
Hillsborough, N. H.	Manchester	20,920	178
Hinds, Miss.	Jackson	20,720	179
Butler, Ohio	Hamilton	20,666	180
Champaign, Ill.	Champaign	20,377	181
Shawnee, Kans.	Topeka	20,301	182
Muskegon, Mich.	Muskegon	20,168	183
Chatham, Ga.	Savannah	20,049	184
Lorain, Ohio	Lorain	19,931	185
Atlantic, N. J.	Atlantic City	19,902	186
Penobscot, Me.	Bangor	19,874	187
Allen, Ohio	Lima	19,697	188
Morris, N. J.	Morristown	19,659	189
Brown, Wisc.	Green Bay	19,602	190
Newport News, Va.	Newport News	19,590	191
Jefferson, Ohio	Steubenville	19,561	192
St. Clair, Ill.	East St. Louis	19,262	193
Beaver, Pa.	Beaver Falls	19,101	194
Rock Island, Ill.	Rock Island	18,954	195
Linn, Iowa	Cedar Rapids	18,784	196
Winnebago, Wisc.	Oshkosh	18,643	197
Orange, N. Y.	Newburgh	18,564	198
Outagamie, Wisc.	Appleton	18,494	199
Berkshire, Mass.	Pittsfield	18,470	200
Total Above Counties		17,585,444	
% of U. S. A.		73.1624	

Honolulu County, with General Merchandise Store Sales of $53,872 thousand, would rank 74 if included above.

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Apparel Store Sales, 200 Leading Counties

SM Estimates, 1955, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	APPAREL STORE SALES SM Estimate (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	1,277,583	1
Cook, Ill.	Chicago	857,253	2
Los Angeles, Cal.	Los Angeles	469,931	3
Philadelphia, Pa.	Philadelphia	249,950	4
Wayne, Mich.	Detroit	248,463	5
Essex, N. J.	Newark	130,907	6
Suffolk, Mass.	Boston	127,265	7
Cuyahoga, Ohio	Cleveland	117,549	8
San Francisco, Cal.	San Francisco	117,005	9
Allegheny, Pa.	Pittsburgh	115,917	10
Dade, Fla.	Miami	109,361	11
District of Columbia	Washington	107,978	12
Erie, N. Y.	Buffalo	100,853	13
Nassau, N. Y.	Hempstead Township	100,423	14
St. Louis, Mo.	St. Louis	96,104	15
Westchester, N. Y.	Yonkers	89,910	16
Baltimore, Md.	Baltimore	86,296	17
Harris, Tex.	Houston	83,170	18
Dallas, Tex.	Dallas	81,203	19
Milwaukee, Wisc.	Milwaukee	78,368	20
Hennepin, Minn.	Minneapolis	76,130	21
Middlesex, Mass.	Cambridge	75,859	22
Alameda, Cal.	Oakland	73,801	23
Hamilton, Ohio	Cincinnati	71,042	24
Jackson, Mo.	Kansas City	70,868	25
New Haven, Conn.	New Haven	69,719	26
Hudson, N. J.	Jersey City	63,685	27
Providence, R. I.	Providence	63,007	28
Orleans, La.	New Orleans	62,440	29
Fairfield, Conn.	Bridgeport	56,986	30
King, Wash.	Seattle	56,414	31
San Diego, Cal.	San Diego	55,568	32
Fulton, Ga.	Atlanta	54,829	33
Passaic, N. J.	Paterson	54,104	34
Hartford, Conn.	Hartford	53,987	35
Bexar, Tex.	San Antonio	53,681	36
Franklin, Ohio	Columbus	51,461	37
Bergen, N. J.	Hackensack	51,294	38
Monroe, N. Y.	Rochester	47,839	39
Norfolk, Va.	Norfolk	47,057	40
Essex, Mass.	Lynn	46,934	41
Worcester, Mass.	Worcester	44,670	42
Jefferson, Ky.	Louisville	44,021	43
Shelby, Tenn.	Memphis	43,396	44
Jefferson, Ala.	Birmingham	43,164	45
Oakland, Mich.	Pontiac	43,011	46
Denver, Colo.	Denver	42,634	47
Union, N. J.	Elizabeth	41,786	48
Davidson, Tenn.	Nashville	41,500	49
Multnomah, Ore.	Portland	40,466	50
Marion, Ind.	Indianapolis	38,389	51
Santa Clara, Cal.	San Jose	38,138	52
Bristol, Mass.	New Bedford	37,425	53
Montgomery, Ohio	Dayton	37,100	54
Duval, Fla.	Jacksonville	36,644	55
Onondaga, N. Y.	Syracuse	35,973	56
Lake, Ind.	Gary	35,954	57
Hampden, Mass.	Springfield	34,968	58
Ramsey, Minn.	St. Paul	33,817	59
Genesee, Mich.	Flint	32,152	60
Oklahoma, Okla.	Oklahoma City	31,955	61
Lucas, Ohio	Toledo	31,944	62
Albany, N. Y.	Albany	31,646	63
Tulsa, Okla.	Tulsa	30,834	64
Orange, Cal.	Santa Ana	30,559	65
Delaware, Pa.	Chester	30,055	66
Douglas, Nebr.	Omaha	29,656	67
Norfolk, Mass.	Quincy	29,509	68
Tarrant, Tex.	Fort Worth	28,294	69
Mercer, N. J.	Trenton	27,977	70
Suffolk, N. Y.	Patchogue	27,766	71
Sacramento, Cal.	Sacramento	27,759	72
Middlesex, N. J.	New Brunswick	27,733	73
Orange, Fla.	Orlando	27,672	74
New Castle, Del.	Wilmington	26,750	75
Sedgwick, Kans.	Wichita	26,530	76
Henrico, Va.	Richmond	26,110	77
Montgomery, Pa.	Lower Merion Township	25,837	78
Luzerne, Pa.	Wilkes-Barre	25,644	79
Summit, Ohio	Akron	25,318	80
Kent, Mich.	Grand Rapids	25,126	81
Maricopa, Ariz.	Phoenix	24,922	82
Fresno, Cal.	Fresno	24,728	83
Broward, Fla.	Fort Lauderdale	24,249	84
Stark, Ohio	Canton	24,215	85
Westmoreland, Pa.	Greensburg	23,216	86
Caddo, La.	Shreveport	22,982	87
Palm Beach, Fla.	West Palm Beach	22,934	88
Dauphin, Pa.	Harrisburg	21,925	89
Berks, Pa.	Reading	20,824	90
Salt Lake, Utah	Salt Lake City	20,745	91
Vanderburgh, Ind.	Evansville	20,538	92
Monmouth, N. J.	Asbury Park	20,356	93
Polk, Iowa	Des Moines	20,321	94
El Paso, Tex.	El Paso	20,130	95
Camden, N. J.	Camden	20,036	96
San Mateo, Cal.	San Mateo	19,854	97
Lackawanna, Pa.	Scranton	19,696	98
Oneida, N. Y.	Utica	19,676	99
Mahoning, Ohio	Youngstown	19,379	100
St. Joseph, Ind.	South Bend	19,131	101
Mecklenberg, N. C.	Charlotte	19,070	102
Mobile, Ala.	Mobile	19,028	103
Hillsborough, Fla.	Tampa	18,962	104
San Bernardine, Cal.	San Bernardine	18,830	105
Jefferson, Tex.	Beaumont	18,740	106
Atlantic, N. J.	Atlantic City	18,571	107
Guilford, N. C.	Greensboro	18,456	108
Lake, Ill.	Waukegan	17,973	109
Northampton, Pa.	Bethlehem	17,888	110
Allen, Ind.	Fort Wayne	17,797	111
Arlington, Va.	Alexandria	17,752	112
St. Louis, Minn.	Duluth	17,685	113
Travis, Tex.	Austin	17,579	114
Hamilton, Tenn.	Chattanooga	17,495	115
Spokane, Wash.	Spokane	17,222	116
San Joaquin, Cal.	Stockton	17,097	117
Ingham, Mich.	Lansing	16,870	118
East Baton Rouge, La.	Baton Rouge	16,819	119
Pinellas, Fla.	St. Petersburg	16,793	120
Erie, Pa.	Erie	16,707	121
Dane, Wisc.	Madison	16,623	122
Potter, Tex.	Amarillo	16,612	123
Niagara, N. Y.	Niagara Falls	16,536	124
Lehigh, Pa.	Allentown	16,302	125
Rensselaer, N. Y.	Troy	16,132	126
Kanawha, W. Va.	Charleston	16,053	127
Contra Costa, Cal.	Richmond	15,931	128
Saginaw, Mich.	Saginaw	15,861	129
York, Pa.	York	15,668	130
Pima, Ariz.	Tucson	15,169	131
Hillsborough, N. H.	Manchester	15,131	132
Peoria, Ill.	Peoria	15,063	133
Roanoke, Va.	Roanoke	14,885	134
Riverside, Cal.	Riverside	14,809	135
Lancaster, Pa.	Lancaster	14,638	136
Broome, N. Y.	Binghamton	14,606	137
Washington, Pa.	Washington	14,603	138
Plymouth, Mass.	Brockton	14,492	139
Bernalillo, N. M.	Albuquerque	14,278	140
Schenectady, N. Y.	Schenectady	14,275	141
Winnebago, Ill.	Rockford	14,154	142
Charleston, S. C.	Charleston	14,151	143
Chatham, Ga.	Savannah	14,137	144
Forsyth, N. C.	Winston-Salem	14,127	145
Montgomery, Ala.	Montgomery	14,090	146
Richland, S. C.	Columbia	14,032	147
Knox, Tenn.	Knoxville	13,996	148
Schuylkill, Pa.	Pottsville	13,791	149
Washtenaw, Mich.	Ann Arbor	13,696	150
Pierce, Wash.	Tacoma	13,600	151
Orange, N. Y.	Newburgh	13,552	152
Kern, Cal.	Bakersfield	13,522	153
Montgomery, Md.	Rockville	13,439	154
Muskogee, Ga.	Columbus	13,306	155
Fayette, Ky.	Lexington	13,202	156
Hinds, Miss.	Jackson	13,084	157
Beaver, Pa.	Beaver Falls	13,040	158
Morris, N. J.	Morristown	12,819	159
Pulaski, Ark.	Little Rock	12,806	160
Lorain, Ohio	Lorain	12,533	161
Cumberland, Me.	Portland	12,321	162
Newport News, Va.	Newport News	12,063	163
Sangamon, Ill.	Springfield	11,984	164
Kane, Ill.	Aurora	11,941	165
Berkshire, Mass.	Pittsfield	11,890	166
Santa Barbara, Cal.	Santa Barbara	11,748	167
Linn, Iowa	Cedar Rapids	11,698	168
Clark, Nev.	Las Vegas	11,613	169
Nueces, Tex.	Corpus Christi	11,496	170
Macomb, Mich.	Mount Clemens	11,392	171
Wake, N. C.	Raleigh	11,226	172
St. Clair, Ill.	East St. Louis	11,188	173
Greenville, S. C.	Greenville	11,061	174
Stanislaus, Cal.	Modesto	11,068	175
Lancaster, Nebr.	Lincoln	11,048	176
Madison, Ill.	Alton	11,021	177
Bibb, Ga.	Macon	10,998	178
Chautauqua, N. Y.	Jamestown	10,904	179
El Paso, Colo.	Colorado Springs	10,836	180
Monterey, Cal.	Salinas	10,814	181
Richmond, Ga.	Augusta	10,801	182
Butler, Ohio	Hamilton	10,793	183
Kalamazoo, Mich.	Kalamazoo	10,648	184
Lubbock, Tex.	Lubbock	10,603	185
Cabell, W. Va.	Huntington	10,588	186
New London, Conn.	New London	10,381	187
Galveston, Tex.	Galveston	10,360	188
Trumbull, Ohio	Warren	10,221	189
Shawnee, Kans.	Topeka	10,180	190
Dutchess, N. Y.	Poughkeepsie	10,051	191
Wichita, Tex.	Wichita Falls	9,994	192
Jackson, Mich.	Jackson	9,852	193
Ohio, W. Va.	Wheeling	9,840	194
Polk, Fla.	Lakeland	9,825	195
Escambia, Fla.	Pensacola	9,720	196
Ventura, Cal.	Ventura	9,417	197
Chester, Pa.	West Chester	9,387	198
Will, Ill.	Joliet	9,216	199
Cambria, Pa.	Johnstown	9,015	200
Total Above Counties		8,725,755	
% of U. S. A.		74.1163	

Honolulu County, with Apparel Store Sales of $22,866 thousand would rank 89 if included above.

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"THE SERVICE MAGAZINE FOR YOUNG-WOMEN-UNDER-20"

facts about SEVENTEEN

editorial interest...Service magazine: Fiction, Fashion, Amusements, Beauty, Food, Home Furnishings, Cultural, General Topics.

cover price...35c—Issued monthly.

circulation...961,512 ABC, June, 1955. 80% Newsstand. Highest potential market saturation, any magazine.

total teen audience...2,650,000. Every third U. S. teen girl every month; 75% of all teen girls within 3 issues.*

reader ages...13-19: 90%—15-19; 73%—16-19. Average age 17.1.*

occupation...83% in high school, college. 43% work full or part time (the national average for all women).

personal income...$10.03 per week—average of all 2⅔ million readers. Totals $1.3 billion yearly.

family income...9 highest, all 52 publications.†

all-age female audience...Largest, teens thru adult women, per 100 copies.†

advertising readership...Highest, by women, all magazines.†

advertising linage...First among all women's monthly magazines, January-December, 1955 (Printers' Ink).

rates...B & W Page $3125; 4-color $4650. Cost/M, B & W $3.25; 4-color $4.84.

printing...Rotogravure. No plates required.

special teacher supplement...17,000 Home Economics teachers pay for subscriptions to Seventeen...receive (plus the magazine) SEVENTEEN-AT-SCHOOL (lesson plan-book based on Seventeen's contents)...use it (along with Seventeen) in teaching a total of 1,360,000 students.

SOURCES: *Gilbert Readership Survey, 1955; †Starch Reports, November, 1955.

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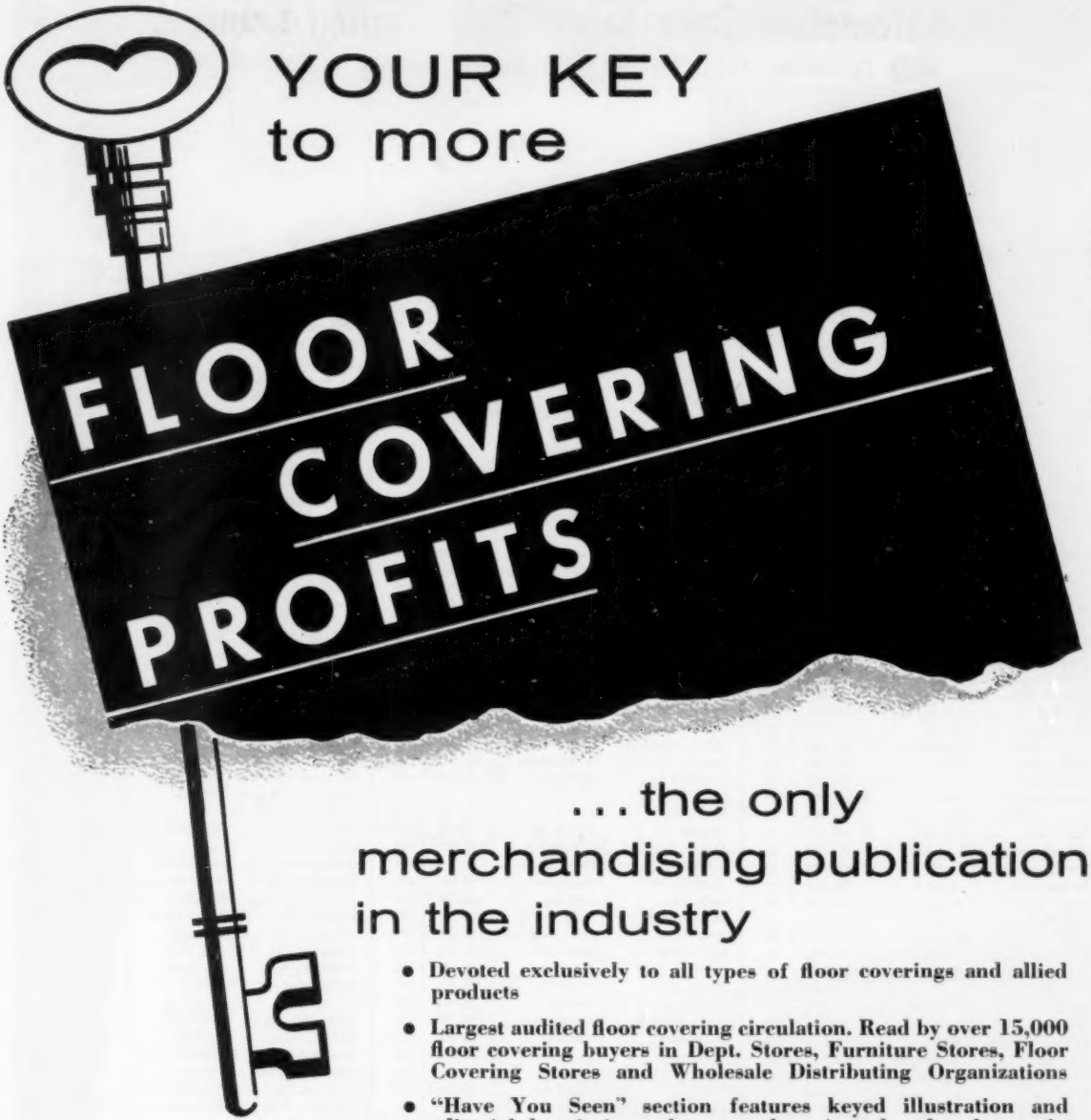
Furniture-Household-Radio Store Sales, 200 Leading Counties

SM Estimates, 1955, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	FURN.-HOUSE.-RADIO STORE SALES SM Est. (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	847,077	1
Los Angeles, Cal.	Los Angeles	495,042	2
Cook, Ill.	Chicago	320,374	3
Wayne, Mich.	Detroit	197,225	4
Philadelphia, Pa.	Philadelphia	142,221	5
Cuyahoga, Ohio	Cleveland	105,088	6
Allegheny, Pa.	Pittsburgh	100,444	7
St. Louis, Mo.	St. Louis	93,328	8
San Francisco, Cal.	San Francisco	81,147	9
Alameda, Cal.	Oakland	78,817	10
Baltimore, Md.	Baltimore	78,210	11
Nassau, N. Y.	Hempstead Township	77,618	12
Essex, N. J.	Newark	75,428	13
District of Columbia	Washington	70,911	14
Harris, Tex.	Houston	68,167	15
Dade, Fla.	Miami	66,551	16
Suffolk, Mass.	Boston	64,069	17
Milwaukee, Wisc.	Milwaukee	63,536	18
Erie, N. Y.	Buffalo	61,645	19
Westchester, N. Y.	Yonkers	59,356	20
Middlesex, Mass.	Cambridge	55,383	21
San Diego, Cal.	San Diego	56,842	22
Hennepin, Minn.	Minneapolis	55,847	23
Hamilton, Ohio	Cincinnati	54,366	24
New Haven, Conn.	New Haven	45,381	25
King, Wash.	Seattle	43,390	26
Marion, Ind.	Indianapolis	46,605	27
Hartford, Conn.	Hartford	45,201	28
Fairfield, Conn.	Bridgeport	45,376	29
Dallas, Tex.	Dallas	45,637	30
Jackson, Mo.	Kansas City	45,343	31
Sacramento, Cal.	Sacramento	44,542	32
Hudson, N. J.	Jersey City	44,515	33
Denver, Colo.	Denver	43,813	34
Orleans, La.	New Orleans	42,847	35
Union, N. J.	Elizabeth	41,724	36
Bergen, N. J.	Hackensack	38,729	37
Santa Clara, Cal.	San Jose	38,421	38
Fulton, Ga.	Atlanta	37,435	39
Multnomah, Ore.	Portland	36,562	40
Monroe, N. Y.	Rochester	36,538	41
Maricopa, Ariz.	Phoenix	35,406	42
Genesee, Mich.	Flint	34,751	43
Passaic, N. J.	Paterson	34,532	44
Franklin, Ohio	Columbus	34,428	45
Norfolk, Va.	Norfolk	34,029	46
Worcester, Mass.	Worcester	33,586	47
Oakland, Mich.	Pontiac	33,237	48
Jefferson, Ky.	Louisville	32,570	49
Montgomery, Ohio	Dayton	32,311	50
Lucas, Ohio	Toledo	31,924	51
Providence, R. I.	Providence	30,128	52
Shelby, Tenn.	Memphis	29,327	53
Jefferson, Ala.	Birmingham	29,268	54
Orange, Cal.	Santa Ana	28,812	55
Lake, Ind.	Gary	28,548	56
Essex, Mass.	Lynn	28,394	57
Summit, Ohio	Akron	27,285	58
Fresno, Cal.	Fresno	26,717	59
Duval, Fla.	Jacksonville	25,978	60
Ramsey, Minn.	St. Paul	25,956	61
Hampden, Mass.	Springfield	25,481	62
San Bernardino, Cal.	San Bernardino	25,267	63
Montgomery, Pa.	Lower Merion Township	25,165	64
Bexar, Tex.	San Antonio	25,085	65
Oklahoma, Okla.	Oklahoma City	24,880	66
Stark, Ohio	Canton	24,556	67
Douglas, Nebr.	Omaha	24,379	68
Bristol, Mass.	New Bedford	23,499	69
Sedgwick, Kans.	Wichita	23,368	70
Camden, N. J.	Camden	22,535	71
Tulsa, Okla.	Tulsa	22,383	72
Tarrant, Tex.	Fort Worth	22,337	73
Mahoning, Ohio	Youngstown	22,155	74
Salt Lake, Utah	Salt Lake City	21,997	75
Kent, Mich.	Grand Rapids	21,603	76
Contra Costa, Cal.	Richmond	21,260	77
Mercer, N. J.	Trenton	21,200	78
New Castle, Del.	Wilmington	21,028	79
Luzerne, Pa.	Wilkes-Barre	19,941	80
Middlesex, N. J.	New Brunswick	19,885	81
San Mateo, Cal.	San Mateo	19,810	82
Suffolk, N. Y.	Patchogue	19,809	83
Henrico, Va.	Richmond	19,808	84
Broward, Fla.	Fort Lauderdale	19,458	85
Albany, N. Y.	Albany	19,284	86
Onondaga, N. Y.	Syracuse	19,183	87
Delaware, Pa.	Chester	18,926	88
Davidson, Tenn.	Nashville	18,624	89
Hillsborough, Fla.	Tampa	18,507	90
Westmoreland, Pa.	Greensburg	18,395	91
Palm Beach, Fla.	West Palm Beach	18,042	92
Berks, Pa.	Reading	18,020	93
York, Pa.	York	17,757	94
El Paso, Tex.	El Paso	17,611	95
Pierce, Wash.	Tacoma	17,418	96
Polk, Iowa	Des Moines	16,962	97
Kern, Cal.	Bakersfield	16,850	98
Spokane, Wash.	Spokane	16,713	99
Monmouth, N. J.	Asbury Park	16,704	100
St. Joseph, Ind.	South Bend	16,607	101
Winnebago, Ill.	Rockford	16,418	102
Lackawanna, Pa.	Scranton	15,453	103
Hamilton, Tenn.	Chattanooga	15,312	104
Lehigh, Pa.	Allentown	14,954	105
Lancaster, Pa.	Lancaster	14,893	106
Allen, Ind.	Fort Wayne	14,878	107
San Joaquin, Cal.	Stockton	14,739	108
Mobile, Ala.	Mobile	14,719	109
Bernalillo, N. M.	Albuquerque	14,715	110
Erie, Pa.	Erie	14,670	111
Caddo, La.	Shreveport	14,564	112
Richland, S. C.	Columbia	14,557	113
Peoria, Ill.	Peoria	14,422	114
Norfolk, Mass.	Quincy	14,284	115
Dauphin, Pa.	Harrisburg	14,275	116
Riverside, Cal.	Riverside	14,269	117
Jefferson, Tex.	Beaumont	14,094	118
Orange, Fla.	Orlando	13,960	119
Chester, Pa.	West Chester	13,893	120
Newport News, Va.	Newport News	13,866	121
Pinellas, Fla.	St. Petersburg	13,796	122
Guilford, N. C.	Greensboro	13,727	123
East Baton Rouge, La.	Baton Rouge	13,673	124
Vanderburgh, Ind.	Evansville	13,480	125
Oneida, N. Y.	Utica	13,413	126
Shawnee, Kans.	Topeka	13,259	127
Arlington, Va.	Alexandria	13,154	128
Northampton, Pa.	Bethlehem	13,062	129
Mecklenberg, N. C.	Charlotte	13,060	130
Beaver, Pa.	Beaver Falls	13,056	131
Kanawha, W. Va.	Charleston	13,020	132
Lorain, Ohio	Lorain	12,946	133
Greenville, S. C.	Greenville	12,770	134
Linn, Iowa	Cedar Rapids	12,736	135
St. Louis, Minn.	Duluth	12,576	136
Charleston, S. C.	Charleston	12,523	137
Travis, Tex.	Austin	12,306	138
Kalamazoo, Mich.	Kalamazoo	12,300	139
Knox, Tenn.	Knoxville	12,190	140
Lake, Ill.	Waukegan	12,101	141
Sangamon, Ill.	Springfield	12,022	142
Butler, Ohio	Hamilton	11,992	143
Pima, Ariz.	Tucson	11,964	144
Dane, Wisc.	Madison	11,830	145
Pulaski, Ark.	Little Rock	11,792	146
Broome, N. Y.	Binghamton	11,503	147
Washington, Pa.	Washington	11,498	148
Niagara, N. Y.	Niagara Falls	11,454	149
St. Clair, Ill.	East St. Louis	11,433	150
Bucks, Pa.	Bristol	11,296	151
Morris, N. J.	Morristown	11,264	152
Macomb, Mich.	Mount Clemens	11,247	153
Madison, Ill.	Alton	11,163	154
Trumbull, Ohio	Warren	11,098	155
Orange, N. Y.	Newburgh	11,085	156
Santa Barbara, Cal.	Santa Barbara	10,870	157
Muscogee, Ga.	Columbus	10,710	158
Ingham, Mich.	Lansing	10,610	159
Saginaw, Mich.	Saginaw	10,490	160
Solano, Cal.	Vallejo	10,297	161
Kane, Ill.	Aurora	10,295	162
Polk, Fla.	Lakeland	10,107	163
Roanoke, Va.	Roanoke	10,088	164
Nueces, Tex.	Corpus Christi	10,066	165
Forsyth, N. C.	Winston-Salem	10,059	166
Chatham, Ga.	Savannah	9,986	167
New London, Conn.	New London	9,914	168
Lane, Ore.	Eugene	9,830	169
Lubbock, Tex.	Lubbock	9,805	170
Ventura, Cal.	Ventura	9,751	171
El Paso, Colo.	Colorado Springs	9,742	172
Montgomery, Ala.	Montgomery	9,650	173
Atlantic, N. J.	Atlantic City	9,612	174
Potter, Tex.	Amarillo	9,590	175
Bay, Mich.	Bay City	9,580	176
Hillsborough, N. H.	Manchester	9,431	177
Plymouth, Mass.	Brockton	9,306	178
Tulare, Cal.	Visalia	9,219	179
Cumberland, Me.	Portland	8,922	180
Richmond, Ga.	Augusta	8,813	181
Racine, Wisc.	Racine	8,753	182
Schenectady, N. Y.	Schenectady	8,699	183
Black Hawk, Iowa	Waterloo	8,670	184
Wyandotte, Kans.	Kansas City	8,659	185
Schuylkill, Pa.	Pottsville	8,531	186
Calhoun, Mich.	Battle Creek	8,469	187
Rensselaer, N. Y.	Troy	8,442	188
Wake, N. C.	Raleigh	8,364	189
Washtenaw, Mich.	Ann Arbor	8,361	190
Hinds, Miss.	Jackson	8,332	191
Lancaster, Nebr.	Lincoln	8,328	192
Muskegon, Mich.	Muskegon	8,318	193
Mercer, Pa.	Sharon	8,317	194
Lawrence, Pa.	New Castle	8,299	195
Ohio, W. Va.	Wheeling	8,296	196
Cabell, W. Va.	Huntington	8,288	197
Berrien, Mich.	Benton Harbor	8,203	198
Berkshire, Mass.	Pittsfield	8,183	199
Stanislaus, Cal.	Modesto	8,142	200
Total Above Counties		8,475,067	
% of U. S. A.		68.0493	

Honolulu County, with Furniture-Household-Radio Store Sales of $20,299 thousand, would rank 80 if included above.

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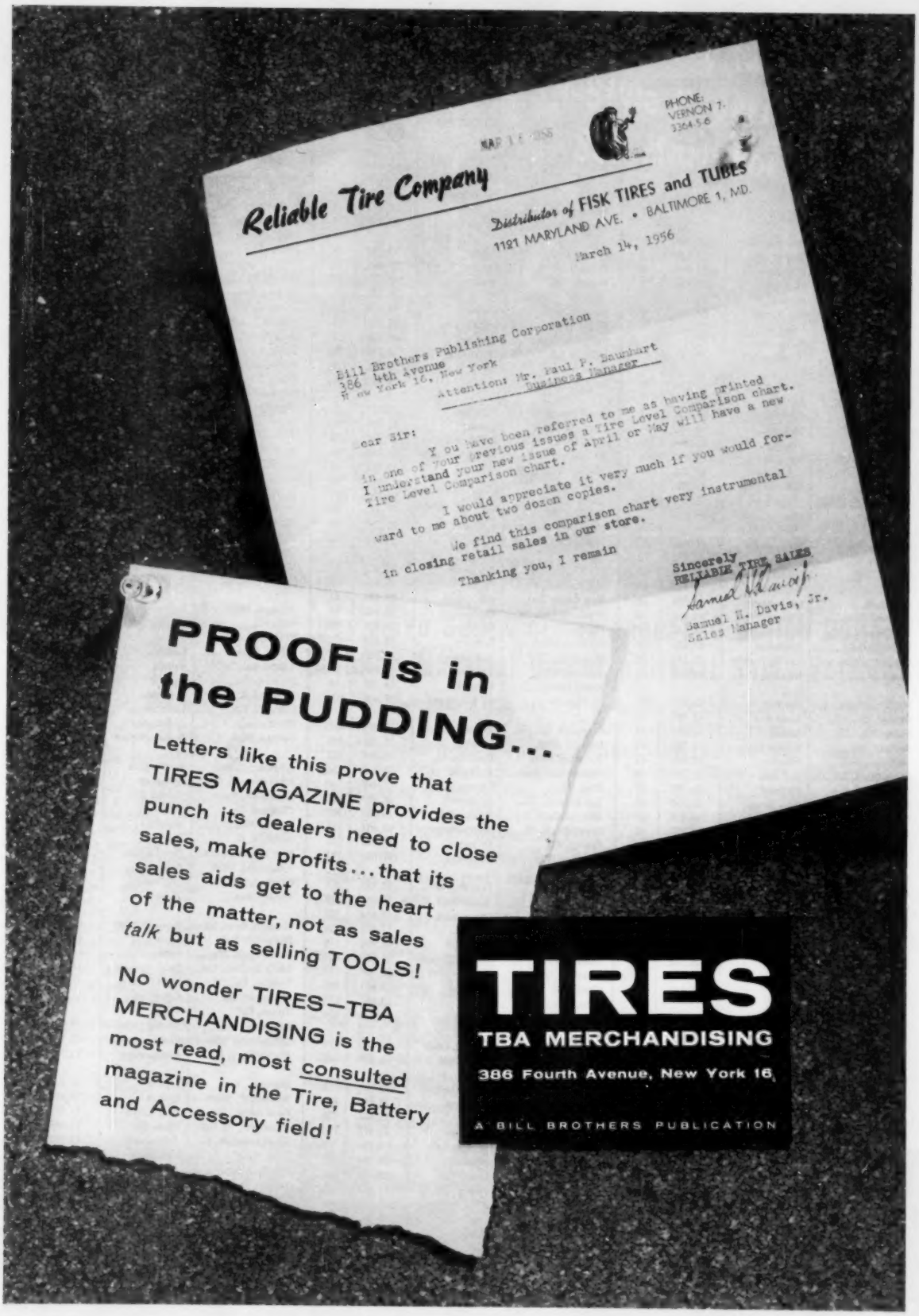
Automotive Store Sales, 200 Leading Counties

SM Estimates, 1955, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	AUTOMOTIVE SALES SM Est. (in thousands)	Rank in Group
Los Angeles, Cal.	Los Angeles	1,507,032	1
Cook, Ill.	Chicago	1,071,931	2
New York, N. Y. (5 Counties)	New York City	895,882	3
Wayne, Mich.	Detroit	887,190	4
Cuyahoga, Ohio	Cleveland	378,303	5
Philadelphia, Pa.	Philadelphia	372,604	6
St. Louis, Mo.	St. Louis	328,563	7
Allegheny, Pa.	Pittsburgh	313,989	8
Dallas, Tex.	Dallas	306,068	9
Harris, Tex.	Houston	281,344	10
Nassau, N. Y.	Hempstead Township	266,761	11
Middlesex, Mass.	Cambridge	237,631	12
Baltimore, Md.	Baltimore	235,971	13
Dade, Fla.	Miami	230,577	14
District of Columbia	Washington	228,813	15
Erie, N. Y.	Buffalo	215,774	16
Milwaukee, Wisc.	Milwaukee	216,440	17
Essex, N. J.	Newark	215,641	18
Hamilton, Ohio	Cincinnati	199,557	19
Marion, Ind.	Indianapolis	195,367	20
Alameda, Cal.	Oakland	195,258	21
San Francisco, Cal.	San Francisco	194,668	22
Westchester, N. Y.	Yonkers	189,397	23
Hennepin, Minn.	Minneapolis	188,405	24
San Diego, Cal.	San Diego	182,303	25
King, Wash.	Seattle	165,873	26
Jackson, Mo.	Kansas City	165,695	27
Suffolk, Mass.	Boston	164,890	28
Fulton, Ga.	Atlanta	154,780	29
Denver, Colo.	Denver	153,593	30
Oakland, Mich.	Pontiac	151,555	31
Shelby, Tenn.	Memphis	148,541	32
Jefferson, Ky.	Louisville	147,630	33
Tarrant, Tex.	Fort Worth	147,269	34
Hartford, Conn.	Hartford	145,483	35
Jefferson, Ala.	Birmingham	141,745	36
Franklin, Ohio	Columbus	140,631	37
Fairfield, Conn.	Bridgeport	138,244	38
New Haven, Conn.	New Haven	138,194	39
Bergen, N. J.	Hackensack	137,977	40
Monroe, N. Y.	Rochester	137,961	41
Multnomah, Ore.	Portland	137,034	42
Genesee, Mich.	Flint	128,181	43
Duval, Fla.	Jacksonville	126,091	44
Providence, R. I.	Providence	125,992	45
Bexar, Tex.	San Antonio	126,944	46
Summit, Ohio	Akron	122,901	47
Montgomery, Ohio	Dayton	118,679	48
Worcester, Mass.	Worcester	115,168	49
Orleans, La.	New Orleans	109,412	50
Lucas, Ohio	Toledo	108,140	51
Oklahoma, Okla.	Oklahoma City	106,755	52
Union, N. J.	Elizabeth	106,648	53
Maricopa, Ariz.	Phoenix	104,208	54
Montgomery, Pa.	Lower Merion Township	104,107	55
Onondaga, N. Y.	Syracuse	101,079	56
Tulsa, Okla.	Tulsa	100,676	57
Lake, Ind.	Gary	100,173	58
Essex, Mass.	Lynn	98,906	59
Norfolk, Va.	Norfolk	97,580	60
Santa Clara, Cal.	San Jose	95,126	61
Norfolk, Mass.	Quincy	95,105	62
Sedgwick, Kans.	Wichita	93,736	63
Suffolk, N. Y.	Patchogue	93,421	64
Douglas, Nebr.	Omaha	91,306	65
Hudson, N. J.	Jersey City	91,286	66
Passaic, N. J.	Paterson	90,627	67
Davidson, Tenn.	Nashville	89,832	68
Delaware, Pa.	Chester	89,355	69
Orange, Cal.	Santa Ana	88,791	70
Kent, Mich.	Grand Rapids	84,854	71
Hampden, Mass.	Springfield	84,798	72
Sacramento, Cal.	Sacramento	84,562	73
Salt Lake, Utah	Salt Lake City	83,906	74
San Bernardino, Cal.	San Bernardino	80,440	75
Polk, Iowa	Des Moines	79,992	76
Camden, N. J.	Camden	79,970	77
Ramsey, Minn.	St. Paul	79,617	78
Hillsborough, Fla.	Tampa	78,667	79
Stark, Ohio	Canton	77,823	80
San Mateo, Cal.	San Mateo	72,028	81
Bristol, Mass.	New Bedford	70,621	82
Arlington, Va.	Alexandria	69,823	83
Contra Costa, Cal.	Richmond	69,403	84
Middlesex, N. J.	New Brunswick	69,089	85
Henrico, Va.	Richmond	69,038	86
Ingham, Mich.	Lansing	67,972	87
Macomb, Mich.	Mount Clemens	66,667	88
Berks, Pa.	Reading	62,724	89
Lancaster, Pa.	Lancaster	62,160	90
Spokane, Wash.	Spokane	62,018	91
Mercer, N. J.	Trenton	61,342	92
Allen, Ind.	Fort Wayne	61,299	93
Albany, N. Y.	Albany	60,967	94
Erie, Pa.	Erie	60,610	95
Pinellas, Fla.	St. Petersburg	60,155	96
Mahoning, Ohio	Youngstown	59,592	97
Westmoreland, Pa.	Greensburg	59,342	98
Luzerne, Pa.	Wilkes-Barre	58,321	99
Pulaski, Ark.	Little Rock	58,045	100
Fresno, Cal.	Fresno	57,621	101
Dauphin, Pa.	Harrisburg	57,475	102
El Paso, Tex.	El Paso	57,087	103
Montgomery, Md.	Rockville	56,909	104
Kanawha, W. Va.	Charleston	56,867	105
Kern, Cal.	Bakersfield	56,186	106
Monmouth, N. J.	Asbury Park	56,137	107
Broward, Fla.	Fort Lauderdale	56,056	108
San Joaquin, Cal.	Stockton	55,810	109
Jefferson, Tex.	Beaumont	55,237	110
Mobile, Ala.	Mobile	55,222	111
Saginaw, Mich.	Saginaw	55,048	112
Bernalillo, N. M.	Albuquerque	54,566	113
Knox, Tenn.	Knoxville	54,342	114
York, Pa.	York	54,014	115
Mecklenberg, N. C.	Charlotte	53,943	116
Lake, Ill.	Waukegan	53,416	117
Peoria, Ill.	Peoria	53,294	118
Lubbock, Tex.	Lubbock	52,842	119
Pierce, Wash.	Tacoma	52,442	120
Potter, Tex.	Amarillo	52,264	121
Nueces, Tex.	Corpus Christi	51,908	122
Caddo, La.	Shreveport	51,733	123
Orange, Fla.	Orlando	51,725	124
Wyandotte, Kans.	Kansas City	51,193	125
St. Joseph, Ind.	South Bend	50,673	126
New Castle, Del.	Wilmington	50,292	127
Guilford, N. C.	Greensboro	49,530	128
Bucks, Pa.	Bristol	49,132	129
Riverside, Cal.	Riverside	48,935	130
East Baton Rouge, La.	Baton Rouge	48,392	131
Kane, Ill.	Aurora	47,796	132
Hamilton, Tenn.	Chattanooga	47,595	133
St. Louis, Minn.	Duluth	47,485	134
Oneida, N. Y.	Utica	46,379	135
Niagara, N. Y.	Niagara Falls	46,264	136
Prince Georges, Md.	Hyattsville	46,013	137
Madison, Ill.	Alton	45,817	138
Dane, Wisc.	Madison	45,725	139
Broome, N. Y.	Binghamton	45,694	140
St. Clair, Ill.	East St. Louis	45,281	141
Palm Beach, Fla.	West Palm Beach	45,279	142
Lehigh, Pa.	Allentown	45,239	143
Washington, Pa.	Washington	45,233	144
Winnebago, Ill.	Rockford	45,201	145
Orange, N. Y.	Newburgh	45,005	146
Lorain, Ohio	Lorain	44,202	147
Hinds, Miss.	Jackson	43,698	148
Washtenaw, Mich.	Ann Arbor	42,665	149
Plymouth, Mass.	Brockton	42,263	150
Du Page, Ill.	Elmhurst	42,227	151
Montgomery, Ala.	Montgomery	41,631	152
Richland, S. C.	Columbia	41,524	153
Morris, N. J.	Morristown	41,385	154
Greenville, S. C.	Greenville	40,894	155
Kalamazoo, Mich.	Kalamazoo	40,806	156
Butler, Ohio	Hamilton	40,204	157
Newport News, Va.	Newport News	40,139	158
Travis, Tex.	Austin	39,506	159
Pima, Ariz.	Tucson	39,356	160
Lackawanna, Pa.	Scranton	38,695	161
Beaver, Pa.	Beaver Falls	37,968	162
Chester, Pa.	West Chester	37,875	163
Trumbull, Ohio	Warren	37,487	164
Ventura, Cal.	Ventura	37,273	165
Wake, N. C.	Raleigh	36,989	166
Polk, Fla.	Lakeland	36,710	167
Wichita, Tex.	Wichita Falls	36,495	168
McLennan, Tex.	Waco	36,282	169
Cumberland Me.	Portland	33,922	170
Cambria, Pa.	Johnstown	35,512	171
Lane, Ore.	Eugene	34,881	172
New London, Conn.	New London	34,605	173
Hillsborough, N. H.	Manchester	34,577	174
Northampton, Pa.	Bethlehem	34,319	175
Dutchess, N. Y.	Poughkeepsie	34,051	176
Muscogee, Ga.	Columbus	34,008	177
Sangamon, Ill.	Springfield	33,752	178
Burlington, N. J.	Burlington	33,688	179
Macon, Ill.	Decatur	33,615	180
Rock Island, Ill.	Rock Island	33,538	181
Stanislaus, Cal.	Modesto	33,453	182
Schuylkill, Pa.	Pottsville	33,269	183
Vanderburgh, Ind.	Evansville	33,127	184
Richmond, Ga.	Augusta	33,053	185
Woodbury, Iowa	Sioux City	33,023	186
Yakima, Wash.	Yakima	32,971	187
Escambia, Fla.	Pensacola	32,940	188
Shawnee, Kans.	Topeka	32,931	189
Muskegon, Mich.	Muskegon	32,904	190
Chatham, Ga.	Savannah	32,866	191
Chautauqua, N. Y.	Jamestown	32,860	192
Roanoke, Va.	Roanoke	32,762	193
Forsyth, N. C.	Winston-Salem	32,528	194
Berrien, Mich.	Benton Harbor	32,281	195
Charleston, S. C.	Charleston	32,097	196
Jackson, Mich.	Jackson	31,500	197
Tulare, Cal.	Visalia	31,226	198
Humboldt, Cal.	Eureka	30,450	199
Linn, Iowa	Cedar Rapids	30,270	200
Total Above Counties		21,400,744	
% of U. S. A.		59.4497	

Honolulu County, with Automotive Store Sales of $63,664 thousand, would rank 89 if included above.

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Gasoline Service Stations Sales, 200 Leading Counties

SM Estimates, 1955, for the 200 counties leading in this category

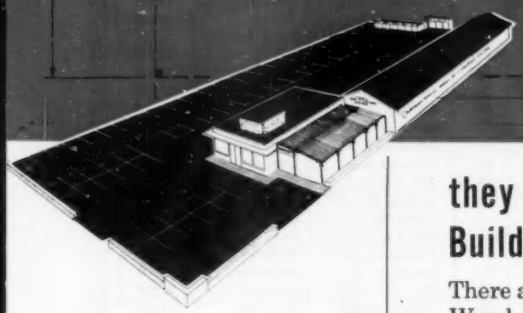
COUNTY and STATE	LEADING CITY	SALES SM Est. (in thousands)	Rank in Group
Los Angeles, Cal.	Los Angeles	546,042	1
Cook, Ill.	Chicago	277,842	2
New York, N. Y. (5 Counties*)	New York City	228,586	3
Wayne, Mich.	Detroit	223,106	4
Cuyahoga, Ohio	Cleveland	104,504	5
St. Louis, Mo.	St. Louis	100,138	6
Allegheny, Pa.	Pittsburgh	89,861	7
Milwaukee, Wisc.	Milwaukee	89,323	8
Harris, Tex.	Houston	85,618	9
Nassau, N. Y.	Hempstead Township	79,111	10
Philadelphia, Pa.	Philadelphia	75,886	11
Baltimore, Md.	Baltimore	72,070	12
Alameda, Cal.	Oakland	67,433	13
Dallas, Tex.	Dallas	65,823	14
King, Wash.	Seattle	65,271	15
Middlesex, Mass.	Cambridge	62,248	16
San Diego, Cal.	San Diego	61,419	17
Erie, N. Y.	Buffalo	60,780	18
District of Columbia	Washington	59,390	19
Dade, Fla.	Miami	58,223	20
Hennepin, Minn.	Minneapolis	55,008	21
Hamilton, Ohio	Cincinnati	54,492	22
Marion, Ind.	Indianapolis	53,350	23
Westchester, N. Y.	Yonkers	51,533	24
Bergen, N. J.	Hackensack	50,063	25
Oakland, Mich.	Pontiac	50,018	26
San Francisco, Cal.	San Francisco	48,142	27
Franklin, Ohio	Columbus	47,233	28
San Bernardino, Cal.	San Bernardino	45,124	29
Essex, N. J.	Newark	44,923	30
Hartford, Conn.	Hartford	43,993	31
Orange, Cal.	Santa Ana	42,352	32
Fulton, Ga.	Atlanta	42,278	33
Jackson, Mo.	Kansas City	42,206	34
Maricopa, Ariz.	Phoenix	41,953	35
Santa Clara, Cal.	San Jose	41,052	36
Multnomah, Ore.	Portland	40,796	37
New Haven, Conn.	New Haven	39,955	38
Bexar, Tex.	San Antonio	39,851	39
Fairfield, Conn.	Bridgeport	37,980	40
Denver, Colo.	Denver	37,720	41
Worcester, Mass.	Worcester	37,592	42
Lucas, Ohio	Toledo	37,283	43
Orleans, La.	New Orleans	37,101	44
Lake, Ind.	Gary	36,943	45
Shelby, Tenn.	Memphis	36,896	46
Tarrant, Tex.	Fort Worth	36,083	47
Essex, Mass.	Lynn	35,835	48
Genesee, Mich.	Flint	35,697	49
Summit, Ohio	Akron	35,445	50
Suffolk, Mass.	Boston	35,442	51
Providence, R. I.	Providence	35,161	52
Montgomery, Ohio	Dayton	34,721	53
Jefferson, Ky.	Louisville	34,570	54
Sacramento, Cal.	Sacramento	33,772	55
Jefferson, Ala.	Birmingham	32,397	56
Monroe, N. Y.	Rochester	31,201	57
Oklahoma, Okla.	Oklahoma City	31,014	58
Union, N. J.	Elizabeth	30,067	59
San Mateo, Cal.	San Mateo	29,781	60
Contra Costa, Cal.	Richmond	29,654	61
Kent, Mich.	Grand Rapids	29,352	62
Riverside, Cal.	Riverside	29,341	63
Montgomery, Pa.	Lower Merion Township	28,920	64
Salt Lake, Utah	Salt Lake City	28,883	65
Davidson, Tenn.	Nashville	28,875	66
Kern, Cal.	Bakersfield	28,744	67
Suffolk, N. Y.	Patchogue	28,472	68
Ramsey, Minn.	St. Paul	28,273	69
Hudson, N. J.	Jersey City	28,257	70
Fresno, Cal.	Fresno	27,517	71
Delaware, Pa.	Chester	27,043	72
Norfolk, Va.	Norfolk	26,331	73
Macomb, Mich.	Mount Clemens	26,206	74
Camden, N. J.	Camden	26,076	75
Duval, Fla.	Jacksonville	26,013	76
Sedgwick, Kans.	Wichita	25,626	77
Henrico, Va.	Richmond	25,398	78
Tulsa, Okla.	Tulsa	24,812	79
Norfolk, Mass.	Quincy	23,840	80
Onondaga, N. Y.	Syracuse	23,490	81
Stark, Ohio	Canton	23,386	82
Polk, Iowa	Des Moines	23,050	83
Middlesex, N. J.	New Brunswick	22,409	84
Mecklenberg, N. C.	Charlotte	22,276	85
Bristol, Mass.	New Bedford	21,817	86
Douglas, Nebr.	Omaha	21,817	87
Pierce, Wash.	Tacoma	21,441	88
Hampden, Mass.	Springfield	21,255	89
Prince Georges, Md.	Hyattsville	21,146	90
Lake, Ill.	Waukegan	20,829	91
Hillsborough, Fla.	Tampa	20,780	92
New Castle, Del.	Wilmington	20,454	93
Westmoreland, Pa.	Greensburg	20,140	94
Passaic, N. J.	Paterson	19,926	95
Spokane, Wash.	Spokane	19,822	96
Mahoning, Ohio	Youngstown	19,697	97
Mercer, N. J.	Trenton	19,357	98
Knox, Tenn.	Knoxville	19,196	99
Pinellas, Fla.	St. Petersburg	18,890	100
Arlington, Va.	Alexandria	18,879	101
Ingham, Mich.	Lansing	18,855	102
Hamilton, Tenn.	Chattanooga	18,756	103
Montgomery, Md.	Rockville	18,422	104
Pima, Ariz.	Tucson	18,417	105
San Joaquin, Cal.	Stockton	18,397	106
Monmouth, N. J.	Asbury Park	18,382	107
Bernalillo, N. M.	Albuquerque	18,194	108
Orange, Fla.	Orlando	18,048	109
Jefferson, Tex.	Beaumont	17,680	110
Allen, Ind.	Fort Wayne	17,637	111
St. Joseph, Ind.	South Bend	17,456	112
Guilford, N. C.	Greensboro	17,114	113
Monterey, Cal.	Salinas	17,078	114
Lancaster, Pa.	Lancaster	16,903	115
Nueces, Tex.	Corpus Christi	16,777	116
Luzerne, Pa.	Wilkes-Barre	16,469	117
Oneida, N. Y.	Utica	15,997	118
Albany, N. Y.	Albany	15,987	119
El Paso, Tex.	El Paso	15,936	120
St. Clair, Ill.	East St. Louis	15,842	121
Kanawha, W. Va.	Charleston	15,829	122
East Baton Rouge, La.	Baton Rouge	15,501	123
Du Page, Ill.	Elmhurst	15,464	124
Madison, Ill.	Alton	15,424	125
Berks, Pa.	Reading	15,411	126
Niagara, N. Y.	Niagara Falls	15,394	127
Mobile, Ala.	Mobile	15,349	128
Pulaski, Ark.	Little Rock	15,241	129
Peoria, Ill.	Peoria	15,130	130
Clark, Nev.	Las Vegas	15,097	131
Erie, Pa.	Erie	15,074	132
York, Pa.	York	15,069	133
Greenville, S. C.	Greenville	15,026	134
Kane, Ill.	Aurora	14,891	135
St. Louis, Minn.	Duluth	14,753	136
Vanderburgh, Ind.	Evansville	14,712	137
Broward, Fla.	Fort Lauderdale	14,710	138
Lane, Ore.	Eugene	14,594	139
Dane, Wisc.	Madison	14,644	140
Morris, N. J.	Morristown	14,578	141
Ventura, Cal.	Ventura	14,558	142
Trumbull, Ohio	Warren	14,531	143
Will, Ill.	Joliet	14,395	144
Dauphin, Pa.	Harrisburg	14,393	145
Caddo, La.	Shreveport	14,351	146
Burlington, N. J.	Burlington	14,324	147
Travis, Tex.	Austin	14,199	148
Broome, N. Y.	Binghamton	13,969	149
Palm Beach, Fla.	West Palm Beach	13,490	150
Winnebago, Ill.	Rockford	13,750	151
Lehigh, Pa.	Allentown	13,703	152
Bucks, Pa.	Bristol	13,658	153
Plymouth, Mass.	Brockton	13,614	154
Potter, Tex.	Amarillo	13,584	155
Stanislaus, Cal.	Modesto	13,566	156
Sangamon, Ill.	Springfield	13,564	157
Sonoma, Cal.	Santa Rosa	13,542	158
Washtenaw, Mich.	Ann Arbor	13,495	159
Calhoun, Mich.	Battle Creek	13,277	160
Saginaw, Mich.	Saginaw	13,214	161
Polk, Fla.	Lakeland	13,055	162
El Paso, Colo.	Colorado Springs	12,963	163
Lorain, Ohio	Lorain	12,903	164
Solano, Cal.	Vallejo	12,775	165
De Kalb, Ga.	Decatur	12,658	166
Richland, S. C.	Columbia	12,492	167
Lubbock, Tex.	Lubbock	12,473	168
Hillsborough, N. H.	Manchester	12,389	169
Berrien, Mich.	Benton Harbor	12,372	170
Washington, Pa.	Washington	12,276	171
Anne Arundel, Md.	Annapolis	12,204	172
Wyandotte, Kans.	Kansas City	12,174	173
Chatham, Ga.	Savannah	12,069	174
Butler, Ohio	Hamilton	12,065	175
Wake, N. C.	Raleigh	12,060	176
New London, Conn.	New London	12,056	177
Kalamazoo, Mich.	Kalamazoo	12,044	178
Charleston, S. C.	Charleston	11,908	179
Hinds, Miss.	Jackson	11,788	180
Newport News, Va.	Newport News	11,761	181
Humboldt, Cal.	Eureka	11,729	182
Cumberland, Me.	Portland	11,698	183
Santa Barbara, Cal.	Santa Barbara	11,476	184
Chester, Pa.	West Chester	11,381	185
Muscogee, Ga.	Columbus	11,283	186
Tulare, Cal.	Visalia	11,184	187
Lancaster, Nebr.	Lincoln	11,151	188
Columbiana, Ohio	East Liverpool	11,134	189
Montgomery, Ala.	Montgomery	11,124	190
Shawnee, Kans.	Topeka	11,078	191
Snohomish, Wash.	Everett	11,069	192
Rock Island, Ill.	Rock Island	11,018	193
Muskegon, Mich.	Muskegon	11,006	194
Chautauqua, N. Y.	Jamestown	10,990	195
Lake, Ohio	Painesville	10,960	196
Fairfax, Va.		10,938	197
Beaver, Pa.	Beaver Falls	10,925	198
Yakima, Wash.	Yakima	10,909	199
Roanoke, Va.	Roanoke	10,851	200
Total Above Counties		6,454,351*	
% of U. S. A.		55.2334	

Honolulu County with Gasoline Service Stations Sales of $23,428 thousand would rank 82 if included above.

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they move 88.2% of the annual 10 Billion Dollar Building Material Dealer national Sales Volume

There are thousands of market-wise building supply dealers like Allen Wood who respect and rely on BUILDING SUPPLY NEWS for all the know-how they need. It's the magazine that is *close* to your customers —the magazine that gets *you closer* to them. These BSN readers are the *cream* of a ten billion dollar retail market. Their sales *average* nearly $500,000 annually—many of them in the millions. They sell to more than 100,000 contractor builders in the vast light construction market, and to over 46 million families and farmers that make up the booming do-it-yourself market. It will pay you to learn about the *"pedigree"* BSN advertised products earn among these *super* merchants.

*BSN Told Us How

Our company has been a subscriber to your magazine for a number of years. Before setting out to design our store the writer made a personal trip to your offices in Chicago. Many of the most important ideas used by our store planner, Mr. Guillozet, were those advocated by BSN.

We feel quite sure that your story on our operation in November BUILDING SUPPLY NEWS will be widely read, and that a lot of dealers will get some new ideas and benefit from our experience.

Wood Lumber Company
Birmingham, Alabama

Allen K. Wood

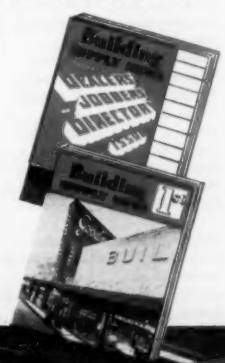
BUILDING SUPPLY NEWS

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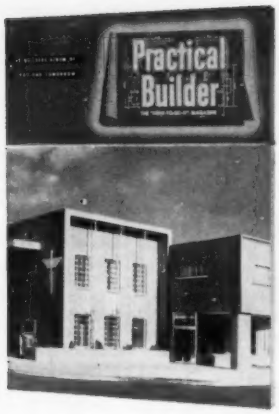


Lumber—Building—Hardware Store Sales, 200 Leading Counties

SM Estimates, 1955, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	LUMB., BLDG. MATLS., HDWRE. STORE SALES SM Est. (In thousands)	Rank in Group
Los Angeles, Cal.	Los Angeles	397,415	1
Cook, Ill.	Chicago	269,876	2
New York, N. Y. (5 Counties)	New York City	246,620	3
Wayne, Mich.	Detroit	181,670	4
Nassau, N. Y.	Hempstead Township	114,832	5
Cuyahoga, Ohio	Cleveland	98,886	6
Harris, Tex.	Houston	88,859	7
Allegheny, Pa.	Pittsburgh	87,720	8
St. Louis, Mo.	St. Louis	86,934	9
Philadelphia, Pa.	Philadelphia	80,000	10
Dade, Fla.	Miami	75,580	11
Middlesex, Mass.	Cambridge	73,500	12
Erie, N. Y.	Buffalo	72,879	13
Hennepin, Minn.	Minneapolis	72,250	14
Dallas, Tex.	Dallas	71,329	15
Baltimore, Md.	Baltimore	67,924	16
Jackson, Mo.	Kansas City	64,211	17
Suffolk, N. Y.	Patchogue	63,319	18
Fairfield, Conn.	Bridgeport	63,021	19
Milwaukee, Wisc.	Milwaukee	62,729	20
Hamilton, Ohio	Cincinnati	58,126	21
King, Wash.	Seattle	54,124	22
Union, N. J.	Elizabeth	52,511	23
Oakland, Mich.	Pontiac	52,102	24
Bergen, N. J.	Hackensack	51,541	25
Fulton, Ga.	Atlanta	51,504	26
San Diego, Cal.	San Diego	51,461	27
Franklin, Ohio	Columbus	49,516	28
Marion, Ind.	Indianapolis	49,226	29
Maricopa, Ariz.	Phoenix	49,089	30
Westchester, N. Y.	Yonkers	46,651	31
New Haven, Conn.	New Haven	45,017	32
Genesee, Mich.	Flint	44,123	33
Essex, N. J.	Newark	42,373	34
Alameda, Cal.	Oakland	41,744	35
Hartford, Conn.	Hartford	41,572	36
Worcester, Mass.	Worcester	41,158	37
Santa Clara, Cal.	San Jose	40,649	38
Sacramento, Cal.	Sacramento	40,375	39
Hampden, Mass.	Springfield	39,725	40
Lake, Ind.	Gary	39,293	41
Multnomah, Ore.	Portland	39,152	42
Monroe, N. Y.	Rochester	38,893	43
Tarrant, Tex.	Fort Worth	38,409	44
Fresno, Cal.	Fresno	37,828	45
Jefferson, Ky.	Louisville	37,818	46
Denver, Colo.	Denver	37,744	47
Orange, Cal.	Santa Ana	37,622	48
Macomb, Mich.	Mount Clemens	36,659	49
Providence, R. I.	Providence	36,617	50
Sedgwick, Kans.	Wichita	36,475	51
Kent, Mich.	Grand Rapids	36,074	52
Norfolk, Mass.	Quincy	35,770	53
San Bernardino, Cal.	San Bernardino	35,607	54
Suffolk, Mass.	Boston	35,486	55
Bexar, Tex.	San Antonio	35,139	56
Tulsa, Okla.	Tulsa	34,737	57
Summit, Ohio	Akron	34,127	58
Essex, Mass.	Lynn	33,584	59
San Mateo, Cal.	San Mateo	33,213	60
Passaic, N. J.	Paterson	33,208	61
Oklahoma, Okla.	Oklahoma City	33,185	62
Shelby, Tenn.	Memphis	33,161	63
District of Columbia	Washington	32,921	64
Pinellas, Fla.	St. Petersburg	32,457	65
Montgomery, Ohio	Dayton	32,013	66
Orleans, La.	New Orleans	31,972	67
Douglas, Nebr.	Omaha	30,654	68
Kern, Cal.	Bakersfield	30,499	69
Lucas, Ohio	Toledo	29,852	70
Dane, Wisc.	Madison	29,280	71
Montgomery, Pa.	Lower Merion Township	28,324	72
Delaware, Pa.	Chester	27,917	73
Onondaga, N. Y.	Syracuse	27,146	74
Stark, Ohio	Canton	26,944	75
San Joaquin, Cal.	Stockton	26,842	76
Du Page, Ill.	Elmhurst	26,680	77
Lubbock, Tex.	Lubbock	26,339	78
Ramsey, Minn.	St. Paul	25,805	79
Niagara, N. Y.	Niagara Falls	25,588	80
San Francisco, Cal.	San Francisco	25,542	81
Lake, Ill.	Waukegan	25,225	82
Monmouth, N. J.	Asbury Park	25,115	83
Duval, Fla.	Jacksonville	25,029	84
Davidson, Tenn.	Nashville	24,847	85
Salt Lake, Utah	Salt Lake City	24,846	86
Montgomery, Md.	Rockville	24,240	87
Hudson, N. J.	Jersey City	24,147	88
Nueces, Tex.	Corpus Christi	24,117	89
Ingham, Mich.	Lansing	24,098	90
Jefferson, Ala.	Birmingham	24,085	91
Winnebago, Ill.	Rockford	23,823	92
Riverside, Cal.	Riverside	23,811	93
Butler, Ohio	Hamilton	23,809	94
Contra Costa, Cal.	Richmond	23,739	95
Stanislaus, Cal.	Modesto	23,738	96
Camden, N. J.	Camden	23,729	97
Mahoning, Ohio	Youngstown	23,470	98
Lake, Ohio	Painesville	23,021	99
Middlesex, N. J.	New Brunswick	22,726	100
Tulare, Cal.	Visalia	22,225	101
Bristol, Mass.	New Bedford	21,905	102
Pima, Ariz.	Tucson	21,784	103
Polk, Iowa	Des Moines	21,723	104
Lancaster, Pa.	Lancaster	21,617	105
Bucks, Pa.	Bristol	21,387	106
Westmoreland, Pa.	Greensburg	21,359	107
Orange, Fla.	Orlando	21,157	108
Mercer, N. J.	Trenton	20,825	109
Erie, Pa.	Erie	20,643	110
Hillsborough, Fla.	Tampa	20,505	111
Yakima, Wash.	Yakima	20,095	112
St. Joseph, Ind.	South Bend	20,084	113
York, Pa.	York	19,894	114
Oneida, N. Y.	Utica	19,893	115
Berrien, Mich.	Benton Harbor	19,694	116
El Paso, Colo.	Colorado Springs	19,571	117
Morris, N. J.	Morristown	19,493	118
Jefferson, Tex.	Beaumont	19,448	119
Spokane, Wash.	Spokane	19,430	120
Berks, Pa.	Reading	19,347	121
Henrico, Va.	Richmond	19,168	122
Kane, Ill.	Aurora	18,964	123
New Castle, Del.	Wilmington	18,886	124
Sonoma, Cal.	Santa Rosa	18,857	125
Saginaw, Mich.	Saginaw	18,786	126
Prince Georges, Md.	Hyattsville	18,752	127
Broward, Fla.	Fort Lauderdale	18,710	128
Kalamazoo, Mich.	Kalamazoo	18,651	129
Knox, Tenn.	Knoxville	18,270	130
Hamilton, Tenn.	Chattanooga	18,186	131
Madison, Ill.	Alton	18,120	132
East Baton Rouge, La.	Baton Rouge	18,081	133
Cass, N. D.	Fargo	17,993	134
Sangamon, Ill.	Springfield	17,971	135
Caddo, La.	Shreveport	17,865	136
Pierce, Wash.	Tacoma	17,790	137
Chester, Pa.	West Chester	17,789	138
El Paso, Tex.	El Paso	17,768	139
Norfolk, Va.	Norfolk	17,594	140
Lorain, Ohio	Lorain	17,415	141
Travis, Tex.	Austin	17,364	142
Mecklenberg, N. C.	Charlotte	16,982	143
St. Clair, Ill.	East St. Louis	16,806	144
Allen, Ind.	Fort Wayne	16,759	145
Santa Barbara, Cal.	Santa Barbara	16,709	146
Arlington, Va.	Alexandria	16,703	147
Plymouth, Mass.	Brockton	16,656	148
Trumbull, Ohio	Warren	16,249	149
Linn, Iowa	Cedar Rapids	16,141	150
Will, Ill.	Joliet	16,114	151
Orange, N. Y.	Newburgh	15,995	152
Luzerne, Pa.	Wilkes-Barre	15,918	153
Guilford, N. C.	Greensboro	15,847	154
Washington, Pa.	Washington	15,802	155
Bernalillo, N. M.	Albuquerque	14,962	156
Lancaster, Nebr.	Lincoln	14,879	157
Racine, Wisc.	Racine	14,819	158
La Salle, Ill.	Streator	14,780	159
Peoria, Ill.	Peoria	14,730	160
Albany, N. Y.	Albany	14,660	161
Woodbury, Iowa	Sioux City	14,647	162
Champaign, Ill.	Champaign	14,645	163
Charleston, S. C.	Charleston	14,605	164
Waukesha, Wisc.	Waukesha	14,382	165
Pulaski, Ark.	Little Rock	14,374	166
Mobile, Ala.	Mobile	14,246	167
Kanawha, W. Va.	Charleston	14,237	168
Black Hawk, Iowa	Waterloo	14,081	169
Lehigh, Pa.	Allentown	14,002	170
St. Louis, Minn.	Duluth	13,963	171
Washtenaw, Mich.	Ann Arbor	13,955	172
Palm Beach, Fla.	West Palm Beach	13,950	173
Litchfield, Conn.	Torrington	13,922	174
Rock, Wisc.	Beloit	13,893	175
Polk, Fla.	Lakeland	13,827	176
Ventura, Cal.	Ventura	13,640	177
Greenville, S. C.	Greenville	13,600	178
Hidalgo, Tex.	McAllen	13,580	179
Lane, Ore.	Eugene	13,558	180
Humboldt, Cal.	Eureka	13,544	181
Imperial, Cal.	El Centro	13,489	182
Butte, Cal.	Chico	13,423	183
Wyandotte, Kans.	Kansas City	13,422	184
Broome, N. Y.	Binghamton	13,360	185
Ulster, N. Y.	Kingston	13,351	186
Dauphin, Pa.	Harrisburg	13,329	187
Elkhart, Ind.	Elkhart	13,236	188
New London, Conn.	New London	13,155	189
Clay, Mo.	North Kansas City	13,129	190
Chautauqua, N. Y.	Jamestown	13,112	191
Muskegon, Mich.	Muskegon	13,038	192
St. Clair, Mich.	Port Huron	13,034	193
Schenectady, N. Y.	Schenectady	12,992	194
Monterey, Cal.	Salinas	12,965	195
Cumberland, N. J.	Bridgeton	12,944	196
Snohomish, Wash.	Everett	12,936	197
Minnehaha, S. D.	Sioux Falls	12,856	198
McHenry, Ill.	Woodstock	12,831	199
Potter, Tex.	Amarillo	12,827	200
Total Above Counties		6,732,362	
% of U. S. A.		48.5063	

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(Above statistics based on joint estimate of Department of Commerce and Labor 1955 figures.)

Drug Store Sales, 200 Leading Counties

SM Estimates, 1955, for the 200 Counties leading in this category

COUNTY and STATE	LEADING CITY	DRUG STORE SALES SM Est. (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	240,410	1
Los Angeles, Cal.	Los Angeles	239,313	2
Cook, Ill.	Chicago	208,630	3
Wayne, Mich.	Detroit	159,426	4
Philadelphia, Pa.	Philadelphia	75,078	5
Cuyahoga, Ohio	Cleveland	72,543	6
Baltimore, Md.	Baltimore	61,770	7
Allegheny, Pa.	Pittsburgh	59,839	8
St. Louis, Mo.	St. Louis	59,824	9
District of Columbia	Washington	57,659	10
Jackson, Mo.	Kansas City	49,259	11
Harris, Tex.	Houston	40,807	12
Marion, Ind.	Indianapolis	40,274	13
Dade, Fla.	Miami	39,813	14
Suffolk, Mass.	Boston	39,538	15
Middlesex, Mass.	Cambridge	39,286	16
Denver, Colo.	Denver	36,723	17
Alameda, Cal.	Oakland	36,534	18
Dallas, Tex.	Dallas	36,357	19
Milwaukee, Wisc.	Milwaukee	35,952	20
Nassau, N. Y.	Hempstead Township	35,229	21
Hennepin, Minn.	Minneapolis	34,905	22
Erie, N. Y.	Buffalo	34,105	23
San Francisco, Cal.	San Francisco	33,968	24
King, Wash.	Seattle	32,967	25
Hamilton, Ohio	Cincinnati	32,365	26
Essex, N. J.	Newark	29,897	27
Orleans, La.	New Orleans	29,186	28
Hartford, Conn.	Hartford	28,417	29
Jefferson, Ky.	Louisville	27,869	30
Fulton, Ga.	Atlanta	27,325	31
San Diego, Cal.	San Diego	26,708	32
Franklin, Ohio	Columbus	25,718	33
Oakland, Mich.	Pontiac	24,956	34
Providence, R. I.	Providence	24,527	35
New Haven, Conn.	New Haven	24,124	36
Westchester, N. Y.	Yonkers	23,920	37
Fairfield, Conn.	Bridgeport	23,656	38
Tarrant, Tex.	Fort Worth	23,358	39
Essex, Mass.	Lynn	20,425	40
Lucas, Ohio	Toledo	20,129	41
Kent, Mich.	Grand Rapids	19,875	42
Maricopa, Ariz.	Phoenix	19,707	43
Montgomery, Ohio	Dayton	19,459	44
Monroe, N. Y.	Rochester	19,338	45
Bergen, N. J.	Hatkensack	19,337	46
Worcester, Mass.	Worcester	18,899	47
Genesee, Mich.	Flint	18,709	48
Shelby, Tenn.	Memphis	18,391	49
Oklahoma, Okla.	Oklahoma City	18,321	50
Summit, Ohio	Akron	17,792	51
Santa Clara, Cal.	San Jose	17,606	52
Bexar, Tex.	San Antonio	17,422	53
Multnomah, Ore.	Portland	17,254	54
Hudson, N. J.	Jersey City	17,068	55
Ramsey, Minn.	St. Paul	17,042	56
Jefferson, Ala.	Birmingham	16,699	57
Duval, Fla.	Jacksonville	16,499	58
Delaware, Pa.	Chester	15,991	59
Hampden, Mass.	Springfield	15,966	60
Norfolk, Va.	Norfolk	15,982	61
Sedgwick, Kans.	Wichita	15,716	62
Arlington, Va.	Alexandria	15,667	63
Sacramento, Cal.	Sacramento	15,574	64
Lake, Ind.	Gary	15,536	65
Orange, Cal.	Santa Ana	15,483	66
Norfolk, Mass.	Quincy	15,424	67
Union, N. J.	Elizabeth	15,116	68
Salt Lake, Utah	Salt Lake City	14,874	69
Montgomery, Pa.	L. Merion Twp.	14,530	70
Henrico, Va.	Richmond	14,455	71
Douglas, Nebr.	Omaha	13,956	72
San Mateo, Cal.	San Mateo	13,744	73
Tulsa, Okla.	Tulsa	13,693	74
Fresno, Cal.	Fresno	13,284	75
Hillsborough, Fla.	Tampa	13,039	76
Bristol, Mass.	New Bedford	12,609	77
Onondaga, N. Y.	Syracuse	12,395	78
San Bernardion, Cal.	San Bernardino	12,065	79
Passaic, N. J.	Paterson	11,811	80
Suffolk, N. Y.	Patchogue	11,704	81
Polk, Iowa	Des Moines	11,391	82
New Castle, Del.	Wilmington	11,075	83
Mecklenberg, N. C.	Charlotte	11,048	84
Davidson, Tenn.	Nashville	11,005	85
Prince Georges, Md.	Hyattsville	10,772	86
Pinellas, Fla.	St. Petersburg	10,717	87
Contra Costa, Cal.	Richmond	10,531	88
Broward, Fla.	Fort Lauderdale	10,468	89
Montgomery, Md.	Rockville	10,447	90
Spokane, Wash.	Spokane	10,059	91
Pierce, Wash.	Tacoma	10,001	92
Stark, Ohio	Canton	9,636	93
Macomb, Mich.	Mount Clemens	9,384	94
Mobile, Ala.	Mobile	9,177	95
Ingham, Mich.	Lansing	9,122	96
Washoe, Nev.	Rane	9,073	97
Riverside, Cal.	Riverside	8,965	98
Kern, Cal.	Bakersfield	8,858	99
Camden, N. J.	Camden	8,793	100
Lake, Ill.	Waukegan	8,789	101
Monmouth, N. J.	Asbury Park	8,614	102
Mahoning, Ohio	Youngstown	8,584	103
Jefferson, Tex.	Beaumont	8,475	104
Kane, Ill.	Aurora	8,451	105
Dauphin, Pa.	Harrisburg	8,384	106
El Paso, Tex.	El Paso	8,357	107
St. Joseph, Ind.	South Bend	8,342	108
Caddo, La.	Shreveport	8,327	109
Middlesex, N. J.	New Brunswick	8,155	110
Albany, N. Y.	Albany	8,129	111
Pima, Ariz.	Tucson	8,127	112
Allen, Ind.	Fort Wayne	8,123	113
San Joaquin, Cal.	Stockton	8,093	114
East Baton Rouge, La.	Baton Rouge	7,999	115
Knox, Tenn.	Knoxville	7,998	116
Du Page, Ill.	Elmhurst	7,905	117
Bernalillo, N. M.	Albuquerque	7,903	118
Peoria, Ill.	Peoria	7,885	119
Pulaski, Ark.	Little Rock	7,878	120
Plymouth, Mass.	Brockton	7,854	121
Cumberland, Me.	Portland	7,805	122
Vanderburgh, Ind.	Evansville	7,580	123
Kalamazoo, Mich.	Kalamazoo	7,509	124
Mercer, N. J.	Trenton	7,500	125
Guilford, N. C.	Greensboro	7,489	126
Washtenaw, Mich.	Ann Arbor	7,487	127
Westmoreland, Pa.	Greensburg	7,365	128
Saginaw, Mich.	Saginaw	7,307	129
Kanawha, W. Va.	Charleston	7,306	130
Orange, Fla.	Orlando	7,292	131
Palm Beach, Fla.	West Palm Beach	7,254	132
Atlantic, N. J.	Atlantic City	7,208	133
Wyandotte, Kans.	Kansas City	7,140	134
Nueces, Tex.	Corpus Christi	6,901	135
Winnebago, Ill.	Rockford	6,894	136
Sangamon, Ill.	Springfield	6,864	137
Niagara, N. Y.	Niagara Falls	6,826	138
Hamilton, Tenn.	Chattanooga	6,800	139
Oneida, N. Y.	Utica	6,791	140
Luzerne, Pa.	Wilkes-Barre	6,763	141
St. Louis, Minn.	Duluth	6,756	142
Travis, Tex.	Austin	6,674	143
Broome, N. Y.	Binghamton	6,536	144
Erie, Pa.	Erie	6,531	145
Berrien, Mich.	Benton Harbor	6,520	146
Berks, Pa.	Reading	6,352	147
De Kalb, Ga.	Decatur	6,268	148
El Paso, Colo.	Colorado Springs	6,258	149
Potter, Tex.	Amarillo	6,185	150
Northampton, Pa.	Bethlehem	5,994	151
Charleston, S. C.	Charleston	5,981	152
Madison, Ill.	Alton	5,945	153
McLennan, Tex.	Waco	5,944	154
Stanislaus, Cal.	Modesto	5,896	155
Lancaster, Nebr.	Lincoln	5,882	156
St. Clair, Ill.	East St. Louis	5,870	157
Will, Ill.	Joliet	5,813	158
Muskegon, Mich.	Muskegon	5,803	159
Roanoke, Va.	Roanoke	5,733	160
Clark, Nev.	Las Vegas	5,705	161
Lehigh, Pa.	Allentown	5,630	162
Greenville, S. C.	Greenville	5,630	162
Lackawanna, Pa.	Scranton	5,613	164
Calhoun, Mich.	Battle Creek	5,592	165
Lancaster, Pa.	Lancaster	5,577	166
Sonoma, Cal.	Santa Rosa	5,569	167
Morris, N. J.	Morristown	5,565	168
Bucks, Pa.	Bristol	5,503	169
Lorain, Ohio	Lorain	5,465	170
Trumbull, Ohio	Warren	5,449	171
Hinds, Miss.	Jackson	5,418	172
Dane, Wisc.	Madison	5,411	173
Newport News, Va.	Newport News	5,376	174
Linn, Iowa	Cedar Rapids	5,370	175
Shawnee, Kans.	Topeka	5,349	176
Rock Island, Ill.	Rock Island	5,342	177
Volusia, Fla.	Daytona Beach	5,339	178
Galveston, Tex.	Galveston	5,270	179
Ventura, Cal.	Ventura	5,269	180
Jackson, Mich.	Jackson	5,266	181
Wake, N. C.	Raleigh	5,214	182
Santa Barbara, Cal.	Santa Barbara	5,196	183
Lubbock, Tex.	Lubbock	5,182	184
Beaver, Pa.	Beaver Falls	5,099	185
Polk, Fla.	Lakeland	5,081	186
Buncombe, N. C.	Asheville	5,079	187
Clay, Mo.	North Kansas City	5,057	188
Wichita, Tex.	Wichita Falls	5,057	188
Buchanan, Mo.	St. Joseph	5,040	190
Monterey, Cal.	Salinas	5,034	191
Forsyth, N. C.	Winston-Salem	5,030	192
Chatham, Ga.	Savannah	4,990	193
Racine, Wisc.	Racine	4,983	194
Schenectady, N. Y.	Schenectady	4,979	195
Orange, N. Y.	Newburgh	4,971	196
Smith, Tex.	Tyler	4,969	197
Chester, Pa.	West Chester	4,936	198
Yakima, Wash.	Yakima	4,931	199
Muscogee, Ga.	Columbus	4,895	200
Total Above Counties		3,685,171	
% of U. S. A.		66.3487	

Honolulu County, with Drug Store Sales of $11,710 thousand, would rank 81 if included above.

© SM, 1956.





When a small taste provokes a Big Bite!

A small taste provokes a big bite when it meets the demand for great expectations . . . like the buck spent for audience that more than repays the advertiser. A small taste of Keystone will whet your appetite—for the expectation of really great audience reaction is justified—and it has happened to advertisers in almost every category.

Sample Bite: KBS covers more than 25,000,000 radio homes—each peopled by survey-proven audience that make up the huge market of Hometown and Rural America.

Sample Bite: KBS offers the healthy figure of 87,704,470 listeners—according to a fall government report—a sizeable bite for the most voracious appetite.

Sample Bite: KBS covers 4,000,000 farm homes—with less than 30% of them owning television!

And the dessert to this story is the Keystone merchandising PLUS—the astonishing action generated by Keystone affiliates at the retail level—facts we'd glad be to verify . . . and repeat for *your* product.

All we ask is a small nibble—we think you'll like Keystone. A phone call will do it.

Send for our new station list

CHICAGO
111 W. Washington St., STate 2-6303

LOS ANGELES
3142 Wilshire Blvd., DUnkirk 3-2910

NEW YORK
580 Fifth Avenue, PLaza 7-1460

SAN FRANCISCO
57 Post Street, SUtter 1-7440

• **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

• **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.

• **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.





Surveying for buying power?

MEASURE FIRST THE

BLUE GROUND OF SALES

No less than 7 out of every 10 dollars that pass across retail counters are spent in the **BLUE GROUND OF SALES**

What is the Blue Ground of Sales? It's where consumer dollars are spent in volume . . . where advertisers must sell, with sleeves rolled up and both fists clenched, to survive – to thrive – to prosper.

Consisting of a mere 12% of the 3,073 total U. S. counties, the Blue Ground of Sales holds the concentrated buying power of the nation. Eight out of every 10 dollars spent in super markets are spent here. Seven out of every 10 dollars that pass across retail counters are cash-registered here.

Every executive concerned with plotting sales strategy, allocating manpower, product or dollars needs a sharp definition of the location, retail activity and sales potential of these bustling sales areas.

Three years ago, The American Weekly undertook a county-by-county analysis of the super market field. Called an Economic Geiger Counter, the study pinpoints the *where, how many, dollar volume* and *potential* of super market counties on a current basis.

While representing only 6% of all retail grocery stores, super markets do 56% of the business. Retail movement of all types of consumer goods gravitates to super market counties, and volume is in direct proportion to super market volume.

The Economic Geiger Counter, an accurate guide to the Blue Ground of Sales, provides unique and vital market data against which manufacturers can check the efficiency of their own sales and distribution patterns.

The American Weekly penetrates the Blue Ground of Sales more deeply than any other national magazine – weekly, service or Sunday – and costs far less. It offers effective sales getting coverage in territory outside the Blue Ground, too.

Bulk of its huge free-spending audience of over 10 million families lives in sales vital Blue Ground counties. Collectively, these people represent a market which single handedly could absorb the output of most industries.

They spend over $9 billion a year for food. Own and operate about 8.9 million cars. Over 6 million of them own the dwellings they occupy. All are constantly buying the necessities of living and the luxuries which make it worthwhile.

Want to know more about the Blue Ground of Sales? Call your American Weekly representative, and write for the reports listed below.

BLUEPRINTS FOR MAKING SALES

Send for them

Super Highways to Sales
A county-by-county evaluation of super market strength

New Measures of Super Markets
Weighs individual store importance in 109 cities

Super Market County Map of U. S.
Shows relative worth of all counties according to super market concentration

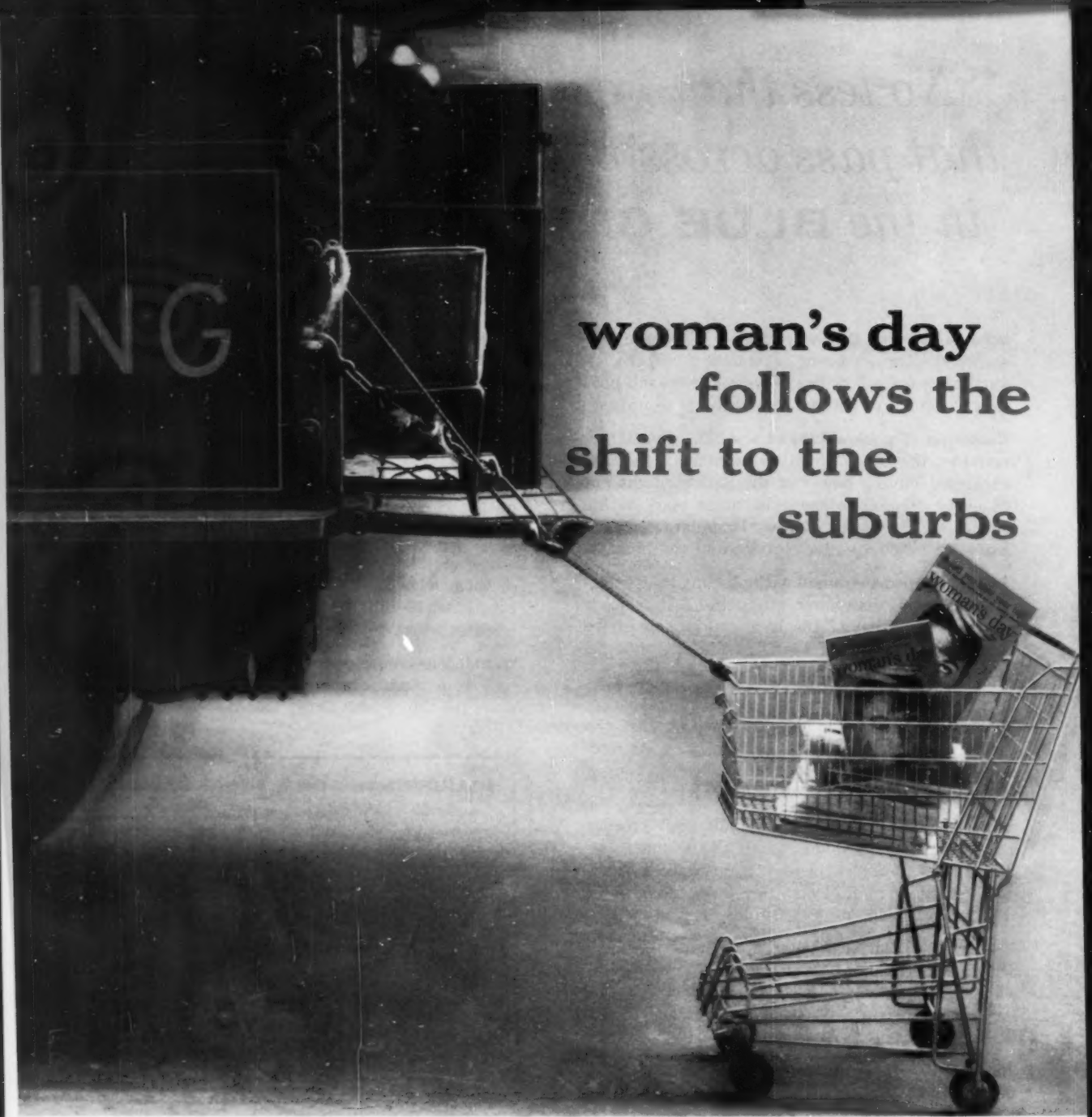
Compound Interest from Investments in Color
How to get the most for your color advertising dollars

Let's Get Acquainted
Personal characteristics and household possessions of American Weekly readers

The AMERICAN WEEKLY
63 VESEY STREET, NEW YORK 7, N.Y.

THE AMERICAN WEEKLY, 63 VESEY STREET, NEW YORK 7, N. Y. • ATLANTA • BOSTON • CHICAGO • CLEVELAND • DETROIT • LOS ANGELES • SAN FRANCISCO

ALBANY TIMES-UNION • BALTIMORE AMERICAN • BOSTON ADVERTISER • BUFFALO COURIER-EXPRESS • CHICAGO AMERICAN • CINCINNATI ENQUIRER • CLEVELAND PLAIN DEALER • COLUMBIA, S. C. STATE • CORPUS CHRISTI CALLER TIMES • DALLAS TIMES HERALD • DETROIT TIMES • HOUSTON CHRONICLE • HUNTINGTON, W. VA., HERALD-ADVERTISER • KNOXVILLE JOURNAL • LOS ANGELES EXAMINER • MIAMI HERALD • MILWAUKEE SENTINEL • NEW ORLEANS ITEM • NEW YORK JOURNAL-AMERICAN PHILADELPHIA BULLETIN • PITTSBURGH SUN-TELEGRAPH • PORTLAND OREGONIAN • ST. LOUIS GLOBE-DEMOCRAT • ST. PAUL PIONEER PRESS • SAN ANTONIO LIGHT SAN FRANCISCO EXAMINER • SEATTLE POST-INTELLIGENCER • SYRACUSE HERALD-AMERICAN • TAMPA TRIBUNE • WASHINGTON POST & TIMES-HERALD • WICHITA BEACON



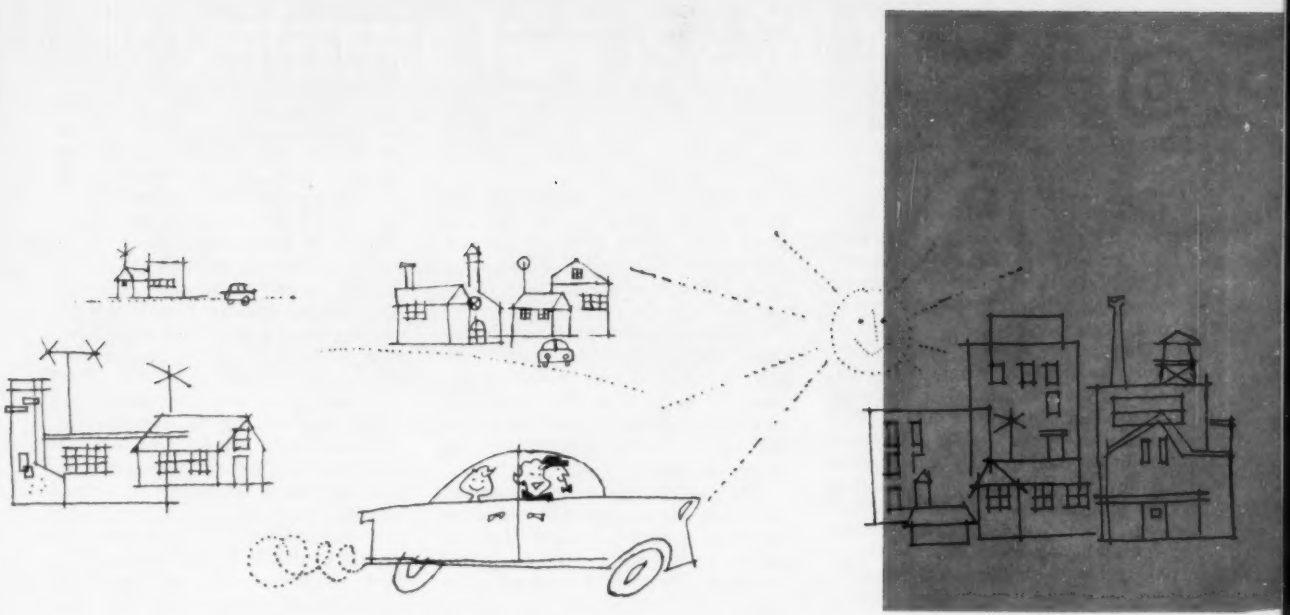
How do you sell the mushrooming suburban market . . . the people with bigger incomes and bigger families, with free-wheeling buying power . . . the people you want your selling message to reach?

One magazine keeps your advertising before your prime prospects as they shift from cities to suburbs. That magazine? WOMAN'S DAY. Sold only in the A&P, its circulation is 100% A&P customers, 100% single copy sales. As the A&P moves its stores to the suburbs, WOMAN'S DAY goes along. That's why the quality of the WOMAN'S DAY audience keeps improving. Compare WOMAN'S DAY'S standing with that of the four senior service books in the 19 metropolitan markets that do over a billion dollars* in sales. As you can see, WOMAN'S DAY puts more of its circulation into the suburbs of these markets than any of the service magazines.

**Sales Management*

CIRCULATION OF MAGAZINES IN THE 19 METROPOLITAN COUNTY MARKETS OF A BILLION $ SALES OR MORE

Magazine	Total U.S. Circulation	Billion $ Markets Circulation	% Total U.S.	Suburban Circulation	% Total U.S.
Good Housekeeping (February 1954)	3,496,050	1,344,440	38.4%	667,741	19.1%
Ladies' Home Journal (March 1955)	4,559,523	1,660,246	36.4%	797,190	17.5%
McCall's (March 1952)	4,141,264	1,261,484	30.5%	556,635	13.5%
Woman's Home Companion (February 1954)	4,118,047	1,287,736	31.3%	686,694	16.7%
Woman's Day (November 1955)	3,437,809	1,464,263	42.6%	767,417	22.3%



The Metropolitan County Area Section

SALES MANAGEMENT recognizes 166 standard metropolitan county areas, corresponding to the official number recognized by the Federal Government. The only change made by the latter in the past year was in the definition of the Evansville (Ind.) area, to which the county of Henderson, Ky. has been added.

When the Government first issued its list of standard metropolitan areas, it will be recalled that 168 separate area designations were provided for. In the official set of 168 area definitions, all areas consist of one or more entire counties, except in New England, where the area definitions are based on groups of townships. SALES MANAGEMENT believed that the Government's decision to define the metropolitan areas of New England in terms of townships, rather than counties, would prove to be unwise because the lack of statistical data for townships would not permit comparisons with other areas. Accordingly, SALES MANAGEMENT's New England area definitions follow county lines, although conforming as closely as possible to the "township" areas recognized by the Federal Committee on Standard Metropolitan Areas. In this decision we have been joined by most marketing men and agencies, including the J. Walter Thompson Company.

The general concept adopted by the Federal Committee and followed by SALES MANAGEMENT is one of an integrated economic unit with a large volume of daily travel and communication between the central city and the outlying parts of the area. The following principles were adopted as a guide in applying this general concept to the definition of individual areas:

1. Each standard metropolitan area must include at least one city of 50,000 or more. Areas may cross state lines.
2. Where two cities of 50,000 or over are within 20 miles of each other, they are ordinarily included in the same area.
3. Each county included in the standard metropolitan area has either 10,000 non-agricultural workers or 10% of the non-agricultural workers in the area; or more than one-half of the county's population must be included in the "metropolitan district," as defined by the Bureau of the Census. In addition, non-agricultural workers must constitute at least two-thirds of the total employed labor force of the county.
4. Each county included in the standard metropolitan area must be economically and socially integrated with the central counties of the area. A county is regarded as integrated if (a) 15% of the workers living in the county work in the central county of the area, or (b) if 25% of those working in the county live in the central county of the area, or (c) if telephone calls from the county to the central county of the area average more than four calls per subscriber per month. Where satisfactory data are lacking, considerable reliance is necessarily placed on informed local opinion.

However, in some cases, this may also be a matter of controversy. In defining the Norfolk-Portsmouth area the Government decided to exclude Newport News on the ground that there was insufficient traffic across the James River to justify its inclusion in the larger area. However, for certain marketing purposes, such as radio coverage, Newport News would be regarded as belonging to the area.

For all areas SALES MANAGEMENT has followed the Government criterion of including in each area the county containing the central city (or cities) and any other contiguous county considered by the Government authorities to be closely integrated with that city. SALES MANAGEMENT has applied this principle even in the case of 18 New England areas which the Government, yielding to local pressures, de-

fined in terms of townships despite the obvious marketing difficulties this would create. To do this, it was necessary to consolidate these 18 New England township areas into twelve areas along county lines. This reduced the 168 officially recognized areas to 162 standard metropolitan *county* areas. The 18 areas are: Boston, Bridgeport, Brockton, Fall River, Hartford, Lawrence, Lowell, Manchester, New Bedford, New Britain-Bristol, New Haven, Pittsfield, Portland (Me.), Providence, Springfield - Holyoke, Stamford - Norwalk, Waterbury and Worcester.

That the use of such township definitions would be impractical and unrealistic was demonstrated following 1940 when "Metropolitan Districts" were set up by the Bureau of the Census but not used by sales organizations because of difficulties in assembling sales and other data for such minute geographical units. Consequently, SALES MANAGEMENT has stuck to county boundary lines, and the areas mentioned above are defined in terms of whole counties.

The Government now recognizes Hampton-Newport News-Warwick as a separate standard metropolitan area, and we follow suit. In this connection, it should be noted that the inclusion of Hampton and Warwick in the title reflects the changed status of Elizabeth City and Warwick. In 1952 these two counties and part of the Newport News area became the independent cities of Hampton and Warwick. Thus, we now have three independent cities grouped into a single metropolitan area. It is necessary to assign these cities to a county so that the Virginia county totals will be additive to the state totals. So we include the three cities in "Newport News" county, which is legally non-existent.

94 Potential Metropolitan County Areas

The metropolitan area concept is particularly useful to marketing men because it focuses attention on a relatively small number of areas which account for the bulk of trading activity.

Promotion budgets frequently are too small to permit blanket coverage of all areas of the nation. Concentration on the 166 standard metropolitan areas, however, will account for nearly two-thirds of the national retail total. The same principle can be applied to cover additional smaller market centers, which, without involving too great an increase in the number of areas to receive separate attention, can step up the extent of retail coverage to any required degree.

The editors of SALES MANAGEMENT have long been aware that the heavy emphasis given to the standard metropolitan areas, while beyond doubt well warranted, frequently involved a disservice to those smaller but rapidly developing market centers which failed in 1950 to meet the requirements for inclusion in the official list of standard metropolitan areas.

In former years, the editors of SALES MANAGEMENT decided to pick out those areas whose central city had a population total somewhat below the 50,000 mark set by the Census Bureau as necessary for a metropolitan area designation. Such areas were called "potential" areas and we listed them with the standard areas for the consideration of those who wished to work with a more extensive metropolitan area concept. However, such a decision always raises the question that the population of the central city is by no means the only, or even the most important characteristic of a metropolitan market area. There are many market areas whose retail sales exceed that of some of the officially designated metropolitan areas. Following this line of thought, we decided to examine all marketing centers which, by virtue of either population or retail sales activity, could qualify for inclusion in a list of important market areas having many of the characteristics of metropolitan areas. In all, we have come up with 94 such areas, which, by and large, have a central city with a population over 35,000 and serving an area of at least 60,000 persons with an annual retail sales total of about $75 million. In some cases we used this criterion realistically rather than too rigidly. Nevertheless, we commend these 94 new potential areas to those who wish to apply the metropolitan area concept on a more detailed level. Those "potential" areas are assigned area numbers from 167 to 260 so that in the following alphabetic sequences they may be readily distinguished from the standard metropolitan areas.

This year we have added 27 new potential areas: Anniston, Ala; Bremerton, Wash.; Bristol, Tenn.; Cheyenne, Wyo; Clarksburg, W. Va; Daytona Beach, Fla; Eau Claire, Wis; Enid, Okla; Florence-Sheffield-Tuscumbia-Muscle Shoals, Ala; Galesburg, Ill; Gastonia, N. C; Kankakee, Ill; Kokomo, Ind; Lakeland, Fla; Lawton, Okla; Lebanon, Pa; Manitowoc-Two Rivers, Wis; Marion, Ind; Middletown, Conn; Midland, Tex; Modesto, Cal; Odessa, Tex; Pasco - Kennewick - Richland, Wash; Petersburg, Va; Provo, Utah; Rapid City, S. D; Temple, Tex.

Designation of the Beloit-Janesville area, consisting of Rock County, Wisconsin, occurred too late for listing in this issue.

WTOC *Savannah's No. 1 Selling Combination!*

AM - FM - TV

PROOF

WTOC RADIO

- AM. FM
- CBS AFFILIATE
- AVERAGES OVER 60% MORE LISTENERS THAN ITS CLOSEST COMPETITION †
- FIRST PLACE 79% OF THE TOTAL BROADCAST TIME†
- FIRST PLACE IN EVERY LISTENING SURVEY MADE IN SAVANNAH.

† PULSE OCT. 1955



WTOC - TV

CHANNEL 11

- NETWORKS: CBS, ABC
- TWO YEARS "KNOW HOW" AND STILL DOMINATING MARKET.
- HIGHEST TOWER, HIGHEST POWER

WTOC-TV

TOWER: 501 FT. ABOVE GROUND
POWER: 207.5 K W

STATION B

TOWER: 363 FT. ABOVE GROUND
POWER: 32.4 K W

REPRESENTED BY AVERY - KNODEL, Inc.

This Conference Table Is 2,520 Miles Long!



Between sign-on and sign-off each day, a station manager faces many problems. Some of these he can solve himself . . . others with the aid of his own staff . . . and some problems can best be solved with outside help.

This outside help is readily available to the Meredith managers in Kansas City, Omaha, Syracuse and Phoenix. Problems are solved by telephone, teletype and tell-a-secretary around a conference table of associates over 2,520 miles long. Key Meredith personnel regularly meet face-to-face for two or three day conferences to exchange ideas and settle common problems . . . the timing of color television . . . pricing for network cut-ins . . . acceptance of mail-order advertising . . . and so forth.

Bring your sales problems to the Meredith conference table.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	ABC	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

Summary of Data for Metropolitan County Areas

See explanation of "Metropolitan County Areas," pages 177-178

	AREA AND DEFINITION	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING SM INCOME ESTIMATES—1955			
		Total (thousands)	% of U. S. A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U. S. A.	Per Capita	Per Family
167.	Abilene (Taylor Co., Tex.)	73.8	.0446	21.5	60.5	118,850	.0447	1,610	5,528
1.	Akron (Summit Co., Ohio)	439.4	.2771	137.8	397.1	858,028	.3231	1,868	6,227
2.	Albany-Schenectady-Troy (Albany, Rensselaer and Schenectady Cos., N. Y.)	547.7	.3302	171.9	448.3	949,741	.3578	1,734	5,525
3.	Albuquerque (Bernalillo Co., N. M.)	208.2	.1256	58.4	186.3	338,798	.1275	1,627	5,801
168.	Alexandria (Rapides Co., La.)	106.0	.0640	28.6	49.0	115,190	.0434	1,087	4,028
4.	Allentown-Bethlehem-Easton (Warren Co., N. J., Lehigh and Northampton Cos., Pa.)	452.4	.2728	131.1	332.5	781,317	.2941	1,727	5,960
5.	Altoona (Blair Co., Pa.)	137.7	.0831	40.4	100.4	190,222	.0716	1,381	4,708
6.	Amarillo (Potter and Randall Cos., Tex.)	132.4	.0799	41.2	125.5	256,712	.0966	1,939	6,231
169.	Andersen (Madison Co., Ind.)	115.2	.0695	36.2	71.3	198,148	.0746	1,720	5,474
170.	Ann Arbor (Washtenaw Co., Mich.)	155.6	.0939	41.5	161.6	279,239	.1052	1,795	6,729
171.	Anniston (Calhoun Co., Ala.)	87.7	.0529	22.9	48.8	95,677	.0360	1,091	4,178
172.	Appleton (Outagamie Co., Wisc.)	89.2	.0538	24.8	56.4	136,282	.0513	1,528	5,495
7.	Asheville (Buncombe Co., N. C.)	132.5	.0799	35.5	63.3	171,538	.0646	1,295	4,832
	Ashland, Ky. (See Huntington-Ashland)								
8.	Atlanta (Cobb, De Kalb and Fulton Cos., Ga.)	778.9	.4698	223.7	617.2	1,361,091	.5124	1,747	6,084
9.	Atlantic City (Atlantic Co., N. J.)	141.9	.0855	44.5	124.0	235,602	.0887	1,660	5,294
	Auburn, Me. (See Lewiston-Auburn)								
173.	Auburn (Cayuga Co., N. Y.)	72.4	.0437	21.4	37.5	98,805	.0372	1,365	4,617
10.	Augusta (Richmond Co., Ga., Aiken Co., S. C.)	263.5	.1589	70.4	163.4	336,181	.1265	1,276	4,775
11.	Austin (Travis Co., Tex.)	190.5	.1149	50.5	185.0	282,495	.1063	1,483	5,594
175.	Bakersfield (Kern Co., Cal.)	262.1	.1580	77.9	188.3	448,631	.1689	1,712	5,759
12.	Baltimore (Anne Arundel, Baltimore City and Baltimore Cos., Md.)	1,481.6	.8935	418.0	1,305.6	2,380,849	.8889	1,593	5,648
174.	Bangor (Penobscott Co., Me.)	100.2	.0658	29.3	63.0	145,957	.0549	1,337	4,98
13.	Baton Rouge (East Baton Rouge Parish, La.)	212.5	.1281	59.2	185.3	348,274	.1311	1,639	5,88[1]
176.	Battle Creek (Calhoun Co., Mich.)	138.7	.0836	40.6	95.6	237,411	.0894	1,712	5,84[2]
14.	Bay City (Bay Co., Mich.)	98.4	.0594	28.2	63.0	152,106	.0573	1,546	5,39[2]
	Beacon, N. Y. (See Poughkeepsie-Newburgh-Beacon)								
15.	Beaumont-Port Arthur (Jefferson Co., Tex.)	224.5	.1354	65.7	203.1	372,429	.1402	1,659	5,669
177.	Bellingham (Whatcom Co., Wash.)	70.8	.0427	23.6	35.9	104,030	.0392	1,469	4,408
	1Beloit-Janesville								
	Bethlehem, Pa. (See Allentown-Bethlehem-Easton)								
178.	Billings (Yellowstone Co., Mont.)	69.8	.0421	23.1	46.0	118,711	.0447	1,701	5,139
179.	Biloxi-Gulfport (Harrison Co., Miss.)	117.2	.0707	30.6	98.4	154,473	.0582	1,318	5,048
16.	Binghamton (Broome Co., N. Y.)	196.8	.1185	58.8	155.7	321,408	.1210	1,635	5,466
17.	Birmingham (Jefferson Co., Ala.)	612.7	.3695	173.4	500.0	889,479	.3349	1,452	5,130
180.	Bloomington (McLean Co., Ill.)	86.4	.0522	26.9	50.4	150,002	.0564	1,736	5,576
181.	Boise (Ada and Canyon Cos., Idaho)	138.0	.0833	42.1	84.8	189,116	.0712	1,370	4,492
18.	Boston (Essex, Middlesex, Norfolk and Suffolk Cos., Mass.)	2,991.3	1.8042	863.1	2,721.0	5,472,790	2.0605	1,830	6,341
19.	Bridgeport-Stamford-Norwalk (Fairfield Co., Conn.)	592.0	.3570	173.5	505.2	1,369,506	.5156	2,313	7,893
182.	Bremerton (Kitsap Co., Wash.)	85.4	.0515	28.0	35.2	138,305	.0521	1,619	4,939
183.	Bristol (Sullivan Co., Tenn.; Washington Co., Va.)	167.5	.1011	42.7	81.4	198,540	.0748	1,185	4,650
20.	Brockton (Plymouth Co., Mass.)	208.0	.1254	63.8	122.3	323,203	.1217	1,554	5,066
184.	Brownsville-Harlingen-McAllen (Cameron and Hidalgo Cos., Tex.)	362.3	.2186	85.8	215.6	344,516	.1297	951	4,015
21.	Buffalo (Erie and Niagara Cos., N. Y.)	1,212.4	.7312	357.2	1,060.6	1,978,712	.7451	1,632	5,540
185.	Burlington (Chittenden Co., Vt.)	68.4	.0412	18.2	47.3	91,706	.0345	1,341	5,039
186.	Butte-Anaconda (Deer Lodge and Silver Bow Cos., Mont.)	75.1	.0453	25.4	54.3	121,062	.0455	1,612	4,766
22.	Canton (Stark Co., Ohio)	317.2	.1913	93.1	229.3	544,768	.2051	1,717	5,851
23.	Cedar Rapids (Linn Co., Iowa)	114.9	.0693	36.8	85.6	210,424	.0792	1,831	5,718
187.	Champaign-Urbana (Champaign Co., Ill.)	123.0	.0742	32.6	80.9	241,462	.0909	1,963	7,407
24.	Charleston (Charleston Co., S. C.)	189.2	.1141	51.7	138.4	235,969	.0889	1,247	4,564
25.	Charleston (Fayette and Kanawha Cos., W. Va.)	324.3	.1957	86.9	150.1	470,933	.1773	1,452	5,419
26.	Charlotte (Mecklenberg Co., N. C.)	229.4	.1384	61.6	164.5	385,921	.1453	1,682	6,265
27.	Chattanooga (Walker Co., Ga.; Hamilton Co., Tenn.)	266.1	.1604	76.4	181.4	358,260	.1349	1,346	4,689
188.	Cheyenne (Laramie Co., Wyo.)	58.1	.0351	16.5	37.8	102,012	.0384	1,756	6,183
28.	Chicago (Cook, Du Page, Kane, Lake and Will Cos., Ill.; Lake Co., Ind.)	6,150.9	3.7096	1,887.7	5,803.8	13,380,431	5.0380	2,175	7,088
29.	Cincinnati (Campbell and Kenton Cos., Ky.; Hamilton Co., Ohio)	997.0	.6012	316.0	910.1	1,846,653	.6951	1,852	5,844
189.	Clarksburg (Harrison Co., W. Va.)	81.0	.0489	22.9	36.1	115,336	.0434	1,424	5,037
30.	Cleveland (Cuyahoga and Lake Cos., Ohio)	1,616.8	.9751	487.0	1,553.3	3,597,116	1.3543	2,225	7,386
190.	Colorado Springs (El Paso Co., Colo.)	105.6	.0637	34.6	73.6	160,255	.0603	1,518	4,632
31.	Columbia (Richland Co., S. C.)	168.3	.1015	42.8	131.6	239,858	.0903	1,425	5,604
32.	1Columbus (Russell Co., Ala.; Chattahoochee and Muscogee Cos., Ga.)	220.7	.1331	48.0	137.4	329,268	.1240	1,492	6,860
33.	Columbus (Franklin Co., Ohio)	585.3	.3530	173.8	517.1	1,220,110	.4594	2,085	7,020
34.	Corpus Christi (Nueces Co., Tex.)	233.9	.1410	62.4	199.8	349,253	.1315	1,493	5,597
191.	Cumberland (Allegany Co., Md.)	94.1	.0568	27.0	51.2	108,502	.0409	1,153	4,019
35.	Dallas (Dallas Co., Tex.)	792.4	.4779	243.1	776.6	1,506,265	.5672	1,901	6,196
192.	Danville (Vermilion Co., Ill.)	90.6	.0547	28.9	53.2	147,320	.0554	1,626	5,098
193.	Danville (Pittsylvania Co., and Danville Independent City, Va.)	111.8	.0674	27.7	52.4	122,467	.0461	1,095	4,421
36.	Davenport-Rock Island-Moline (Rock Island Co., Ill.; Scott Co., Iowa)	253.8	.1531	77.9	213.1	463,891	.1747	1,828	5,955

1 Beloit-Janesville, consisting of Rock County, Wisc., was designated as a Potential Metropolitan Area too late for inclusion in the above tabulations.

2 According to information received too late for these tabulations, the population of the Columbus Metropolitan Area is now 235.9 thousand.

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66 WAREHOUSES, SERVICE FACILITIES and SALES OFFICES

Chose Central *Birmingham* Last Year

The trend of companies that serve and sell the major markets of the fast growing South continues to Birmingham. Many sound reasons have prompted their selection of this vigorous community to warehouse their products for expeditious South-wide distribution . . . to cut delivery costs and time . . . to keep closer contacts with their customers. Among them are:

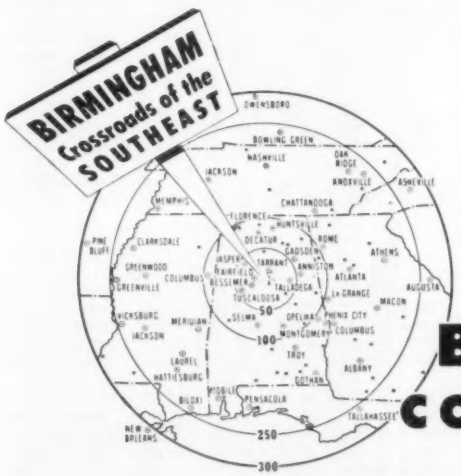
BIRMINGHAM'S CENTRAL GEOGRAPHIC LOCATION

Birmingham is the geographic center of the South. From Birmingham the average distance to other major buying centers in the Southern states is *shorter than from any other city* in the region.

SUPERIOR RAIL AND TRUCK FACILITIES

Birmingham is both the rail center and trucking capital of the South. Fast rail service is available over 9 trunk lines—overnight truck delivery to most of the South's leading cities.

Our Committee cordially invites you to make an early visit to Birmingham and appraise present opportunities for your warehouse, service facility or sales office.



Our Committee Can Assist You in These Ways

1. **Prepare for you in confidence a study of your markets in the South.**
2. **Obtain for you rail and truck rates on your products to points in the South where you sell.**
3. **Help you find a desirable location.**
4. **Work with you in financing and constructing a building according to your specifications.**
5. **Cooperate with you to the fullest in helping your business grow with Birmingham.**

BIRMINGHAM COMMITTEE OF 100

1914 Sixth Ave., N., Birmingham, Ala.

Executive Committee

James E. Folsom
Governor of Alabama

John S. Coleman
President
Birmingham Trust National Bank

Donald Comer
Chairman Exec. Comm.
Avondale Mills

R. Hugh Daniel
President
Daniel Construction Co.

William P. Engel
Engel Companies

W. W. French, Jr.
President
Moore-Handley Hdw. Co.

Joseph N. Greene
Chairman of the Board
Alabama Gas Corp.

Clarence B. Hanson, Jr.
Publisher
The Birmingham News

Emil C. Hess
Vice President
Parisian

Claude S. Lawson
President
U. S. Pipe & Foundry Co.

Thomas W. Martin
Chairman of the Board
Alabama Power Co.

Phil H. Neal
President
Alabama By-Products Corp.

J. C. Persons
Chairman of the Board
First National Bank

Isadore Pizitz
President, Pizitz

O. W. Schanbacher
President
Loveman's

Mervyn H. Sterne
Sterne, Agee & Leach

John E. Urquhart
President
Woodward Iron Co.

A. V. Wiebel
President
Tenn. Coal & Iron Div.
United States Steel Corp.

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 177-178

AREA AND DEFINITION	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES—1955			
	Total (thousands)	% of U. S. A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U. S. A.	Per Capita	Per Family
37. Dayton (Greene and Montgomery Cos., Ohio)	526.7	.3177	155.6	430.8	1,072,359	.4038	2,038	6,892
194. Daytona Beach (Volusia Co., Fla.)	92.4	.0557	30.1	64.9	129,830	.0489	1,405	4,313
38. Decatur (Macon Co., Ill.)	111.1	.0670	35.5	84.2	193,697	.0730	1,743	5,456
39. Denver (Adams, Arapahoe, Denver and Jefferson Cos., Colo.)	725.1	.4372	229.6	640.6	1,247,924	.4698	1,721	5,435
40. Des Moines (Polk Co., Iowa)	249.2	.1503	80.7	220.0	486,059	.1830	1,950	6,023
41. Detroit (Macomb, Oakland and Wayne Cos., Mich.)	3,518.6	2.1220	1,009.1	3,260.5	7,386,948	2.7811	2,099	7,320
42. Dubuque (Dubuque Co., Iowa)	75.8	.0458	20.3	55.7	123,821	.0466	1,634	6,100
43. Duluth-Superior (St. Louis Co., Minn.; Douglas Co., Wisc.)	264.2	.1593	81.2	201.6	411,543	.1550	1,558	5,068
44. Durham (Durham Co., N. C.)	111.8	.0675	29.0	81.1	167,368	.0630	1,497	5,771
Easton, Pa. (See Allentown-Bethlehem-Easton)								
195. Eau Claire (Chippewa and Eau Claire Cos., Wisc.)	103.2	.0621	29.0	53.9	143,333	.0539	1,389	4,943
45. El Paso (El Paso Co., Tex.)	262.2	.1582	63.5	239.3	390,387	.1469	1,489	6,148
196. Elkhart (Elkhart, Ind.)	93.7	.0565	29.3	58.7	174,676	.0658	1,864	5,962
197. Elmira (Chemung Co., N. Y.)	94.9	.0573	29.2	69.0	143,737	.0541	1,515	4,923
Elyria, Ohio (See Lorain-Elyria)								
198. Enid (Garfield Co., Okla.)	53.0	.0320	16.4	40.7	81,086	.0306	1,530	4,944
46. Erie (Erie Co., Pa.)	236.6	.1427	68.8	183.8	406,788	.1531	1,719	5,913
199. Eugene (Lane Co., Ore.)	154.7	.0933	48.6	62.7	244,455	.0920	1,580	5,030
47. Evansville (Vanderburgh Co., Ind.; Henderson Co., Ky.)	213.5	.1288	66.1	175.8	350,178	.1318	1,640	5,298
200. Everett (Snohomish Co., Wash.)	133.7	.0806	44.5	58.3	208,226	.0784	1,557	4,679
48. Fall River-New Bedford (Bristol Co., Mass.)	402.2	.2426	121.8	347.1	588,348	.2215	1,463	4,830
201. Fargo (Cass Co., N. D.)	64.9	.0392	18.3	43.7	105,805	.0398	1,630	5,782
202. Fayetteville (Cumberland Co., N. C.)	125.0	.0754	25.6	49.4	154,478	.0582	1,236	6,034
49. Flint (Genesee Co., Mich.)	330.0	.1990	97.2	249.8	651,865	.2455	1,975	6,706
203. Florence-Sheffield-Tuscumbia-Muscle Shoals (Colbert and Lauderdale Cos., Ala.)	100.0	.0604	26.8	48.1	106,577	.0401	1,066	3,977
204. Fort Lauderdale (Broward Co., Fla.)	172.6	.1041	53.4	135.3	274,650	.1034	1,591	5,143
50. Fort Smith (Sebastian Co., Ark.)	72.0	.0434	22.3	58.0	91,605	.0345	1,272	4,108
51. Fort Wayne (Allen Co., Tex.)	205.8	.1242	63.9	159.7	402,962	.1517	1,958	6,306
52. Fort Worth (Tarrant Co., Tex.)	507.0	.3057	154.4	454.9	844,333	.3179	1,665	5,468
53. Fresno (Fresno Co., Cal.)	317.3	.1913	96.8	181.2	499,235	.1880	1,573	5,157
54. Gadsden (Etowah Co., Ala.)	103.0	.0622	28.1	70.6	120,383	.0453	1,169	4,284
205. Galesburg (Knox Co., Ill.)	55.7	.0336	18.2	36.1	93,211	.0351	1,673	5,121
55. Galveston (Galveston Co., Tex.)	132.0	.0796	39.1	116.6	213,564	.0804	1,618	5,462
206. Gastonia (Gaston Co., N. C.)	122.3	.0737	31.0	68.6	150,835	.0568	1,233	4,866
56. Grand Rapids (Kent Co., Mich.)	323.4	.1950	98.8	258.7	589,545	.2220	1,823	5,967
207. Great Falls (Cascade Co., Mont.)	62.5	.0377	20.6	48.9	119,042	.0448	1,905	5,779
57. Green Bay (Brown Co., Wisc.)	107.5	.0649	29.4	77.8	165,440	.0623	1,529	5,627
58. Greensboro-High Point (Guilford Co., N. C.)	214.8	.1295	56.5	143.1	336,956	.1269	1,569	5,964
59. Greenville (Greenville Co., S. C.)	184.9	.1115	50.9	111.1	262,159	.0967	1,418	5,150
Gulfport, Miss. (See Biloxi-Gulfport)								
208. Hagerstown (Washington Co., Md.)	85.3	.0514	24.3	40.2	114,017	.0430	1,337	4,692
60. Hamilton-Middletown (Butler Co., Ohio.)	166.7	.1005	47.8	119.5	298,371	.1123	1,790	6,242
61. Hampton-Newport News-Warwick (Newport News, Hampton, Warwick Independent Cities, Va.)	187.2	.1129	49.0	187.2	290,605	.1094	1,552	5,931
Harlingen, Tex. (See Brownsville-Harlingen-McAllen)								
62. Harrisburg (Cumberland and Dauphin Cos., Pa.)	313.3	.1890	92.8	226.7	531,030	.1999	1,695	5,722
63. Hartford-New Britain (Hartford Co., Conn.)	622.9	.3757	181.0	512.6	1,334,179	.5024	2,142	7,371
Hazleton, Pa. (See Wilkes-Barre-Hazleton)								
High Point, N. C. (See Greensboro-High Point)								
Holyoke, Mass. (See Springfield-Holyoke)								
Hopewell, Va. (See Petersburg-Hopewell)								
64. Houston (Harris Co., Tex.)	1,076.2	.6491	321.8	973.6	1,937,585	.7295	1,800	6,021
65. Huntington-Ashland (Boyd Co., Ky.; Lawrence Co., Ohio; Cabell and Wayne Cos., W. Va.)	261.8	.1579	72.6	163.9	346,550	.1305	1,324	4,773
209. Hutchinson (Reno Co., Kans.)	58.6	.0354	19.1	36.8	89,619	.0338	1,529	4,692
66. Indianapolis (Marion Co., Ind.)	613.1	.3697	193.8	567.1	1,292,359	.4866	2,108	6,669
67. Jackson (Jackson Co., Mich.)	120.6	.0727	35.3	69.7	199,416	.0751	1,654	5,649
68. Jackson (Hinds Co., Miss.)	163.0	.0983	44.7	120.7	217,896	.0820	1,337	4,875
69. Jacksonville (Duval Co., Fla.)	398.0	.2400	112.3	329.5	573,269	.2158	1,440	5,105
210. Jamestown (Chautauqua Co., N. Y.)	143.3	.0864	46.7	87.8	207,206	.0780	1,446	4,437
70. Johnstown (Cambria and Somerset Cos., Pa.)	294.0	.1773	79.2	149.0	373,511	.1406	1,270	4,716
211. Joplin (Jasper and Newton Cos., Mo.)	112.5	.0678	37.7	66.6	144,690	.0545	1,286	3,838
71. Kalamazoo (Kalamazoo Co., Mich.)	146.0	.0881	43.7	97.7	262,262	.0987	1,796	6,001
212. Kankakee (Kankakee Co., Ill.)	81.4	.0491	20.8	41.7	116,526	.0439	1,432	5,602

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Before using these figures, see explanation page 11.

NEW METROPOLITAN AREAS

27 new potential metropolitan areas have been included in this *Survey of Buying Power*. See page 178 for details.

You Need 'Em Both In Iowa!

KRNT-TV

CHANNEL 8, CBS-DES MOINES

To sell in Iowa, you need KRNT-TV. KRNT-TV is the leader in television viewing audience in this area, as proved by Pulse, American Research Bureau, and Iowa business men. The ratings in Iowa prove that KRNT-TV now dominates in the Des Moines area with 7 of the top once-a-week evening shows; 9 of the top 10 multi-weekly quarter hours; highest-rated 10 to 10:30 p.m. news and sports; the two highest-rated afternoon kid show strips and highest-rated late evening movies.

KRNT-TV covers approximately 25% of the total area and over 28% of the total population of the State of Iowa. (About 25% rural, 75% urban). Retail sales exceed 869 million dollars. There are 312 towns in our area, with 967 plants in operation including nationally-known companies like Firestone, Solar Aircraft, John Deere Co., Maytag, Lennox Industries, Armstrong Rubber, and many others. One of America's top-ranking Insurance and Publishing Centers. Here's a big-spending market that you can reach effectively with KRNT-TV. Get the complete story from The Katz Agenc

KRNT Radio

CBS in DES MOINES

To sell in Iowa, you need KRNT, one of the nation's truly great radio stations. 1955 was the best year in the history of local KRNT Radio. Every record in the book was broken for volume of local business! It's a proved fact that KRNT Radio has by far the LARGEST AUDIENCE in this area. Latest Pulse rating shows:

- KRNT is the most-listened-to station in ALL 48 quarter-hour periods from 6:00 a.m to 6:00 p.m.
- KRNT is the most-listened-to station in 20 out of the 24 quarter-hour periods from 6:00 p.m. to midnight.

For sales success with a small budget, use KRNT Radio.
Give your Iowa advertising schedule a one-two punch — use both KRNT-TV and KRNT-Radio. See Katz.

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 177-178

	AREA AND DEFINITION	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES—1955			
		Total (thousands)	% of U. S. A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U. S. A.	Per Capita	Per Family
72.	Kansas City (Johnson and Wyandotte Cos., Kans.; Clay and Jackson Cos., Mo.)	955.5	.5764	314.4	843.8	1,849,781	.6966	1,936	5,884
	Kennewick, Wash. (See Pasco-Kennewick-Richland)								
73.	Kenosha (Kenosha Co., Wisc.)	83.1	.0501	25.1	61.1	148,362	.0559	1,785	5,911
74.	Knoxville (Anderson, Blount and Knox Cos., Tenn.)	358.6	.2163	96.8	218.5	481,181	.1812	1,342	4,971
213.	Kokomo (Howard Co., Ind.)	60.3	.0364	18.7	43.0	104,554	.0393	1,734	5,591
214.	La Crosse (La Crosse Co., Wisc.)	72.9	.0440	21.0	54.8	115,126	.0433	1,579	5,482
215.	Lafayette (Tippecanoe Co., Ind.)	83.3	.0503	23.4	53.8	153,315	.0577	1,841	6,552
216.	Lake Charles (Calcasieu Parish, La.)	119.2	.0719	33.7	87.5	172,417	.0649	1,446	5,116
217.	Lakeland (Polk Co., Fla.)	160.1	.0965	45.5	88.2	200,119	.0753	1,250	4,396
75.	Lancaster (Lancaster Co., Pa.)	243.6	.1469	69.8	122.0	461,694	.1738	1,895	6,615
76.	Lansing (Ingham Co., Mich.)	202.4	.1221	59.6	161.1	410,408	.1545	2,028	6,886
77.	Laredo (Webb Co., Tex.)	65.0	.0392	14.6	61.8	54,659	.0206	841	3,744
218.	Las Vegas (Clark Co., Nev.)	95.8	.0578	30.3	72.6	202,906	.0764	2,118	6,697
219.	Lawton (Comanche Co., Okla.)	80.4	.0485	22.3	50.5	109,720	.0413	1,365	4,920
220.	Lebanon (Lebanon Co., Pa.)	91.3	.0551	26.3	49.5	138,584	.0522	1,518	5,268
221.	Lewiston-Auburn (Androscoggin Co., Me.)	84.3	.0508	24.3	70.2	130,229	.0490	1,545	5,359
78.	Lexington (Fayette Co., Ky.)	118.5	.0715	34.0	83.9	183,873	.0692	1,552	5,408
79.	Lima (Allen Co., Ohio)	97.5	.0588	29.4	60.4	165,360	.0623	1,696	5,624
80.	Lincoln (Lancaster Co., Nebr.)	134.3	.0810	42.7	113.4	241,863	.0911	1,801	5,664
81.	Little Rock-North Little Rock (Pulaski Co., Ark.)	240.9	.1453	72.4	177.0	334,354	.1259	1,388	4,618
82.	Lorain-Elyria (Lorain Co., Ohio)	177.8	.1072	51.6	125.2	330,418	.1244	1,858	6,403
83.	Los Angeles-Long Beach (Los Angeles and Orange Cos., Cal.)	5,686.2	3.4172	1,956.8	5,480.9	11,272,051	4.2439	1,989	5,760
84.	Louisville (Clark and Floyd Cos., Ind.; Jefferson Co., Ky.)	675.5	.4073	203.2	548.1	1,117,330	.4207	1,654	5,499
85.	Lubbock (Lubbock Co., Tex.)	152.5	.0920	42.8	128.3	272,565	.1026	1,787	6,366
222.	Lynchburg (Campbell Co. and Lynchburg Independent City, Va.)	82.8	.0499	21.8	56.1	108,499	.0409	1,310	4,977
	McAllen, Tex. (See Brownsville-Harlingen-McAllen)								
86.	Macon (Bibb and Houston Cos., Ala.)	155.2	.0936	43.9	122.2	208,995	.0787	1,347	4,761
87.	Madison (Dane Co., Wisc.)	184.7	.1114	52.2	127.4	352,763	.1328	1,910	6,758
88.	Manchester (Hillsborough Co., N. H.)	159.7	.0963	47.8	126.3	266,849	.1005	1,671	5,583
223.	Manitowoc-Two Rivers (Manitowoc Co., Wisc.)	70.1	.0423	20.4	39.2	105,332	.0396	1,503	5,163
224.	Mansfield (Richland Co., Ohio)	102.3	.0617	30.3	66.7	187,765	.0707	1,835	6,197
225.	Marion (Grant Co., Ind.)	67.2	.0406	20.5	44.4	99,663	.0376	1,483	4,862
89.	Memphis (Shelby Co., Tenn.)	534.4	.3223	152.3	462.3	847,549	.3191	1,586	5,565
90.	Miami (Dade Co., Fla.)	743.7	.4485	229.2	711.0	1,386,015	.5219	1,864	6,047
226.	Middletown (Middlesex Co., Conn.)	75.0	.0453	21.2	38.1	132,304	.0498	1,764	6,241
	Middletown, Ohio (See Hamilton-Middletown)								
227.	Midland (Midland Co., Tex.)	44.9	.0270	13.6	42.9	102,756	.0387	2,289	7,556
91.	Milwaukee (Milwaukee Co., Wisc.)	965.7	.5824	288.1	920.9	1,913,081	.7203	1,981	6,640
92.	Minneapolis-St. Paul (Anoka, Dakota, Hennepin and Ramsey Cos., Minn.)	1,247.6	.7523	377.0	1,112.8	2,361,663	.8891	1,893	6,264
93.	Mobile (Mobile Co., Ala.)	266.3	.1606	73.7	214.4	338,129	.1266	1,262	4,561
228.	Modesto (Stanislaus Co., Cal.)	142.4	.0859	44.0	89.7	210,690	.0793	1,480	4,788
	Moline, Ill. (See Davenport-Rock Island-Moline)								
229.	Monroe-West Monroe (Ouachita Parish, La.)	86.1	.0519	24.9	61.8	116,061	.0437	1,348	4,661
94.	Montgomery (Montgomery Co., Ala.)	155.4	.0938	43.6	126.4	211,035	.0794	1,358	4,840
95.	Muncie (Delaware Co., Ind.)	105.1	.0634	32.9	89.2	182,485	.0688	1,736	5,547
	Muscle Shoals, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)								
230.	Muskegon (Muskegon Co., Mich.)	139.0	.0839	41.3	99.0	212,508	.0800	1,529	5,145
96.	Nashville (Davidson Co., Tenn.)	354.8	.2138	100.4	281.8	554,116	.2087	1,563	5,519
	New Bedford, Mass. (See Fall River-New Bedford)								
	New Britain, Conn. (See Hartford-New Britain)								
233.	New Castle (Lawrence Co., Pa.)	108.3	.0653	31.3	61.8	176,614	.0665	1,631	5,643
97.	New Haven-Waterbury (New Haven Co., Conn.)	605.4	.3651	178.4	542.4	1,196,288	.4512	1,979	6,717
232.	New London-Norwich (New London Co., Conn.)	163.7	.0987	47.9	94.1	274,358	.1033	1,676	5,728
98.	New Orleans, (Jefferson Orleans and St. Bernard Parishes, La.)	797.1	.4806	233.0	771.0	1,211,460	.4563	1,529	5,199
99.	New York-N. E. New Jersey	14,124.6	8.5163	4,326.3	13,981.3	26,954,689	10.9013	2,050	6,693
a.	(Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester Cos., N. Y.)	10,336.8	6.2340	3,194.3	9,993.8	20,854,303	7.8516	2,017	6,529
b.	(Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union Cos., N. J.)	3,787.8	2.2843	1,132.0	3,987.5	8,100,386	3.0497	2,139	7,156
231.	Newark (Licking Co., Ohio)	76.3	.0460	23.7	40.4	121,522	.0457	1,593	5,128
	Newburgh, N. Y. (See Poughkeepsie-Newburgh-Beacon)								
	Newport News, Va. (See Hampton-Newport News-Warwick)								
100.	Norfolk-Portsmouth (Norfolk and Princess Anne Cos.; Norfolk, South Norfolk, Portsmouth and Virginia Beach Independent Cities, Va.)	535.3	.3227	147.1	469.0	868,543	.3270	1,623	5,904
	North Little Rock, Ark. (See Little Rock-North Little Rock)								
	Norwalk, Conn. (See Bridgeport-Stamford-Norwalk)								
	Norwich, Conn. (See New London-Norwich)								
	Oakland, Cal. (See San Francisco-Oakland)								
234.	Odessa (Ector Co., Tenn.)	66.8	.0403	19.6	57.1	125,663	.0474	1,881	6,411
101.	Ogden (Weber Co., Utah)	99.8	.0602	28.7	84.2	147,696	.0556	1,482	5,153
102.	Oklahoma City (Oklahoma Co., Okla.)	394.9	.2382	126.3	342.7	662,111	.2493	1,677	5,242
103.	Omaha (Pottawattamie Co., Iowa; Douglas and Sarpy Cos., Nebr.)	401.6	.2422	122.4	348.5	697,153	.2625	1,736	5,696
	Ontario, Cal. (See San Bernardino-Riverside-Ontario)								
104.	Orlando (Orange Co., Fla.)	177.4	.1070	54.1	120.3	260,249	.0980	1,467	4,811
235.	Oshkosh (Winnebago Co., Wisc.)	96.1	.0592	29.0	70.7	156,256	.0588	1,593	5,388

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Before using these figures, see explanation page 11.



Introducing

America's Newly Crowned Queen of the Nation's 18 Largest Markets

KANSAS CITY



Indisputably — Kansas City Is Crowned The NATION'S "*BUYING-EST*" MARKET

Sales Production in Kansas City

RANKS *FIRST*
in the
***NATION*... at 135**

As Ranked by Sales Management's Sales Production Index

***Sales Production Index:*—"Kansas City Metropolitan Area's % of all U. S. Retail Sales is 35% Greater Than its % of U. S. Total Population"... By Far The Nation's Leader.**

As every sales manager knows, "a unit" of population does not necessarily indicate "a unit" of sales opportunity.

Markets are people. Like people, markets too differ in many ways.

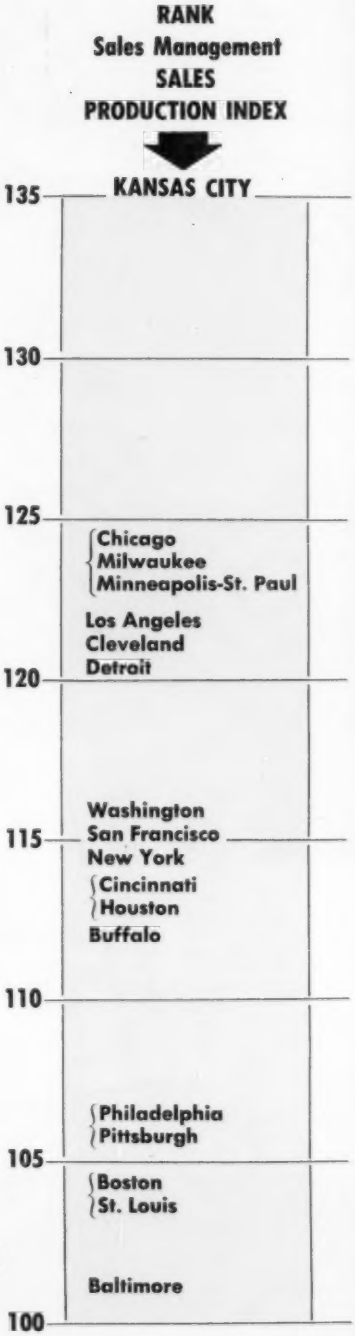
What factor then can—accurately—indicate a market's *whole sales opportunity?*

That factor is SALES MANAGEMENT'S SALES PRODUCTION INDEX ... through which markets are rated and ranked—*not* just by physical size—but by *retail sales relative to population.*

Here is where Kansas City's VITALITY, VIGOR ... "AREA MAGNETISM" truly shows its top ranking sales opportunity.

Kansas City is *first.* No other of the nation's 18 largest markets is even close! Kansas City is QUEEN of them all.

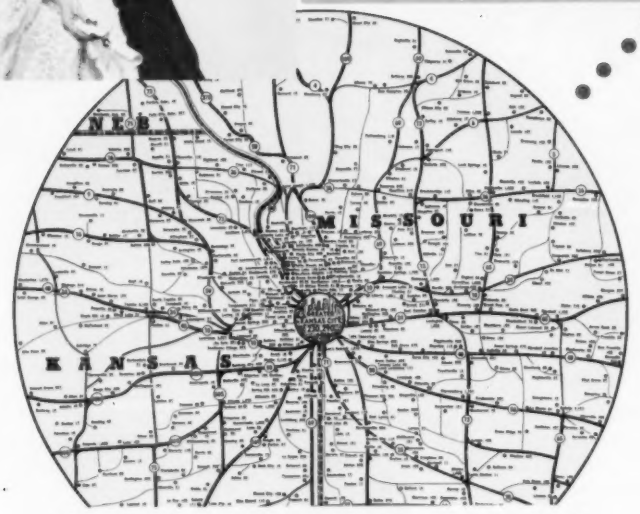
18TH
in Population **...FIRST in Per Capita Sales!**



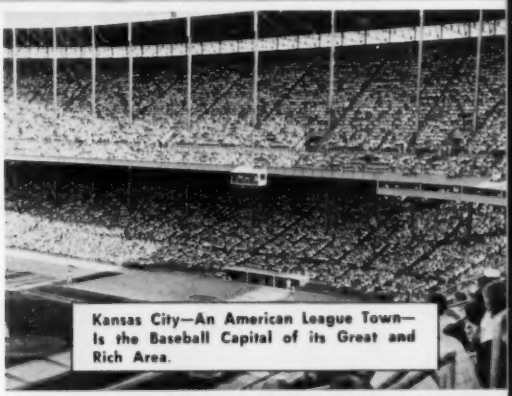


Bountiful? Yes, but the *important quality* is

AREA MAGNETISM



Kansas City is the Capital Without Geographical Challenge, of a Great and Rich Area



Kansas City—An American League Town—Is the Baseball Capital of its Great and Rich Area.



Kansas City's Auditorium and The Starlight Theatre Make Kansas City the Entertainment Capital of its Great and Rich Area.

Why?

Plus...

AREA MAGNETISM
(Without Geographical Challenge)

VIGOR IN BUSINESS LEADERSHIP

"AREA MAGNETISM," the force within Kansas City, draws untold thousands of area people into Kansas City . . . *with dollars.*

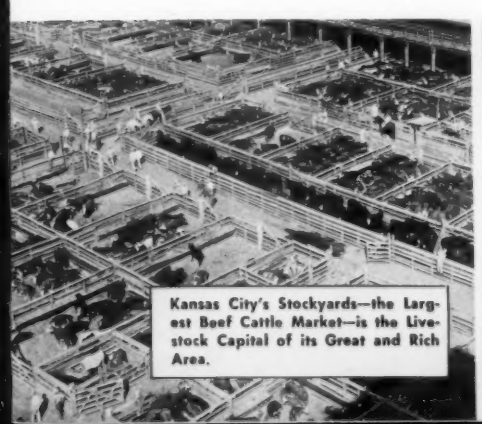
"VIGOR in Kansas City's business leadership" promotes Kansas City's "area magnetism," steadily increases it — also produces a broad-based and prosperous economy.

Now . . . because of this unique combination, the Kansas City Area Market usually produces more sales dollars for advertisers than markets far larger in population.

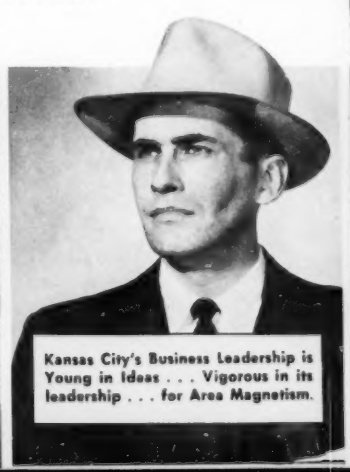
Of all "18 largest" . . . Kansas City is TRULY QUEEN OF THEM ALL!



Kansas City's Internationally Famous William Rockhill Nelson Gallery of Art is just One of Many Cultural Centers . . . The Capital of its Great and Rich Area.



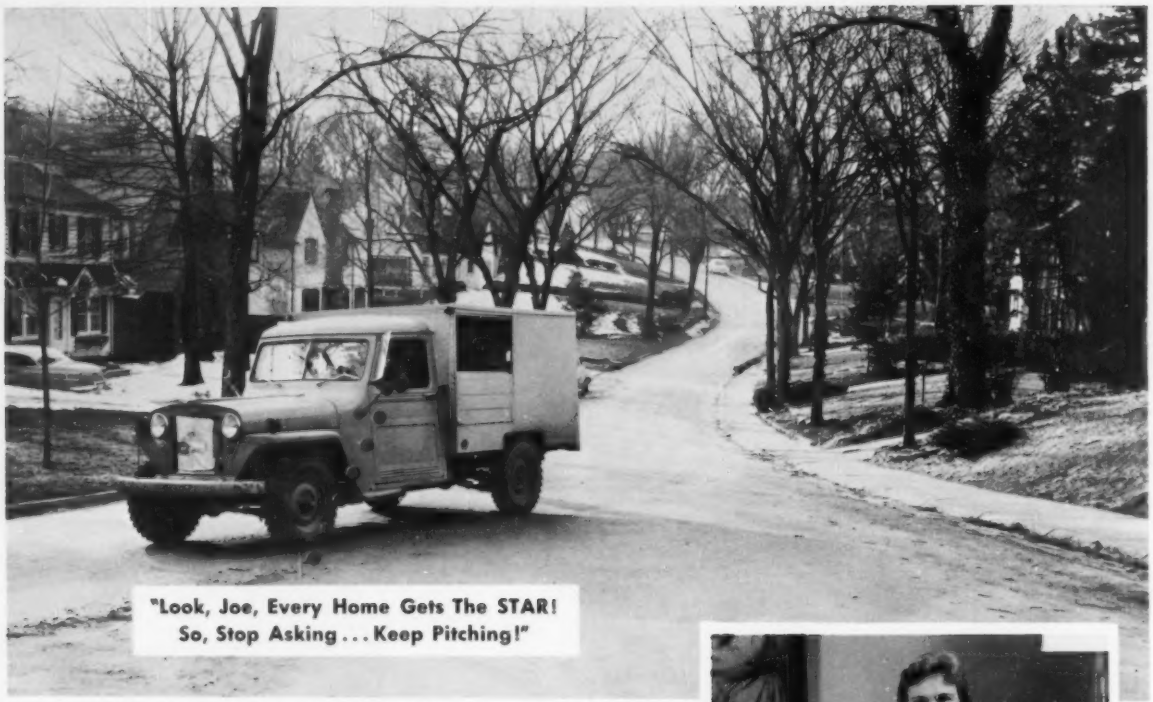
Kansas City's Stockyards—the Largest Beef Cattle Market—is the Livestock Capital of its Great and Rich Area.



Kansas City's Business Leadership is Young in Ideas . . . Vigorous in its leadership . . . for Area Magnetism.



Kansas City's Famous Petticoat Lane . . . a Symbol of Kansas City's unchallenged Shopping Magnetism in its Great and Rich Area.



"Look, Joe, Every Home Gets The STAR!
So, Stop Asking . . . Keep Pitching!"

The Largest Twice-a-day Home Delivered Circulation Of All Newspapers In America . . .
. . . Over 690,000 Daily

"KANSAS CITY the *QUEEN*"

Where Merchants Give The Manufacturer

MORE ACTION per ad dollar

Than In Any Other Of The Nation's "18 Largest"



"Welcome! Our responsive people get the STAR *at home* . . . and have the means to buy."

- **The STAR Works *At Home!* . . .**

  . . . with 95% circulation *home delivered* . . . *direct* to QUEEN KANSAS CITY. And she acts!

- **Measured Sales Opportunity? Sales Quotas?**

  Ask us for these: (1) How do *you* stack up competitively? (2) What's *your* market share *today?* (3) What percentage of *your* volume should key outlets deliver?
  Don't guess in Kansas City! *Ask us* . . . then "bulls-eye" your sales.

- **QUEEN KANSAS CITY Invites *You!***



THE KANSAS CITY STAR

KANSAS CITY, MO.	CHICAGO, ILLINOIS	NEW YORK, N. Y.	SAN FRANCISCO, CALIF.
1729 Grand Ave.	202 South State St.	21 E. 40th St.	*West-Holliday Co., Inc.*
HArrison 1-1200	WEbster 9-0532	MUrray Hill 3-6161	785 Market St.
			SUtter 1-3401

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 177-178

	AREA AND DEFINITION	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES—1955			
		Total (thousands)	% of U. S. A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U. S. A.	Per Capita	Per Family
236.	Paducah (McCracken Co., Ky.)	73.4	.0442	23.3	48.8	99,262	.0374	1,352	4,260
237.	Pasco-Kennewick-Richland (Benton and Franklin Cos., Wash.)	85.8	.0518	26.7	63.4	168,340	.0633	1,962	6,305
238.	Pensacola (Escambia Co., Fla.)	163.4	.0985	43.5	113.9	202,703	.0763	1,241	4,660
105.	Peoria (Peoria and Tazewell Cos., Ill.)	275.0	.1659	85.2	208.3	500,257	.1884	1,819	5,872
239.	Petersburg-Hopewell (Dinwiddie and Prince George Cos.; Petersburg, Hopewell and Colonial Heights Independent Cities, Va.)	99.8	.0601	23.5	71.9	124,430	.0468	1,247	5,295
106.	Philadelphia (Burlington, Camden and Gloucester Cos., N. J.; Bucks, Chester, Delaware, Montgomery and Philadelphia Cos., Pa.)	4,076.3	2.4585	1,172.4	3,505.8	7,695,112	2.8972	1,888	6,564
107.	Phoenix (Maricopa Co., Ariz.)	505.0	.3046	148.5	367.6	705,500	.2656	1,397	4,816
108.	Pittsburgh (Allegheny, Beaver, Washington and Westmoreland Cos., Pa.)	2,292.9	1.3829	658.4	1,841.9	3,969,271	1.4945	1,731	6,029
109.	Pittsfield (Berkshire Co., Mass.)	138.6	.0835	41.6	108.7	223,229	.0841	1,611	5,386
	Port Arthur, Tex. (See Beaumont-Port Arthur)								
240.	Port Huron (St. Clair Co., Mich.)	103.1	.0621	30.7	56.4	158,342	.0597	1,536	5,158
110.	Portland (Cumberland Co., Me.)	171.9	.1037	50.7	136.4	286,097	.1092	1,548	5,248
111.	Portland (Clackamas, Multnomah and Washington Cos., Ore.; Clark Co., Wash.)	785.6	.4739	265.2	591.9	1,301,021	.4897	1,656	4,906
241.	Portsmouth (Scioto Co., Ohio)	102.8	.0620	30.0	55.8	131,248	.0494	1,277	4,375
	Portsmouth, Va. (See Norfolk-Portsmouth)								
242.	Poughkeepsie-Newburgh-Beacon (Dutchess and Orange Cos., N. Y.)	297.3	.1793	84.2	151.5	443,868	.1672	1,493	5,272
112.	Providence-Pawtucket (Bristol, Kent and Providence Cos., R. I.)	706.9	.4264	211.0	647.0	1,204,268	.4535	1,704	5,707
243.	Provo (Utah Co., Utah)	95.0	.0573	24.4	67.9	111,533	.0420	1,174	4,571
113.	Pueblo (Pueblo Co., Colo.)	106.1	.0640	30.1	99.5	136,478	.0514	1,286	4,534
244.	Quincy (Adams Co., Ill.)	68.1	.0410	21.8	49.8	99,072	.0373	1,455	4,545
114.	Racine (Racine Co., Wisc.)	119.4	.0720	35.6	89.9	228,644	.0861	1,915	6,423
115.	Raleigh (Wake Co., N. C.)	156.0	.0940	38.3	83.1	220,664	.0831	1,415	5,761
245.	Rapid City (Pennington Co., S. D.)	53.3	.0322	16.7	41.2	78,339	.0295	1,470	4,691
116.	Reading (Berks Co., Pa.)	261.2	.1575	77.5	175.5	474,131	.1785	1,815	6,118
246.	Reno (Washoe Co., Nev.)	65.7	.0397	21.7	54.1	157,162	.0592	2,392	7,242
	Richland, Wash. (See Pasco-Kennewick-Richland)								
117.	Richmond (Chesterfield and Henrico Cos. Va.; and Richmond Independent City, Va.)	362.9	.2189	100.1	297.9	615,199	.2317	1,695	6,146
247.	Richmond (Wayne Co., Ind.)	76.1	.0459	23.0	47.6	126,024	.0475	1,656	5,479
	Riverside, Cal. (See San Bernardino-Riverside-Ontario)								
118.	Roanoke (Roanoke Co., and Roanoke Independent City, Va.)	145.3	.0876	39.8	118.1	228,738	.0862	1,574	5,747
119.	Rochester (Monroe Co., N. Y.)	533.2	.3216	165.2	466.0	964,852	.3633	1,810	5,841
	Rock Island, Ill. (See Davenport-Rock Island-Moline)								
120.	Rockford (Winnebago Co., Ill.)	171.0	.1031	54.1	143.0	322,492	.1214	1,886	5,961
	Rome, N. Y. (See Utica-Rome)								
121.	Sacramento (Sacramento Co., Cal.)	389.9	.2352	122.1	296.3	764,405	.2878	1,961	6,260
122.	Saginaw (Saginaw Co., Mich.)	170.1	.1026	49.1	119.2	280,631	.1056	1,650	5,715
123.	St. Joseph (Buchanan Co., Mo.)	101.8	.0614	32.2	86.7	160,801	.0606	1,580	4,994
124.	St. Louis (Madison and St. Clair Cos., Ill.; St. Louis City, St. Charles and St. Louis Cos., Mo.)	1,849.2	1.1152	569.6	1,672.3	3,353,779	1.2627	1,814	5,888
	St. Paul, Minn. (See Minneapolis-St. Paul)								
	St. Petersburg, Fla. (See Tampa-St. Petersburg)								
248.	Salem (Marion Co., Ore.)	105.1	.0634	31.8	50.2	140,293	.0528	1,335	4,412
125.	Salt Lake City (Salt Lake Co., Utah)	312.4	.1884	90.7	267.6	512,650	.1930	1,641	5,652
126.	San Angelo (Tom Green Co., Tex.)	74.5	.0450	21.6	67.1	118,939	.0448	1,596	5,506
127.	San Antonio (Bexar Co., Tex.)	580.5	.3501	152.9	529.4	764,766	.2879	1,317	5,002
128.	San Bernardino-Riverside-Ontario (Riverside and San Bernardino Cos., Cal.)	611.2	.3686	197.1	392.6	911,495	.3431	1,491	4,625
129.	San Diego (San Diego Co., Cal.)	826.2	.4982	271.8	738.1	1,551,950	.5843	1,878	5,710
130.	San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Cos., Cal.)	2,613.1	1.5759	867.0	2,420.0	5,696,328	2.1446	2,180	6,570
131.	San Jose (Santa Clara Co., Cal.)	444.2	.2679	136.7	335.4	816,013	.3073	1,837	5,969
149.	Santa Barbara (Santa Barbara Co., Cal.)	110.9	.0668	36.0	77.3	210,400	.0792	1,897	5,844
132.	Savannah (Chatham Co., Ga.)	164.5	.0992	48.4	141.5	228,409	.0860	1,389	4,719
	Schenectady, N. Y. (See Albany-Schenectady-Troy)								
133.	Scranton (Lackawanna Co., Pa.)	255.7	.1542	73.8	238.3	357,838	.1348	1,399	4,849
134.	Seattle (King Co., Wash.)	777.8	.4691	284.2	686.8	1,628,460	.6131	2,094	6,184
250.	Sheboygan (Sheboygan Co., Wisc.)	83.8	.0505	25.3	53.3	136,331	.0514	1,627	5,389
	Sheffield, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)								
135.	Shreveport (Bossier and Caddo Parishes, La.)	251.9	.1519	72.7	196.3	365,814	.1378	1,452	5,032
136.	Sioux City (Woodbury Co., Iowa)	113.5	.0685	35.7	95.1	201,074	.0757	1,772	5,632
137.	Sioux Falls (Minnehaha Co., S. D.)	81.8	.0493	25.3	64.5	130,998	.0494	1,601	5,178
138.	South Bend (St. Joseph Co., Ind.)	238.4	.1437	70.9	196.1	512,880	.1931	2,151	7,234
251.	Spartanburg (Spartanburg Co., S. C.)	158.6	.0957	41.5	85.9	192,241	.0723	1,211	4,632
139.	Spokane (Spokane Co., Wash.)	261.0	.1574	85.3	219.2	485,709	.1829	1,861	5,695
140.	Springfield (Sangamon Co., Ill.)	139.6	.0842	45.3	105.1	244,729	.0922	1,753	5,402
141.	Springfield-Holyoke (Hampden and Hampshire Cos., Mass.)	494.2	.2980	142.4	412.8	843,219	.3175	1,706	5,921
142.	Springfield (Greene Co., Mo.)	117.9	.0711	39.1	100.6	170,424	.0641	1,445	4,359
143.	Springfield (Clark Co., Ohio)	122.1	.0736	37.1	91.6	213,780	.0805	1,751	5,762
	Stamford, Conn. (See Bridgeport-Stamford-Norwalk)								
	Steubenville, Ohio (See Wheeling-Steubenville)								

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Before using these figures, see explanation page 11.

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 177-178

AREA AND DEFINITION	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING SM INCOME ESTIMATES—1955			
	Total (thousands)	% of U. S. A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U. S. A.	Per Capita	Per Family
144. Stockton (San Joaquin Co., Cal.)	229.5	.1384	69.2	161.3	385,787	.1453	1,681	5,575
Superior, Wisc. (See Duluth-Superior)								
145. Syracuse (Onondaga Co., N. Y.)	377.3	.2276	112.3	305.6	625,478	.2355	1,658	5,570
146. Tacoma (Pierce Co., Wash.)	304.4	.1836	90.8	205.5	532,019	.2003	1,748	5,859
147. Tampa-St. Petersburg (Hillsborough and Pinellas Cos., Fla.)	552.9	.3334	175.2	516.1	785,996	.2959	1,422	4,486
252. Temple (Bell Co., Tex.)	95.3	.0575	24.1	50.7	136,874	.0516	1,436	5,679
148. Terre Haute (Vigo Co., Ind.)	106.7	.0643	34.8	80.5	183,395	.0691	1,719	5,270
253. Texarkana (Miller Co., Ark.; Bowie Co., Tex.)	106.5	.0642	31.1	55.5	109,430	.0412	1,028	3,519
149. Toledo (Lucas Co., Ohio)	429.7	.2591	131.0	389.7	943,827	.3553	2,196	7,205
150. Topeka (Shawnee Co., Kans.)	127.4	.0768	41.5	109.6	213,189	.0803	1,673	5,137
151. Trenton (Mercer Co., N. J.)	259.0	.1562	70.0	223.5	515,059	.1939	1,989	7,358
Troy, N. Y. (See Albany-Schenectady-Troy)								
152. Tucson (Pima Co., Ariz.)	217.2	.1310	62.3	122.5	315,997	.1190	1,455	5,072
153. Tulsa (Tulsa Co., Okla.)	297.7	.1795	94.5	245.9	528,695	.1990	1,776	5,595
Tuscumbia, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)								
Two Rivers, Wisc. (See Manitowoc-Two Rivers)								
254. Tyler (Smith Co., Tex.)	78.8	.0476	22.8	51.5	101,883	.0383	1,293	4,469
Urbana, Ill. (See Champaign-Urbana)								
154. Utica-Rome (Herkimer and Oneida Cos., N. Y.)	298.9	.1790	87.8	209.7	427,602	.1609	1,440	4,870
155. Waco (McLennan Co., Tex.)	142.2	.0858	41.6	106.1	191,896	.0723	1,349	4,613
Warwick, Va. (See Hampton-Newport News-Warwick)								
156. Washington (District of Columbia, Montgomery and Prince Georges Cos., Md.; Arlington and Fairfax Cos., Va.)	1,802.1	1.0889	511.5	1,576.0	3,979,880	1.4984	2,208	7,781
Waterbury, Conn. (See New Haven-Waterbury)								
157. Waterloo (Black Hawk Co., Iowa)	111.3	.0671	33.9	95.1	203,532	.0766	1,829	6,004
255. Watertown (Jefferson Co., N. Y.)	88.8	.0523	26.5	40.0	119,346	.0450	1,375	4,504
West Monroe, La. (See Monroe-West Monroe)								
256. West Palm Beach (Palm Beach Co., Fla.)	165.6	.0999	82.4	127.2	244,832	.0922	1,478	4,672
158. Wheeling-Steubenville (Belmont and Jefferson Cos., Ohio; Brooke, Hancock, Marshall and Ohio Cos., W. Va.)	357.9	.2159	103.0	230.0	553,248	.2084	1,546	5,371
159. Wichita (Sedgwick Co., Kans.)	315.8	.1904	103.8	276.1	542,521	.2042	1,718	5,227
160. Wichita Falls (Wichita Co., Tex.)	126.8	.0765	33.8	119.0	212,386	.0799	1,675	6,284
161. Wilkes-Barre-Hazleton (Luzerne Co., Pa.)	379.7	.2290	106.5	318.6	524,068	.1973	1,380	4,921
258. Williamsport (Lycoming Co., Pa.)	104.5	.0630	31.6	69.2	155,619	.0586	1,489	4,925
162. Wilmington (New Castle Co., Del.; and Salem Co., N. J.)	315.3	.1903	90.7	243.4	631,687	.2378	2,003	6,965
257. Wilmington (New Hanover Co., N. C.)	72.7	.0438	20.3	53.9	92,394	.0348	1,271	4,551
163. Winston-Salem (Forsyth Co., N. C.)	170.2	.0126	48.4	111.9	253,844	.0955	1,490	5,468
164. Worcester (Worcester Co., Mass.)	580.2	.3499	168.6	441.0	927,233	.3492	1,598	5,500
259. Yakima (Yakima Co., Wash.)	148.5	.0896	45.8	71.0	203,204	.0765	1,368	4,437
165. York (York Co., Pa.)	214.4	.1293	64.2	115.1	344,197	.1296	1,605	5,361
166. Youngstown (Mahoning and Trumbull Cos., Ohio; Mercer Co., Pa.)	570.5	.3440	161.8	410.4	1,022,863	.3850	1,793	6,322
260. Zanesville (Muskingum Co., Ohio)	79.4	.0479	24.1	42.7	118,021	.0437	1,481	4,814
Total All Metropolitan Areas	108,432.3	65.3951	32,581.3	91,790.8	197,910,536	74.5141	1,825	6,074
U. S. Total	165,811.5	100.0000	48,600.4	110,709.1	265,601,325	100.0000	1,602	5,465

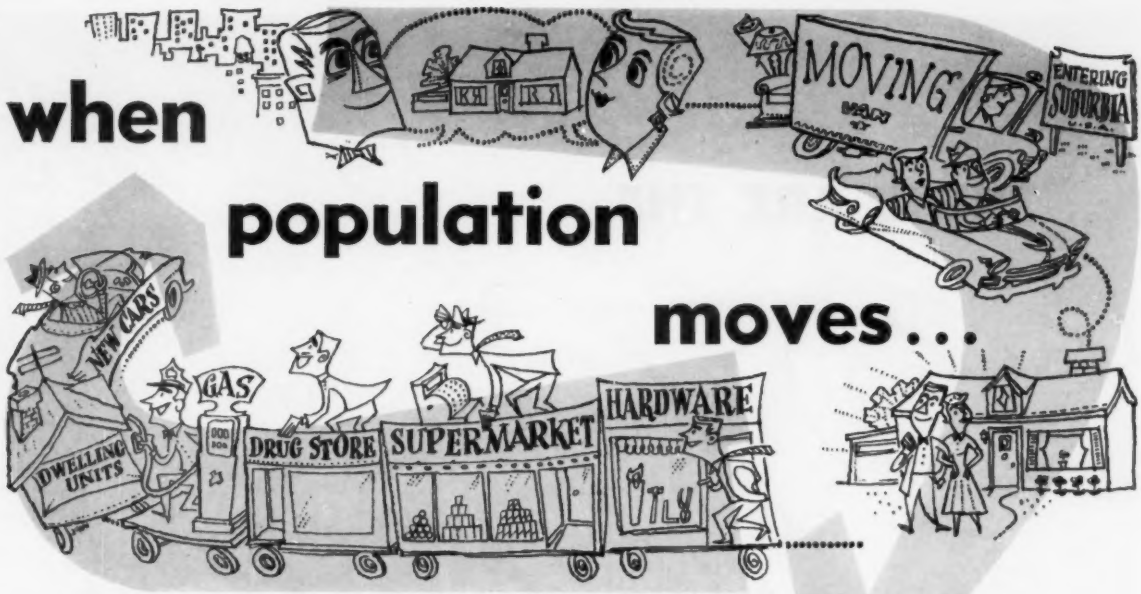
© SM, 1956.

Before using these figures, see explanation page 11.

TV HOME DATA ON IBM CARDS

All estimates of TV Homes, Families and TV Coverage shown here are available on IBM cards to interested parties, either in conjunction with other market data from the 1956 SURVEY OF BUYING POWER or separately. In addition, punch cards can be prepared in which the county estimates of TV Homes can be kept up-to-date for quarterly or monthly periods throughout the year. Write to:

MARKET STATISTICS, INC.
RESEARCH CONSULTANTS TO SALES MANAGEMENT
432 Fourth Avenue • New York 16, N. Y.
Tel.: MU 4-3559



when population moves . . . can sales be far behind?

The rapid and continuing shift of population to the suburbs and beyond is *the* challenging market opportunity today.

This challenge is being met by growing suburban shopping centers, changing distribution patterns and alert sales strategies. **It's a challenge that must also be met by up-to-date advertising concepts** to reach prospects where they are today and will be tomorrow, *not* where they were yesterday. **Media lists must be re-evaluated to do just this.**

American consumers are leaving the city centers for the suburbs and smaller communities—towns under 50,000, where already 70% of the 2,700,000 American Legion families are enjoying their increased spending power and their increased leisure time, with their growing families, in their own homes.

It is here in "Legion-Area" that the American Legion organization can best pursue its program of community service. It is here that the annual $13 billion Legion income is being spent.

WELCOME TO LEGION-AREA

TOWNS UNDER 50,000 POPULATION

Population	68.3%
Total Retail Sales	59.2%
Hardware Store Sales	73.0%
Food Store Sales	61.9%
Drug Store Sales	57.2%
Automotive Store Sales	64.8%
New Car Sales	58.7%
Gasoline Station Sales	69.2%
Auto Repair Shop Sales	60.5%
New Dwelling Unit Starts	75.4%
AMERICAN LEGION HOUSEHOLDS	70.0%

It is here that only The American Legion Magazine can prompt the purchase of your products—in the minds of its 4,575,000 loyal readers.

THE AMERICAN LEGION MAGAZINE

THESE ARE THE

Television stations



THAT MAKE

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

EAST, SOUTHEAST		VHF CHANNEL	PRIMARY
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST, SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis—St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU-KHBC-TV	Hawaii		
KRON-TV	San Francisco	4	NBC

Summary of Data for Metropolitan County Areas

See explanation of "Metropolitan County Areas," pages 177-178

AREAS	RETAIL SALES—SM ESTIMATES, 1955														
	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
				Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
167. Abilene, Tex.	101,977	.0550	4,743	.0478	107	124	20,515	4,980	12,371	7,715	8,229	25,682	7,308	7,458	3,153
1. Akron, Ohio	581,848	.3134	4,220	.3110	112	113	139,360	48,153	101,927	25,318	27,285	122,901	35,445	34,127	17,792
2. Albany-Schenectady-Troy, N. Y.	701,899	.3783	4,083	.3563	109	115	164,051	52,193	117,305	62,053	38,405	115,681	33,378	32,847	16,380
3. Albuquerque, N. M.	240,976	.1299	4,126	.1278	102	103	47,656	16,915	32,629	14,278	14,715	54,566	18,194	14,962	7,903
168. Alexandria, La.	84,174	.0454	2,943	.0481	73	75	18,200	4,537	14,604	5,639	4,605	18,741	6,823	5,452	2,228
4. Allentown-Bethlehem-Easton, Pa.	528,177	.2835	4,014	.2868	105	104	116,643	35,745	83,484	35,447	30,924	93,631	29,982	32,525	12,871
5. Altoona, Pa.	129,235	.0696	3,199	.0733	88	84	33,945	7,194	17,994	7,486	8,001	26,702	8,353	7,028	2,977
6. Amarillo, Tex.	207,729	.1119	5,042	.0978	122	140	33,087	10,988	23,867	16,977	9,650	54,438	15,274	15,196	6,787
169. Anderson, Ind.	132,794	.0716	3,668	.0727	105	103	29,732	8,068	12,515	8,898	7,368	29,385	8,858	11,264	4,756
170. Ann Arbor, Mich.	185,370	.0999	4,467	.1013	108	108	42,448	13,394	15,716	13,696	8,361	42,665	13,495	13,955	7,487
171. Anniston, Ala.	74,607	.0402	3,258	.0407	77	78	18,599	4,405	8,914	5,064	5,077	18,410	5,269	3,468	1,583
172. Appleton, Wisc.	109,114	.0588	4,400	.0641	101	109	21,809	6,596	18,494	4,938	6,456	20,167	5,574	9,789	2,580
7. Asheville, N. C.	128,114	.0690	3,609	.0690	86	86	26,603	5,332	22,119	6,333	6,037	19,414	9,200	8,555	5,079
Ashland (See Huntington-Ashland)															
8. Atlanta, Ga.	1,093,106	.5890	4,586	.5268	112	125	211,835	55,856	257,055	61,137	45,760	201,453	60,994	63,619	35,608
9. Atlantic City, N. J.	224,813	.1212	5,052	.0978	114	142	48,370	40,269	19,902	18,571	9,612	27,574	10,217	10,188	7,208
173. Auburn, N. Y.	80,183	.0432	3,747	.0483	92	99	18,033	5,063	8,422	5,578	4,899	14,681	3,534	7,780	1,551
Auburn, Me. (See Lewiston-Auburn)															
10. Augusta, Ga.	205,721	.1109	2,922	.1282	81	70	52,713	12,857	27,425	12,382	11,038	43,452	15,173	9,013	5,989
11. Austin, Tex.	210,886	.1137	4,176	.1103	96	99	42,489	16,350	25,890	17,579	12,306	39,506	14,199	17,364	6,674
175. Bakersfield, Cal.	317,733	.1712	4,079	.1674	106	108	75,178	24,443	37,590	13,522	16,850	56,186	28,744	30,499	8,858
12. Baltimore, Md.	1,662,028	.8958	3,976	.8919	100	100	386,142	171,508	313,025	92,312	82,337	254,051	84,274	75,077	66,537
174. Bangor, Me.	134,589	.0726	4,592	.0824	95	110	31,358	5,318	19,874	7,922	5,069	29,974	8,128	5,129	2,704
13. Baton Rouge, La.	217,520	.1173	3,674	.1264	99	92	40,750	12,622	29,978	16,819	13,673	48,392	15,501	18,081	7,999
176. Battle Creek, Mich.	153,422	.0827	3,779	.0862	103	99	38,159	10,038	16,760	8,969	8,469	29,812	13,277	10,963	5,592
14. Bay City, Mich.	109,864	.0592	3,896	.0583	98	100	25,151	7,695	12,902	6,350	9,580	21,766	7,531	9,603	3,912
Beacon, N. Y. (See Poughkeepsie-Newburgh-Beacon)															
15. Beaumont-Port Arthur, Tex.	268,539	.1447	4,087	.1406	104	107	64,988	14,442	33,480	18,740	14,094	55,237	17,680	19,448	8,475
177. Bellingham, Wash.	78,589	.0424	3,330	.0408	96	99	16,326	5,485	8,562	4,290	3,192	11,943	4,066	7,654	2,028
[Beloit-Janesville, Wis. Bethlehem, Pa. (See Allentown-Bethlehem-Easton)															
178. Billings, Mont.	102,717	.0553	4,447	.0474	113	131	18,641	7,708	9,876	5,763	7,049	25,534	6,506	10,462	2,994
179. Biloxi-Gulfport, Miss.	97,304	.0525	3,180	.0590	83	74	22,013	10,287	11,265	6,938	5,618	20,693	8,104	5,278	2,880
16. Binghamton, N. Y.	240,401	.1295	4,066	.1230	104	109	53,429	19,236	37,541	14,606	11,503	45,694	13,989	13,380	6,536
17. Birmingham, Ala.	607,803	.3276	3,505	.3396	92	98	142,033	31,751	92,820	43,164	29,268	141,745	32,397	24,065	16,899
180. Bloomington, Ill.	100,624	.0543	3,741	.0549	105	104	19,834	6,325	12,958	4,802	5,148	17,616	8,115	10,507	2,973
181. Boise, Idaho	170,812	.0920	4,057	.0798	96	110	32,038	8,228	26,400	6,065	8,448	41,676	12,904	14,643	4,766
18. Boston, Mass.	3,782,581	2.0388	4,383	2.0027	111	113	927,203	293,706	615,729	279,367	165,570	566,532	157,363	178,340	114,673
182. Bremerton, Wash.	88,523	.0486	3,090	.0503	96	90	23,132	5,457	9,303	2,955	4,214	15,226	5,425	5,873	3,790
19. Bridgeport-Stamford-Norwalk, Conn.	766,094	.4129	4,416	.4531	127	116	184,326	51,030	74,623	56,886	45,876	138,244	37,980	63,021	23,656
183. Bristol, Va., Tenn.	141,265	.0762	3,308	.0805	80	75	31,931	4,938	18,392	8,821	9,723	28,909	11,243	13,174	3,407
20. Brockton, Mass.	242,125	.1304	3,795	.1251	100	104	63,871	17,886	21,642	14,492	9,306	42,263	13,614	16,656	7,854
184. Brownsville-Harlingen-McAllen, Tex.	235,067	.1267	2,740	.1468	67	58	56,250	12,951	28,650	14,396	10,339	45,953	13,766	23,384	6,514
21. Buffalo, N. Y.	1,449,717	.7813	4,059	.7531	103	107	348,398	134,882	197,575	117,189	73,099	263,038	76,174	98,467	40,931
185. Burlington, Vt.	76,322	.0411	4,194	.0379	92	100	16,754	3,884	11,160	5,154	5,356	14,140	3,751	4,003	1,552
186. Butte-Anaconda, Mont.	88,329	.0476	3,478	.0460	102	105	22,096	12,512	10,432	4,402	4,578	16,228	5,829	3,303	1,931
22. Canton, Ohio	373,689	.2014	4,014	.2012	105	105	92,617	26,088	39,679	24,215	24,556	77,823	23,386	26,944	9,636
23. Cedar Rapids, Iowa	160,457	.0864	4,360	.0794	115	125	28,516	9,752	18,784	11,698	12,736	30,270	9,097	16,141	5,370
187. Champaign-Urbana, Ill.	134,453	.0725	4,124	.0821	111	98	25,020	9,742	20,377	8,419	5,588	26,540	9,840	14,645	4,326
24. Charleston, S. C.	178,742	.0952	3,419	.0956	84	83	41,121	5,895	22,256	14,151	12,523	32,097	11,908	14,605	5,981
25. Charleston, W. Va.	308,499	.1663	3,550	.1777	91	85	77,635	16,382	50,653	18,118	15,357	66,647	19,114	15,440	8,404
26. Charlotte, N. C.	294,138	.1585	4,775	.1478	107	115	46,603	21,045	50,546	19,070	13,080	53,943	22,276	16,982	11,048
27. Chattanooga, Tenn.	283,759	.1530	3,714	.1455	91	95	65,919	15,530	37,560	19,358	16,341	51,137	21,117	18,988	7,715
188. Cheyenne, Wyo.	71,283	.0384	4,320	.0377	107	109	14,675	6,431	5,135	4,859	4,388	17,473	4,474	5,391	2,284
28. Chicago, Ill.	8,161,023	4.3985	4,323	4.5804	123	119	1,720,971	751,649	1,557,252	641,127	384,347	1,344,473	380,364	396,152	255,124
29. Cincinnati, Ohio	1,237,083	.6667	3,915	.6679	111	111	288,030	114,447	193,686	77,809	63,578	233,243	83,630	70,280	39,028
189. Clarksburg, W. Va.	78,844	.0425	3,443	.0442	90	87	18,831	3,710	9,752	6,434	3,788	15,242	5,284	5,650	3,343
30. Cleveland, Ohio	2,136,950	1.1518	4,388	1.2177	125	118	502,023	172,003	361,777	121,229	109,221	402,002	115,564	121,907	76,207
190. Colorado Springs, Colo.	159,606	.0860	4,613	.0687	108	135	30,553	12,097	13,125	10,836	9,742	29,289	12,963	19,571	6,256
31. Columbia, S. C.	177,349	.0956	4,144	.0941	93	94	33,309	9,266	22,132	14,032	14,557	41,524	12,492	9,131	4,830
32. Columbus, Ga.	176,738	.0953	3,682	.1173	88	72	40,166	10,782	25,223	13,892	11,216	35,606	13,039	5,495	5,335
33. Columbus, Ohio	761,591	.4105	4,382	.4234	120	116	164,157	61,183	130,323	51,461	34,428	140,831	47,233	49,516	25,718

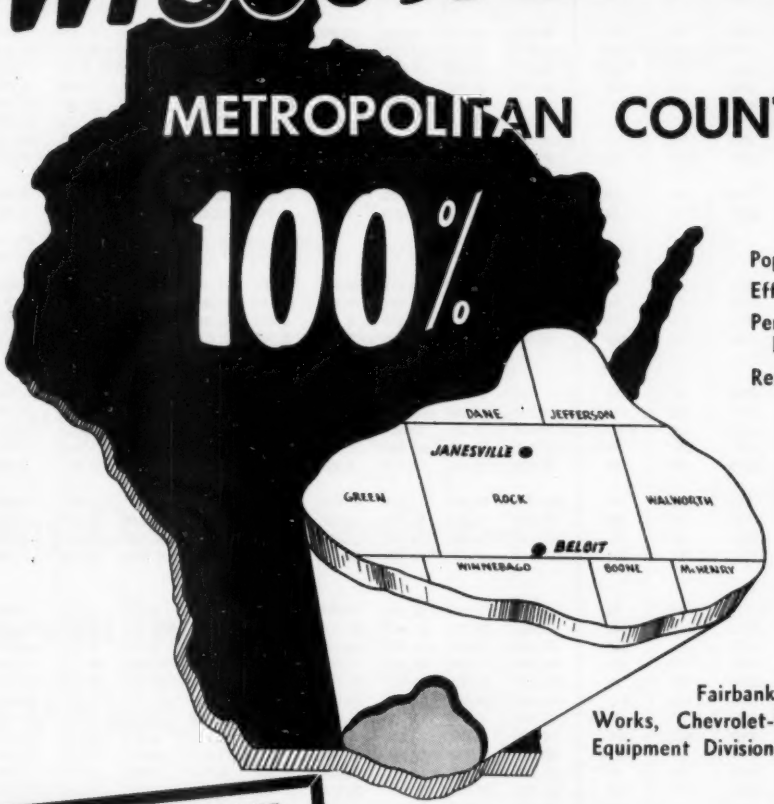
1 Beloit-Janesville, consisting of Rock County, Wisc., was designated as a Potential Metropolitan Area too late for inclusion in the above tabulations.

Before using these figures, see explanation page 11.

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WE'VE GOT WISCONSIN'S 4th METROPOLITAN COUNTY MARKET





100%

Rock County

Population (Inc. So. Beloit)	110,467
Effective Buying Income	$177,610,000
Per Family Effective Buying Income	$5,803
Retail Sales	$130,866,000

Beloit-Janesville

Population (Inc. So. Beloit)	67,767
Effective Buying Income	$114,658,000
Per Family Effective Buying Income	$6,355
Retail Sales	$101,036,000

Industrial Home of

Fairbanks, Morse & Co., Parker Pen, Beloit Iron Works, Chevrolet-Fisher Body, Yates-American, Borg Equipment Division, Freeman Shoe Corp. and others

YOU BUY COMPLETE COVERAGE OF THIS $344 MILLION* MARKET AT 25¢ PER LINE

TOTAL TRADE AREA . . . Includes Rock, Walworth, Jefferson counties, Portions of Green, Dane (Wis.), Winnebago, Boone, McHenry (Ill.).

Population	193,334
Effective Buying Income	$344,327,854
Retail Sales	$245,427,280
Total Circulation	43,200

* Effective Buying Income

Sources: 1956 Survey of Buying Power
1950 U. S. Census

Write for further information to

Beloit Daily News • **Janesville Daily Gazette**

Gen. Adv. Mgr.
Ph. EM 5-8811 Beloit, Wisconsin

Gen. Adv. Mgr.
Ph. PL 4-3311 Janesville, Wisconsin

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 177-178

AREAS	RETAIL SALES—SM ESTIMATES, 1955														
	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
				Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
34. Corpus Christi, Tex.	239,459	.1290	3,837	.1327	94	91	52,587	15,853	30,467	11,496	10,068	51,908	16,777	24,117	6,901
191. Cumberland, Md.	85,010	.0458	3,149	.0456	89	81	23,259	4,936	10,003	6,340	4,112	13,843	5,061	7,510	2,396
35. Dallas, Tex.	1,231,752	.6638	5,067	.6783	121	139	230,643	71,035	225,365	81,203	45,637	308,088	65,823	71,329	36,357
192. Danville, Ill.	128,109	.0690	4,433	.0684	109	126	37,667	7,780	17,289	8,025	6,201	22,311	7,368	11,022	3,807
193. Danville, Va.	86,586	.0466	3,125	.0505	75	69	18,797	4,891	12,998	4,748	3,115	17,304	8,199	7,379	2,176
36. Davenport-Rock Island-Moline, Iowa, Ill.	315,583	.1701	4,051	.1690	110	111	86,830	29,282	43,810	16,847	14,769	61,016	20,296	22,693	10,049
37. Dayton, Ohio	674,145	.3634	4,333	.3743	118	114	151,343	52,510	105,990	39,590	35,098	138,619	39,702	38,956	21,540
194. Daytona Beach, Fla.	116,200	.0626	3,860	.0543	97	112	23,180	13,205	11,120	7,359	7,258	20,713	9,472	8,749	5,339
38. Decatur, Ill.	149,556	.0806	4,213	.0741	111	120	30,875	12,230	22,208	8,153	7,597	33,615	9,856	9,336	3,058
39. Denver, Colo.	991,431	.5343	4,318	.4827	110	122	210,722	67,808	163,536	47,274	54,134	214,609	58,992	58,226	46,729
40. Des Moines, Iowa	337,357	.1819	4,180	.1761	117	121	63,911	21,375	50,409	20,321	18,982	79,992	23,050	21,723	11,391
41. Detroit, Mich.	4,841,614	2.6094	4,798	2.5979	122	123	1,086,050	358,682	693,918	302,868	241,709	1,115,412	299,330	269,831	193,768
42. Dubuque, Iowa	93,584	.0504	4,610	.0478	104	110	18,256	7,222	14,995	3,993	4,430	18,111	5,764	8,997	3,122
43. Duluth-Superior Minn., Wisc.	293,282	.1581	3,812	.1568	98	99	72,209	22,605	42,152	19,971	14,927	56,866	17,800	16,425	8,193
44. Durham, N. C.	111,625	.0602	3,849	.0630	93	89	22,065	5,471	15,858	7,539	7,701	23,026	7,801	8,357	3,716
Easton, Pa. (See Allentown-Bethlehem-Easton)															
195. Eau Claire, Wisc.	113,619	.0612	3,916	.0576	93	99	18,910	8,780	16,603	9,992	4,687	21,489	8,030	9,800	2,582
45. El Paso, Tex.	262,533	.1523	4,449	.1506	95	96	61,992	17,573	47,330	20,130	17,611	57,087	15,936	17,768	8,357
196. Elkhart, Ind.	124,761	.0672	4,258	.0644	114	119	25,472	8,523	11,218	8,107	6,224	29,065	7,797	13,236	2,707
197. Elmira, N. Y.	105,931	.0571	3,628	.0558	97	100	24,946	7,450	11,020	8,832	6,046	21,357	5,118	9,741	2,526
Elyria, Ohio (See Lorain-Elyria)															
198. Enid, Okla.	77,599	.0418	4,732	.0342	107	131	20,153	3,402	6,615	4,511	3,348	12,762	8,045	9,051	2,700
46. Erie, Pa.	274,282	.1478	3,967	.1494	105	104	62,523	17,535	38,484	16,707	14,670	60,610	15,074	20,643	6,531
199. Eugene, Ore.	177,273	.0956	3,648	.0934	100	102	44,849	9,582	18,067	8,114	9,630	34,881	14,694	13,558	4,019
47. Evansville, Ind.	235,079	.1266	3,556	.1297	101	98	52,636	18,699	32,099	22,061	15,034	39,480	16,964	14,849	8,188
200. Everett, Wash.	138,012	.0744	3,101	.0776	96	92	35,673	8,145	13,470	5,335	6,804	26,855	11,069	12,936	2,902
48. Fall River-New Bedford, Mass.	410,141	.2210	3,367	.2256	93	91	104,716	29,378	33,099	37,425	23,499	70,621	21,817	21,905	12,600
201. Fargo, N. D.	102,429	.0552	5,997	.0443	113	141	14,280	6,387	12,159	7,272	4,215	23,778	5,247	17,993	2,464
202. Fayetteville, N. C.	107,382	.0579	4,195	.0615	82	77	21,162	5,667	15,511	7,343	6,372	25,848	8,518	4,639	2,273
49. Flint, Mich.	503,180	.2712	5,177	.2439	123	136	107,548	30,093	48,166	32,152	34,751	128,181	35,697	44,123	18,709
203. Florence-Sheffield-Tuscumbia-Muscle Shoals, Ala.	84,232	.0453	3,143	.0457	75	75	19,953	3,060	10,524	5,067	4,195	21,829	4,566	6,758	2,435
204. Fort Lauderdale, Fla.	275,980	.1487	5,168	.1172	113	143	58,199	29,721	22,350	24,249	19,456	56,056	14,710	18,710	10,468
50. Fort Smith, Ark.	94,411	.0509	4,234	.0412	95	117	18,204	5,778	12,478	6,157	4,169	23,990	5,719	8,132	2,613
51. Fort Wayne, Ind.	278,383	.1500	4,357	.1457	117	121	44,345	21,143	53,160	17,797	14,876	61,299	17,637	16,759	8,123
52. Fort Worth, Tex.	629,861	.3395	4,079	.3219	105	111	115,271	34,090	140,851	26,294	22,337	147,269	36,063	38,409	23,359
53. Fresno, Cal.	399,234	.2152	4,124	.1968	103	112	101,482	28,043	39,377	24,728	26,717	87,821	27,517	37,828	13,284
54. Gadsden, Ala.	81,843	.0441	2,913	.0484	78	71	22,047	2,719	10,022	5,437	5,055	17,667	6,183	5,866	2,390
205. Galesburg, Ill.	74,535	.0401	4,095	.0363	108	119	14,514	5,380	7,924	4,150	4,616	15,762	4,901	6,474	2,264
55. Galveston, Tex.	134,342	.0724	3,436	.0778	98	91	33,037	14,160	12,677	10,360	7,247	18,505	9,998	10,298	5,270
206. Gastonia, N. C.	94,259	.0508	3,041	.0584	79	69	24,257	2,837	14,905	5,318	5,389	20,429	6,709	5,009	2,706
56. Grand Rapids, Mich.	431,625	.2326	4,369	.2198	113	119	94,731	23,543	66,534	25,126	21,603	84,854	29,352	38,074	19,575
207. Great Falls, Mont.	90,922	.0490	4,414	.0446	116	130	15,976	8,122	12,631	5,092	6,108	18,170	5,235	8,438	2,524
57. Green Bay, Wisc.	134,102	.0723	4,561	.0658	101	111	27,346	11,706	19,602	8,879	7,718	22,977	6,359	10,180	3,162
58. Greensboro-High Point, N. C.	281,724	.1518	4,986	.1349	104	117	52,777	10,746	69,423	18,456	13,727	49,530	17,114	15,847	7,489
59. Greenville, S. C.	193,172	.1042	3,795	.1029	92	93	41,804	7,267	30,582	11,081	12,770	40,894	15,026	13,600	5,630
Gulfport, Miss. (See Biloxi-Gulfport)															
208. Hagerstown, Md.	98,574	.0531	4,057	.0478	93	103	20,198	7,513	11,471	6,385	4,305	21,027	6,184	8,764	2,547
60. Hamilton-Middletown, Ohio	199,248	.1074	4,168	.1084	108	107	43,157	15,387	20,666	10,793	11,992	40,204	12,065	23,809	4,848
61. Hampton-Newport News-Warwick, Va.	184,049	.0992	3,758	.1071	95	88	45,042	10,664	19,590	12,083	13,868	40,139	11,761	8,292	5,378
Harlingen, Tex. (See Brownsville-Harlingen-McAllen)															
62. Harrisburg, Pa.	382,036	.2059	4,117	.1995	106	109	73,478	29,282	55,596	26,083	19,124	83,979	23,893	23,068	11,030
63. Hartford-New Britain, Conn.	803,377	.4330	4,439	.4662	121	115	169,823	57,847	116,762	53,987	46,201	146,453	43,993	41,572	28,417
Hazleton, Pa. (See Wilkes-Barre-Hazleton)															
High Point, N. C. (See Greensboro-High Point)															

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Before using these figures, see explanation page 11.

call the H.A.S. man—

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and, by the way,

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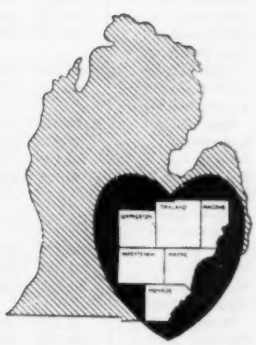
any ONE newspaper—

—you need

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them is The

Detroit Times—



IN THE HEART OF
THE MICHIGAN MARKET

(Detroit Retail Trading Area)

TWO BILLION DOLLARS ANNUALLY in Retail Sales by Detroit Times Families. Maximum Coverage with Minimum Duplication and HIGHEST (8 out of 10) Home Delivered.

REPRESENTED NATIONALLY BY THE HEARST ADVERTISING SERVICE

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 177-178

AREAS	RETAIL SALES—SM ESTIMATES, 1955														
	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
				Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Holyoke, Mass. (See Springfield-Holyoke)															
Hopewell, Va. (See Petersburg-Hopewell)															
64. Houston, Tex.	1,340,018	.7222	4,164	.7112	110	111	308,506	79,157	191,630	83,170	68,167	281,344	85,618	88,859	40,807
65. Huntington-Ashland, W. Va., Ky.	242,913	.1308	3,346	.1361	98	83	58,914	13,268	37,222	16,097	14,269	48,302	15,137	16,019	8,644
209. Hutchinson, Kans.	77,804	.0419	4,074	.0366	103	118	14,784	3,829	11,417	4,328	4,226	18,421	4,259	8,164	2,147
66. Indianapolis, Ind.	894,717	.4822	4,617	.4619	125	130	162,066	68,908	175,210	38,359	46,605	195,367	53,350	49,226	40,274
67. Jackson, Mich.	148,193	.0799	4,196	.0761	105	110	32,355	10,754	16,607	9,852	7,475	31,500	10,611	12,158	5,266
68. Jackson, Miss.	186,700	.0936	3,729	.0876	89	91	34,725	8,458	20,720	13,084	8,332	43,698	11,788	9,749	5,418
69. Jacksonville, Fla.	498,520	.2676	4,421	.2362	98	112	116,818	29,768	43,937	36,644	25,976	128,091	28,013	25,029	16,499
210. Jamestown, N. Y.	165,638	.0893	3,547	.0831	98	103	39,791	13,392	17,437	10,904	6,722	32,860	10,990	13,112	3,868
70. Johnstown, Pa.	245,293	.1322	3,067	.1454	82	75	58,093	14,479	45,054	10,841	10,367	49,159	16,505	15,819	4,549
211. Joplin, Mo.	127,776	.0689	3,389	.0615	91	102	25,080	6,627	14,033	5,334	4,444	32,894	11,185	9,241	3,138
71. Kalamazoo, Mich.	183,948	.0991	4,209	.0987	110	112	37,717	11,027	18,087	10,648	12,300	40,806	12,044	18,651	7,509
212. Kankakee, Ill.	100,240	.0540	4,819	.0480	98	110	22,813	8,185	11,238	4,428	5,886	18,287	7,022	11,749	2,256
72. Kansas City, Mo.	1,360,225	.7331	4,326	.6835	119	127	247,120	85,474	308,658	84,840	59,340	253,048	67,824	100,841	65,660
Kennewick, Wash. (See Pasco-Kennewick-Richland)															
73. Kenosha, Wisc.	96,845	.0522	3,858	.0536	107	104	24,804	9,085	7,673	6,173	5,029	16,647	6,414	9,020	2,986
74. Knoxville, Tenn.	367,252	.1978	3,794	.1931	89	91	85,372	19,790	61,400	17,073	16,937	75,565	28,027	22,532	11,033
213. Kokomo, Ind.	70,476	.0379	3,769	.0383	105	104	15,324	4,218	9,005	3,949	3,808	14,904	3,391	7,210	1,908
214. La Crosse, Wisc.	90,820	.0489	4,325	.0451	103	111	18,417	8,457	13,079	6,046	4,686	15,297	4,569	6,858	1,856
215. Lafayette, Ind.	92,561	.0498	3,956	.0538	107	99	17,999	7,920	13,432	7,068	4,603	16,506	5,837	7,124	4,207
216. Lake Charles, La.	115,385	.0622	3,424	.0654	91	87	21,752	7,954	14,790	6,934	5,225	24,284	10,268	12,341	3,398
217. Lakeland, Fla.	165,638	.0893	3,640	.0838	87	93	42,151	8,324	12,328	9,825	10,107	36,710	13,055	13,827	5,081
75. Lancaster, Pa.	292,873	.1578	4,196	.1636	111	107	56,364	16,167	37,470	14,639	14,893	62,160	16,903	21,617	5,577
76. Lansing, Mich.	285,209	.1537	4,785	.1478	121	126	57,287	16,488	41,077	16,870	10,610	67,972	18,855	24,088	9,122
77. Laredo, Tex.	51,448	.0277	3,524	.0284	67	71	12,101	2,251	7,719	8,184	1,915	8,076	3,327	3,292	1,524
218. Las Vegas, Nev.	183,228	.0626	5,057	.0745	129	143	33,366	14,607	13,567	11,613	7,742	30,029	15,097	8,793	5,706
219. Lawton, Okla.	69,094	.0372	3,098	.0415	86	77	13,204	4,356	7,581	4,127	3,664	17,543	4,199	6,975	2,409
220. Lebanon, Pa.	94,625	.0510	3,598	.0524	95	93	20,238	4,782	9,023	4,772	5,381	27,375	6,090	5,061	1,551
221. Lewiston, Auburn, Me.	88,000	.0474	3,621	.0489	98	93	22,079	4,301	11,494	6,688	3,766	16,687	4,842	3,720	1,879
78. Lexington, Ky.	138,986	.0749	4,088	.0714	100	105	25,256	7,676	22,507	13,202	6,877	22,827	8,187	11,248	4,882
79. Lima, Ohio	115,750	.0624	3,937	.0616	105	106	25,186	7,374	19,697	5,920	5,831	21,205	7,286	10,216	2,765
80. Lincoln, Nebr.	165,354	.0891	3,872	.0835	109	110	26,353	10,157	36,062	11,048	8,328	27,126	11,151	14,879	5,882
81. Little Rock-North Little Rock, Ark.	249,394	.1344	3,445	.1323	91	92	50,084	16,196	43,052	12,806	11,792	58,045	15,241	14,374	7,878
82. Lorain-Elyria, Ohio	205,992	.1110	3,992	.1170	109	104	52,526	15,089	19,931	12,533	12,946	44,202	12,903	17,415	5,465
83. Los Angeles-Long Beach, Cal.	8,036,302	4.3313	4,107	4.1047	129	127	1,842,322	605,468	1,035,345	500,490	523,854	1,595,823	588,394	435,037	254,796
84. Louisville, Ky.	780,222	.4208	3,846	.4180	103	103	171,641	64,802	103,412	49,424	36,327	168,859	45,756	46,557	30,701
85. Lubbock, Tex.	294,452	.1101	4,777	.1027	112	120	36,488	7,317	28,750	10,603	9,808	52,842	12,473	26,339	5,182
222. Lynchburg, Va.	93,940	.0506	4,309	.0456	91	101	19,178	4,669	14,558	5,669	7,025	17,557	5,830	6,718	3,346
McAllen, Tex. (See Brownsville-Harlingen-McAllen)															
86. Macon, Ga.	166,426	.0897	3,791	.0849	91	96	36,696	8,920	22,100	11,878	8,011	35,083	11,941	11,951	5,711
87. Madison, Wisc.	241,153	.1300	4,620	.1276	115	117	46,507	21,628	25,828	16,623	11,830	45,725	14,644	29,280	5,411
88. Manchester, N. H.	201,837	.1088	4,223	.1022	106	113	52,477	9,661	20,920	15,131	9,431	34,577	12,389	10,738	3,968
223. Manitowoc-Two Rivers, Wisc.	77,221	.0416	3,785	.0407	96	98	16,537	7,119	8,473	2,819	4,193	14,787	3,959	7,266	1,157
224. Mansfield, Ohio	129,939	.0700	4,288	.0687	111	113	36,387	10,305	15,962	7,158	6,941	25,250	8,068	9,157	3,048
225. Marion, Ind.	70,445	.0380	3,436	.0383	94	94	15,683	4,836	7,650	4,436	3,599	14,593	5,277	7,814	2,304
89. Memphis, Tenn.	678,403	.3656	4,454	.3337	104	113	140,470	31,383	139,371	43,396	29,327	148,541	36,896	33,161	18,391
90. Miami, Fla.	1,133,071	.6107	4,944	.5338	119	136	234,589	123,892	114,689	109,361	86,551	230,577	58,223	75,580	39,813
226. Middletown, Conn.	93,428	.0503	4,407	.0491	108	111	20,333	5,770	8,252	5,054	4,413	21,339	5,748	8,238	3,132
Middletown, Ohio (See Hamilton-Middletown)															
227. Midland, Tex.	73,276	.0395	5,388	.0366	136	146	16,319	4,017	3,631	6,130	3,806	20,869	4,824	5,779	2,643
91. Milwaukee, Wisc.	1,241,749	.6692	4,310	.6773	116	115	277,036	113,816	209,269	78,568	63,536	216,440	89,323	62,729	35,952
92. Minneapolis-St. Paul, Minn.	1,657,379	.8933	4,396	.8629	115	119	337,686	120,651	340,741	111,779	85,093	290,446	90,540	109,824	54,010
93. Mobile, Ala.	261,128	.1407	3,543	.1376	86	86	64,846	14,815	32,915	19,028	14,719	55,222	15,349	14,246	9,177
228. Modesto, Cal.	194,502	.1048	4,421	.0882	103	122	41,536	10,853	17,041	11,068	8,142	33,453	13,566	23,738	5,896
Moline, Ill. (See Davenport-Rock Island-Moline)															
229. Monroe-West Monroe, La.	95,782	.0516	3,847	.0477	92	99	18,854	5,552	12,953	7,293	6,181	19,204	6,419	8,423	2,579

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Before using these figures, see explanation page 11.

BOOT and SHOE Recorder



BOOT and SHOE RECORDER Reaches The Shoe Retailer —— More independent shoe retailers, shoe retailers in the leading department stores all over the U.S. and buyers in the chain store buying headquarters for more than 5,500 shoe chain stores in the U.S. read BOOT and SHOE RECORDER than read any other shoe industry publication.

Shoe Retailers Prefer BOOT and SHOE Recorder——Shoe retailers in every part of the nation prefer BOOT and SHOE RECORDER over any other shoe industry publication for style and fashion news, interpretation of industry happenings, merchandising aids, store modernization plans and the many advertising and promotional ideas contained in every issue. Because of this, they spend an average of *2 hours and 8 minutes reading every issue.**

BOOT and SHOE RECORDER Subscribers Will Buy Your Merchandise ——More than 85% of all BOOT and SHOE RECORDER subscribers do the buying for their stores and shoe departments and they buy merchandise valued at over $2 billion each year. They consider RECORDER advertising a helpful guide in selecting merchandise.

BOOT and SHOE RECORDER Advertising Provides Greatest Coverage At Lowest Cost——You can reach more interested buyers at the *lowest cost per reader* by advertising in——

** from a survey of readership by National Analysts, Inc.*

Boot and Shoe RECORDER

A CHILTON PUBLICATION

CHESTNUT AND 56TH STREETS, PHILADELPHIA 39, PENNSYLVANIA

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 177-178

AREAS	RETAIL SALES—SM ESTIMATES, 1955														
	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
				Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
94. Montgomery, Ala.	176,069	.0949	4,038	.0869	93	101	32,189	9,586	24,296	14,060	9,650	41,631	11,124	9,014	4,854
95. Muncie, Ind.	116,159	.0626	3,531	.0650	104	99	25,910	8,355	12,262	6,905	7,723	24,367	7,631	10,402	3,582
Muscle Shoals, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)															
230. Muskegon, Mich.	155,769	.0840	3,772	.0820	98	100	41,196	9,042	20,166	6,746	8,318	32,904	11,006	13,038	5,803
96. Nashville, Tenn.	424,948	.2290	4,233	.2158	101	107	88,716	22,962	60,919	41,500	18,624	89,832	28,875	24,847	11,005
New Bedford, Mass. (See Fall River-New Bedford)															
New Britain, Conn. (See Hartford-New Britain)															
233. New Castle, Pa.	107,582	.0580	3,437	.0637	98	89	28,234	5,656	12,834	6,129	8,299	19,900	7,381	7,494	2,741
97. New Haven-Waterbury, Conn.	763,840	.4117	4,282	.4221	116	113	181,116	56,871	89,671	89,719	48,881	138,194	39,955	45,017	24,124
232. New London-Norwich, Conn.	195,225	.1052	4,078	.1029	104	107	44,145	11,752	16,610	10,381	9,914	34,605	12,056	13,155	4,765
98. New Orleans, La.	805,253	.4339	3,456	.4544	95	90	155,853	78,413	162,878	64,899	46,663	129,261	46,847	40,472	32,520
99. New York-N. E. New Jersey	17,069,367	9.1996	3,948	9.9141	117	107	4,380,677	1,835,993	1,984,292	1,889,512	1,079,582	2,243,498	609,230	738,303	423,332
a. New York Portion	12,601,724	6.7917	3,945	7.2101	116	109	3,256,075	1,447,322	1,491,322	1,501,463	806,537	1,467,557	392,615	481,298	313,729
b. New Jersey Portion	4,467,643	2.4079	3,947	2.7040	118	105	1,124,602	388,671	492,970	388,049	271,045	775,941	216,615	257,005	109,603
231. Newark, Ohio	88,905	.0479	3,751	.0464	101	104	21,123	5,881	8,918	4,603	3,543	16,886	6,262	9,812	2,232
Newburgh, N. Y. (See Poughkeepsie-Newburgh-Beacon)															
Newport News, Va. (See Hampton-Newport News-Warwick)															
110. Norfolk-Portsmouth, Va.	548,136	.2954	3,726	.3166	98	92	124,727	40,421	71,395	48,369	35,067	105,892	30,004	21,585	17,349
North Little Rock, Ark. (See Little Rock-North Little Rock)															
Norwalk, Conn. (See Bridgeport-Stamford-Norwalk)															
Norwich, Conn. (See New London-Norwich)															
Oakland, Cal. (See San Francisco-Oakland)															
234. Odessa, Tex.	100,793	.0543	5,143	.0480	119	135	21,937	4,401	9,843	6,871	6,091	23,337	7,387	7,149	2,503
101. Ogden, Utah	98,634	.0522	3,374	.0555	92	87	23,542	5,123	8,539	5,231	6,739	15,242	6,796	11,192	3,309
102. Oklahoma City, Okla.	506,348	.2729	4,009	.2542	107	115	101,389	32,182	94,149	31,955	24,860	106,755	31,014	33,185	18,321
103. Omaha, Nebr.	502,402	.2708	4,105	.2610	108	112	97,182	48,980	65,033	33,567	27,728	107,142	29,094	42,066	16,744
Ontario, Cal. (See San Bernardino-Riverside-Ontario)															
104. Orlando, Fla.	253,430	.1366	4,684	.1113	104	128	48,570	15,813	29,448	27,672	13,960	51,725	18,048	21,157	7,292
235. Oshkosh, Wisc.	112,145	.0605	3,867	.0584	100	102	24,661	10,367	18,643	5,104	6,421	16,831	6,240	9,333	2,690
236. Paducah, Ky.	68,994	.0372	2,961	.0357	88	84	16,040	5,329	8,889	4,227	2,770	14,433	4,919	2,942	2,736
237. Pasco-Kennewick-Richland, Wash.	107,289	.0578	4,018	.0594	115	112	27,625	6,801	9,458	4,915	4,637	20,714	8,501	9,338	5,266
238. Pensacola, Fla.	130,256	.0702	2,994	.0789	80	71	29,380	9,189	13,248	9,720	7,943	32,940	7,982	6,640	3,828
105. Peoria, Ill.	335,004	.1805	3,932	.1815	109	109	71,371	26,645	50,905	17,488	16,776	69,828	20,724	24,283	9,474
239. Petersburg-Hopewell, Va.	96,764	.0522	4,116	.0511	85	87	23,884	4,867	10,299	6,273	5,039	16,378	7,670	5,840	2,824

© SM, 1956.

Before using these figures, see explanation page 11.

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*, with few exceptions. They know the *Survey* is reliable . . . that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

NORFOLKPORTSMOUTHHAMPTONWARWICKNEWPORTNEWS

SPELLS AMERICA'S 27TH MARKET

ADVERTISERS PRONOUNCE IT **WTAR-TV**





Yes, dear reader, the population rank of Norfolk-Portsmouth *is* 41st. But that isn't the WTAR and WTAR-TV market area by a long shot. As this issue of "Survey of Buying Power" says:

> *"For certain marketing purposes such as radio (and TV) Newport News — Hampton — Warwick would be regarded as belonging in the Norfolk-Portsmouth area."*

Put them all together . . . Norfolk, Portsmouth, Hampton, Warwick and Newport News . . . they spell America's 27th Market. The market where dominant WTAR-TV is the one and only "V" Station and where WTAR is the dominant radio outlet.

Your Petry man has additional proof why you need buy only WTAR or WTAR-TV in Tidewater Virginia.

WTAR-TV FACTS:

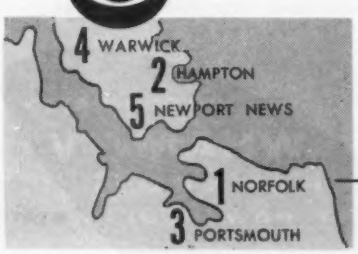
Total Metropolitan County Area Population 722,500

More than 1,700,000 in effective coverage area

Only "V" Station for FIVE lusty cities

SHARE OF AUDIENCE:
Morning: 81% Afternoon: 84% Night: 77%
(Latest Telepulse Ratings)

CBS TELEVISION



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 177-178

AREAS	RETAIL SALES—SM ESTIMATES, 1955														
	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
				Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
106. Philadelphia, Pa.	4,628,585	2.4944	3,948	2.6887	109	101	1,032,686	407,358	756,802	352,077	243,703	795,007	204,098	219,997	130,616
107. Phoenix, Ariz.	525,567	.2933	3,587	.2787	91	93	119,684	39,258	52,635	24,922	35,405	104,208	41,953	49,089	19,707
108. Pittsburgh, Pa.	2,537,520	1.3675	3,854	1.4342	104	99	664,343	185,322	404,253	166,776	143,391	456,532	133,202	136,910	76,905
109. Pittsfield, Mass.	159,960	.0862	3,845	.0846	101	103	39,341	10,107	18,470	11,890	8,183	29,699	8,244	9,055	4,381
Port Arthur, Tex. (See Beaumont-Port Arthur)															
240. Port Huron, Mich.	120,804	.0651	3,935	.0618	100	105	32,711	7,611	10,602	6,065	5,143	24,414	9,045	13,034	3,703
110. Portland, Me.	207,427	.1118	4,091	.1044	101	108	48,367	10,573	28,758	12,321	8,922	35,922	11,698	8,401	7,805
111. Portland, Ore.	985,480	.5308	3,754	.5005	106	113	231,416	70,086	173,451	48,169	46,540	185,512	57,663	57,871	23,877
241. Portsmouth, Ohio	92,748	.0500	3,092	.0521	84	81	21,764	6,813	11,137	6,299	5,396	19,735	8,079	4,411	2,134
Portsmouth, Va. (See Norfolk-Portsmouth)															
242. Poughkeepsie-Newburgh-Beacon, N. Y.	398,579	.2148	4,734	.1839	103	120	95,258	31,687	43,373	23,603	17,759	79,056	19,785	26,750	9,331
112. Providence-Pawtucket, R. I.	809,372	.4362	3,836	.4428	104	102	176,887	57,502	106,911	68,487	35,824	150,484	42,610	44,259	29,233
243. Provo, Utah	81,102	.0437	3,324	.0456	80	76	18,336	3,698	12,564	3,532	4,019	17,691	7,956	5,826	3,156
113. Pueblo, Colo.	112,313	.0606	3,731	.0567	89	95	28,072	7,925	11,941	7,000	7,130	25,249	6,299	7,843	3,155
244. Quincy, Ill.	74,945	.0404	3,438	.0390	95	99	16,323	6,902	10,820	3,956	5,035	11,770	3,355	7,554	2,582
114. Racine, Wisc.	146,775	.0791	4,123	.0812	113	110	35,137	11,113	12,049	8,343	8,753	26,248	9,583	14,819	4,983
115. Raleigh, N. C.	174,613	.0941	4,559	.0886	94	100	34,974	8,940	27,828	11,226	8,364	38,989	12,060	10,224	5,214
245. Rapid City, S. D.	69,496	.0375	4,161	.0325	101	116	11,472	5,494	5,345	3,230	2,843	21,343	4,865	9,174	2,278
116. Reading, Pa.	310,800	.1675	4,010	.1710	109	106	73,634	22,506	38,375	20,824	18,020	62,724	15,411	19,347	6,362
246. Reno, Nev.	120,649	.0650	5,560	.0570	144	164	18,697	15,442	13,158	8,310	6,643	24,676	8,427	6,030	9,073
Richland, Wash. (See Pasco-Kennewick-Richland)															

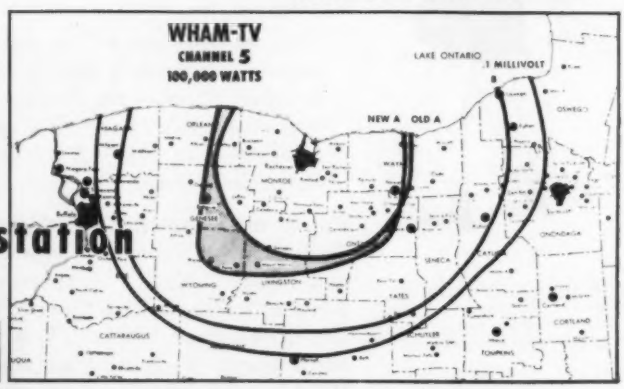
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Before using these figures, see explanation page 11.

TAKE 5....

1

Rochester's first station



to do the best Western N.Y. sales job

Rochester, one of the nation's first 50 markets and long renowned as a productive test-city has increased 19% in population.*

1st COVERAGE—16 rich, productive Western New York Counties. WHAM-TV is the only Rochester Station operating on maximum power.

1st BUYING POWER—more than $2,500,000,000*

1st POPULATION—more than 1,600,000*

*Sales Management

THE STROMBERG CARLSON BROADCASTING CORPORATION STATION



A SUBSIDIARY OF GENERAL DYNAMICS CORPORATION

GEORGE P. HOLLINGBERY CO. National Representative

100,000 WATTS
WHAM-TV
CHANNEL 5
ROCHESTER, N.Y.'S MOST POWERFUL STATION

Heed Industry's Booming Pace in the Delaware Valley, N. J.

If your media decisions are influenced by the industrial growth, economic stability and purchasing power of a given area (and when weren't they?), the following digest of recent industrial news items from South Jersey should make you a man of action beyond any question.

We refer to plans for a new $1.5 million pharmaceutical plant, an experimental atomic reactor to be built on a 300-acre site, a contract for 5700 tons of cable slated for major bridge-building jobs—all located in the Trenton area; and a $119 million contract for the construction, in Camden, of a Naval aircraft carrier—a project that will provide 4000 new jobs, create $70 million in new income, require $50 million worth of materials, and generally give a new meaning to prosperity in the Jersey half of the Delaware Valley.

No question about it. Here is a market you can ill afford to miss with your advertising. And when picking your target, you'll be prudent to aim straight at the heart of it—through the pages of the CAMDEN COURIER-POST and the TRENTON TIMES, the key dailies serving it. As the ABC figures below clearly show, they're the media read almost exclusively in this booming area—one in which "all buying and selling are local."

The TRENTON area

City and trading zone population: 383,557 (1950 Census) . . . up 24% since 1940

ABC circulation breakdown (6 months ending Sept. 30, 1955)

	Total	City Zone	Trading Zone	City and Trading Zone	Other
TRENTON TIMES (E)	63,062	29,555	32,364	61,919	1,143
TRENTON TIMES-ADVERTISER (S)	62,389	28,574	31,827	60,401	1,988

Comparative coverage in city zone households:

	Circulation	% Coverage
TRENTON TIMES (E)	29,555	91.5
Philadelphia Evening Daily (Latest ABC Audit 9/30/54)	752	2.3

ROP color available

The CAMDEN area

City and trading zone population: 565,634 (1950 Census) . . . up 21% since 1940

ABC circulation breakdown (6 months ending Sept. 30, 1955)

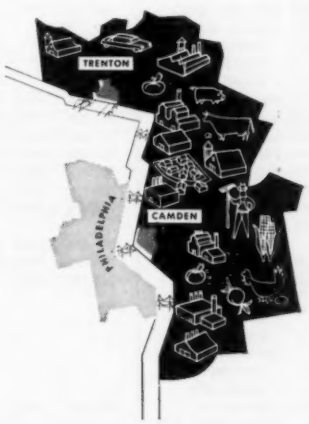
	Total	City Zone	Trading Zone	City and Trading Zone	Other
CAMDEN COURIER-POST (E)	72,817	49,223	21,692	70,915	1,902

Comparative coverage in city zone households:

	Circulation	% Coverage
CAMDEN COURIER-POST (E)	49,223	76.4
Philadelphia Evening Daily (Latest ABC Audit 9/30/54)	21,583	33.5

ROP color available

It pays to cross the Delaware!



Represented by:
GEORGE A. McDEVITT CO., INC.
New York • Chicago
Philadelphia
Pittsburgh • Detroit

CAMDEN COURIER-POST
Established 1875

TRENTON TIMES
Established 1883

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 177-178

AREAS	RETAIL SALES—SM ESTIMATES, 1955														
	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
				Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
247. Richmond, Ind.	90,053	.0486	3,915	.0475	103	106	18,616	5,706	8,969	5,222	6,015	19,726	6,005	8,653	3,003
117. Richmond, Va.	448,213	.2415	4,479	.2320	106	110	93,149	25,447	95,753	26,162	20,388	71,562	27,494	20,000	14,553
Riverside, Cal. (See San Bernardino-Riverside-Ontario)															
118. Roanoke, Va.	170,404	.0918	4,282	.0882	101	105	34,123	9,265	23,967	14,685	10,068	32,762	10,851	7,689	5,733
119. Rochester, N. Y.	663,481	.3576	4,016	.3532	110	111	148,435	47,563	98,522	47,839	36,538	137,961	31,201	38,863	19,338
Rock Island, Ill. (See Davenport-Rock Island-Moline)															
120. Rockford, Ill.	232,787	.1254	4,303	.1189	115	122	45,802	20,754	28,942	14,154	16,418	45,201	13,750	23,823	6,894
Rome, N. Y. (See Utica-Rome)															
121. Sacramento, Cal.	523,329	.2821	4,298	.2756	117	120	132,662	40,720	63,113	27,759	44,542	84,562	33,772	40,375	15,574
122. Saginaw, Mich.	210,784	.1136	4,293	.1074	105	111	40,088	13,360	24,383	15,861	10,498	55,046	13,214	18,786	7,307
123. St. Joseph, Mo.	110,932	.0598	3,445	.0606	99	97	23,867	8,114	13,733	7,916	7,632	22,730	5,798	6,430	5,040
124. St. Louis, Mo.	2,195,732	1.1833	3,855	1.2093	108	106	512,449	179,156	339,279	119,063	117,499	428,952	134,316	127,562	72,618
St. Paul, Minn. (See Minneapolis-St. Paul)															
St. Petersburg, Fla. (See Tampa-St. Petersburg)															
245. Salem, Ore.	121,833	.0657	3,831	.0588	93	104	22,905	6,806	11,920	7,241	5,373	25,956	10,843	11,997	4,078
125. Salt Lake City, Utah	410,563	.2213	4,527	.2006	106	117	81,642	24,096	69,196	20,745	21,997	83,908	28,883	24,846	14,874
126. San Angelo, Tex.	90,093	.0486	4,171	.0460	102	105	19,045	5,002	10,664	4,317	4,882	21,926	5,671	6,677	2,506
127. San Antonio, Tex.	631,713	.3405	4,132	.3161	90	97	138,155	43,130	95,334	53,681	25,085	126,944	39,851	38,139	17,422
128. San Bernardino-Riverside-Ontario, Cal.	718,068	.3870	3,843	.3614	98	105	167,209	55,458	66,423	33,839	39,536	129,375	74,465	59,418	21,030
129. San Diego, Cal.	882,813	.4758	3,248	.5345	107	96	199,062	67,232	104,222	55,568	58,842	182,503	61,419	51,461	26,708
130. San Francisco-Oakland, Cal.	3,334,262	1.7969	3,846	1.9264	122	114	815,868	327,475	431,210	238,691	216,941	580,380	198,063	141,207	102,189
131. San Jose, Cal.	554,803	.2990	4,059	.2969	111	112	141,233	37,009	82,975	38,138	38,421	95,126	41,052	40,649	17,606
249. Santa Barbara, Cal.	150,012	.0809	4,167	.0772	116	121	34,735	11,618	8,324	11,748	10,870	25,187	11,476	16,709	5,198
132. Savannah, Ga.	162,507	.0875	3,358	.0890	90	85	36,102	10,828	20,049	14,137	9,986	32,866	12,069	6,999	4,990
Schenectady, N. Y. (See Albany-Schenectady-Troy)															
133. Scranton, Pa.	234,621	.1265	3,179	.1362	88	82	61,247	17,596	34,846	19,686	15,453	38,695	10,752	9,074	5,613
134. Seattle, Wash.	1,071,272	.5774	4,065	.5736	122	123	219,877	84,325	216,567	58,414	48,390	165,873	65,271	54,124	32,987
250. Sheboygan, Wisc.	91,923	.0495	3,633	.0507	100	98	20,069	7,800	15,778	3,037	3,844	14,434	5,985	10,057	2,112
Sheffield, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)															
135. Shreveport, La.	280,625	.1512	3,860	.1447	95	100	63,240	16,521	31,414	23,571	15,375	60,282	17,616	20,008	8,983
136. Sioux City, Iowa	147,730	.0796	4,138	.0755	110	116	26,112	10,129	26,058	7,668	5,376	33,023	8,270	14,647	4,639
137. Sioux Falls, S. D.	109,854	.0592	4,342	.0524	106	120	17,522	6,893	15,601	5,998	4,840	25,961	6,165	12,856	3,466
138. South Bend, Ind.	266,826	.1437	3,759	.1684	117	100	56,103	19,891	39,809	19,131	16,607	50,673	17,456	20,084	8,342
251. Spartanburg, S. C.	117,847	.0635	2,840	.0743	78	66	27,778	4,199	14,772	6,428	7,129	25,285	9,265	7,943	4,050
139. Spokane, Wash.	336,760	.1815	3,948	.1774	113	115	70,420	20,353	58,581	17,222	16,713	62,018	19,822	19,430	10,059
140. Springfield, Ill.	193,921	.1045	4,281	.0943	112	124	36,632	16,272	27,796	11,954	12,022	33,752	13,564	17,971	6,864
141. Springfield-Holyoke, Mass.	567,528	.3058	3,985	.3101	104	103	126,004	38,294	89,799	40,268	29,366	102,613	25,959	44,774	18,675
142. Springfield, Mo.	130,021	.0700	3,325	.0673	95	95	25,455	7,541	17,565	8,092	7,929	27,979	9,398	11,117	4,219
143. Springfield, Ohio	148,122	.0799	3,903	.0789	107	109	32,550	8,872	22,492	7,227	7,160	29,690	9,873	11,013	4,492
Stamford, Conn. (See Bridgeport-Stamford-Norwalk)															
Steubenville, Ohio (See Wheeling-Steubenville)															
144. Stockton, Cal.	276,614	.1491	3,987	.1450	105	108	59,701	21,936	26,732	17,097	14,739	55,810	18,397	26,842	8,093
Superior, Wisc. (See Duluth-Superior)															
145. Syracuse, N. Y.	475,638	.2564	4,235	.2402	106	113	109,909	41,778	67,627	35,973	19,183	101,079	23,490	27,146	12,395
146. Tacoma, Wash.	311,766	.1680	3,434	.1873	102	92	73,798	22,475	44,104	13,600	17,418	52,442	21,441	17,790	10,001
147. Tampa-St. Petersburg, Fla.	681,148	.3671	3,888	.3247	97	110	139,031	54,903	101,456	35,755	32,303	138,822	39,670	32,962	23,756
252. Temple, Tex.	85,632	.0461	3,553	.0512	89	80	18,221	5,394	10,728	4,788	3,965	22,264	6,224	6,261	3,252
148. Terre Haute, Ind.	124,407	.0670	3,575	.0675	105	104	24,194	8,419	27,691	5,522	5,624	26,496	7,321	6,967	4,178
253. Texarkana, Ark., Tex.	85,704	.0463	2,756	.0474	74	72	17,703	4,863	11,877	5,335	4,044	17,071	8,342	4,820	2,884
149. Toledo, Ohio	567,984	.3061	4,336	.3213	124	118	127,120	49,312	86,191	31,944	31,924	108,140	37,283	29,852	20,129
150. Topeka, Kans.	159,836	.0861	3,851	.0813	106	112	32,654	7,845	20,301	10,180	13,269	32,931	11,078	12,444	5,349

‡ Information received too late for inclusion above indicates that through a Census Bureau error, automotive sales and total sales in South Bend in 1955 should be increased by $8 million.

Before using these figures, see explanation page 11.

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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 177-178

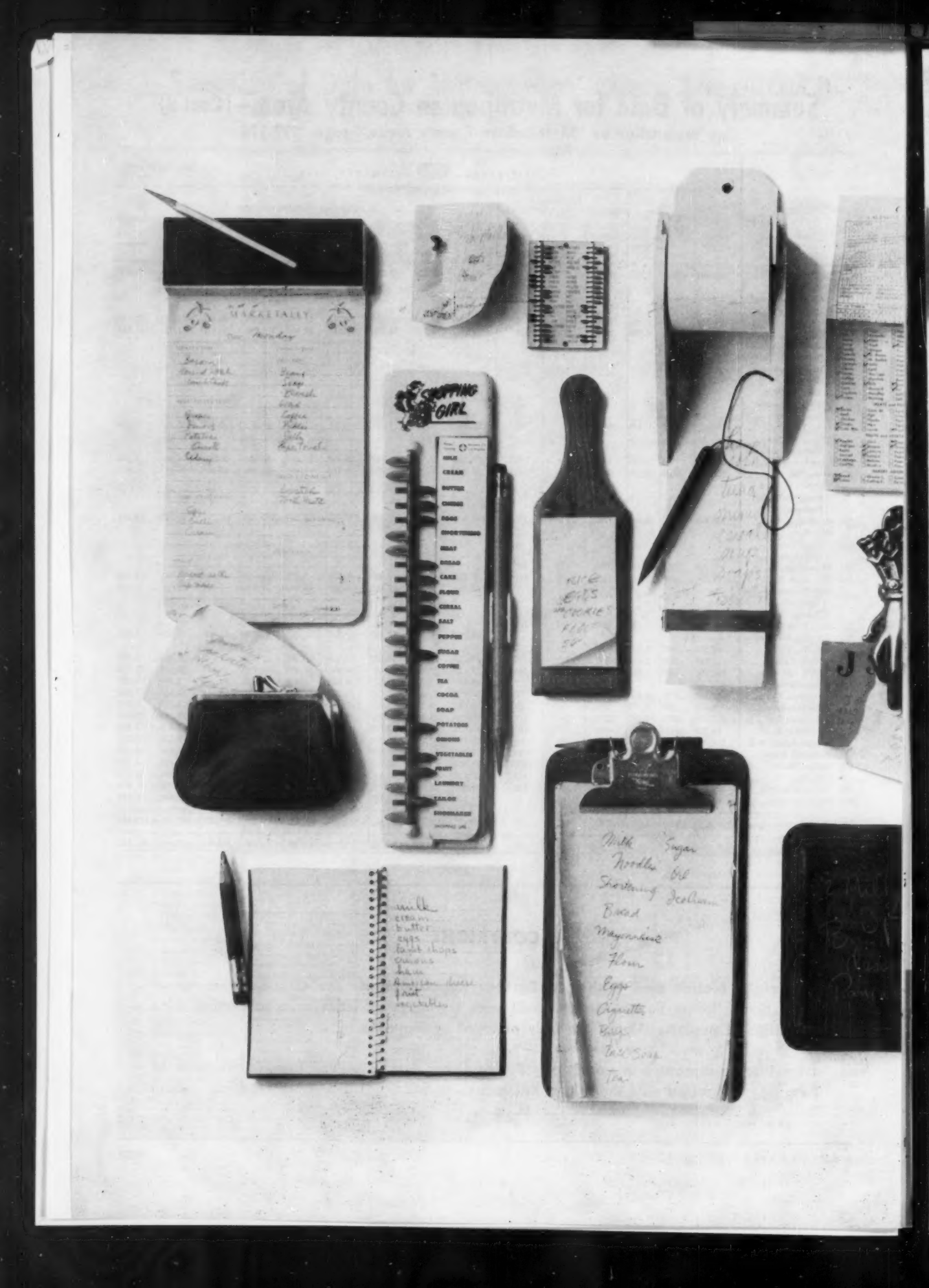
AREAS	RETAIL SALES—SM ESTIMATES, 1955														
	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
				Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
151. Trenton, N. J.	350,490	.1869	5,007	.1948	118	121	74,055	26,289	50,239	27,977	21,200	61,342	19,357	20,825	7,500
Troy, N. Y. (See Albany-Schenectady-Troy)															
152. Tucson, Ariz.	231,268	.1247	3,712	.1232	94	95	56,064	17,161	26,209	15,169	11,964	39,359	18,417	21,784	8,127
153. Tulsa, Okla.	404,603	.2180	4,282	.2008	112	121	75,049	23,713	53,550	30,834	22,383	100,678	24,812	34,737	13,693
Tuscumbia, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)															
Two Rivers, Wisc. (See Manitowoc-Two Rivers)															
254. Tyler, Tex.	94,638	.0510	4,151	.0440	92	107	19,913	3,131	8,364	7,794	5,513	21,472	5,711	8,378	4,969
Urbana, Ill. (See Champaign-Urbana)															
154. Utica-Rome, N. Y.	325,516	.1755	3,707	.1689	94	98	77,764	25,117	30,767	22,459	17,034	58,211	20,251	24,365	8,102
155. Waco, Tex.	159,691	.0861	3,839	.0791	92	100	35,700	10,200	22,412	8,778	7,892	36,282	10,214	12,562	5,944
Warwick, Va. (See Hampton-Newport News-Warwick)															
156. Washington, D. C.	2,246,024	1.2104	4,391	1.3297	122	111	499,346	169,361	327,657	147,640	96,749	420,335	126,777	100,320	99,952
Waterbury, Conn. (See New Haven-Waterbury															
157. Waterloo, Iowa	140,179	.0755	4,135	.0744	111	113									
255. Watertown, N. Y.	107,693	.0580	4,064	.0504	96	111	26,318	8,127	18,458	7,986	8,670	28,758	8,044	14,081	3,999
West Monroe, La. (See Monroe-West Monroe)							22,001	7,796	12,583	7,288	3,469	22,144	5,969	8,245	2,960
256. West Palm Beach, Fla.	227,385	.1225	4,339	.1029	103	123									
158. Wheeling-Steubenville, W. Va., Ohio	366,572	.1977	3,559	.2067	96	92	46,382	18,514	13,655	22,934	18,042	45,279	13,940	13,950	7,254
159. Wichita, Kans.	411,597	.2218	3,965	.2067	109	116	95,018	26,389	59,400	22,336	20,241	59,533	22,090	26,828	9,706
160. Wichita Falls, Tex.	152,897	.0824	4,524	.0800	105	108	77,752	22,232	53,127	26,530	23,366	93,736	25,629	36,475	15,716
161. Wilkes-Barre-Hazleton, Pa.	331,967	.1790	3,117	.1981	87	78	28,437	7,706	15,627	9,994	6,968	36,495	10,184	7,435	5,057
258. Williamsport, Pa.	106,718	.0575	3,377	.0592	94	91	66,419	22,668	51,595	25,644	19,941	58,321	16,469	15,918	6,763
162. Wilmington, Del.	412,048	.2220	4,543	.2236	117	117	25,060	6,455	14,488	7,215	5,446	21,777	8,087	5,761	2,316
257. Wilmington, N. C.	88,035	.0463	4,238	.0401	92	106	85,233	26,101	53,234	29,019	24,881	61,678	24,001	23,225	12,245
163. Winston-Salem, N. C.	168,723	.0909	3,636	.0955	93	89	17,624	7,654	8,789	6,004	7,670	14,148	5,064	4,954	3,263
164. Worcester, Mass.	624,927	.3368	3,707	.3457	99	96	33,619	7,765	26,351	14,127	10,069	32,528	10,397	9,721	5,030
259. Yakima, Wash.	174,206	.0939	3,804	.0843	94	105	152,136	43,713	59,020	44,670	33,586	116,168	37,592	41,158	18,999
165. York, Pa.	262,319	.1414	4,066	.1331	103	109	37,604	10,324	22,131	5,593	7,859	32,971	10,909	20,095	4,931
166. Youngstown, Ohio	678,186	.3655	4,191	.3710	108	106	49,029	14,707	38,847	15,668	17,757	54,014	15,069	19,894	4,374
260. Zanesville, Ohio	85,936	.0463	3,666	.0453	95	97	171,686	44,586	96,788	37,828	41,570	126,799	41,598	52,409	17,517
							19,527	6,599	8,047	4,229	5,980	17,648	6,166	6,686	3,074
Total All Metropolitan Areas	132,869,192	71.5013	4,072	71.7857	110	109	30,067,296	10,515,874	19,136,923	9,533,068	7,238,527	24,504,064	7,497,697	7,857,087	4,133,485
U. S. Total	185,543,993	1000000	3,818	100.0000	100	100	41,548,160	13,606,388	24,036,192	11,772,746	9,515,253	35,998,069	11,685,599	13,079,643	5,554,416

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Cigarettes
Beer
Toilet Soap
Tea
milk
cream
butter
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bakery shops
onions
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American cheese
fruit
vegetables



...WHO REMINDS THEM TO REMEMBER?

13,714 women in an Advertest survey* told us...

On the day they go to supermarkets: Before entering the store, for every 18 shoppers who read magazines, every 55 who watched television, every 81 who read newspapers... 100 shoppers heard radio.

In time spent with all four media on the shopping day: Before entering the store, for every 5 minutes spent with magazines, every 32 minutes with television, every 16 minutes with newspapers...shoppers spent one hour and 10 minutes with radio.

During the hour before they shop: For every 7 shoppers who read magazines, every 50 who watched television, every 21 who read newspapers...100 heard radio.

Day. Time. Hour. Radio is their favorite pre-shopping companion. Now...where do they listen most?

In the 10 biggest markets, the most popular daytime radio programs† are network programs (71 out of 100). And of these 71 shows, 68 are on the CBS Radio Network!

Who reminds them to remember? Radio does. CBS Radio.

*A 1955 survey in supermarkets in 5 metropolitan areas covered by all media. †Pulse, Nov-Dec 1955, 10 cities with largest number of metropolitan area families, Sales Management, 1955

THE CBS RADIO NETWORK

Per Family Sales for 260 Metropolitan County Areas

SM Estimates, 1955, for Ten Categories

AREAS	SM ESTIMATES RETAIL SALES — 1955									
	Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn.-House-Radio	Auto-motive	Gasoline Service Stations	Lumber-Building Materials-Hardware	Drugs
167. Abilene (Tex.)	4,743	554	232	575	359	289	1,195	340	347	147
1. Akron (Ohio)	4,220	1,011	335	740	184	198	892	257	248	129
2. Albany-Schenectady-Troy (N. Y.)	4,083	954	304	682	361	212	673	194	191	95
3. Albuquerque (N. M.)	4,126	819	290	559	244	252	934	312	256	135
168. Alexandria (La.)	2,943	508	159	511	197	161	585	239	191	78
4. Allentown-Bethlehem-Easton (Pa.)	4,614	990	273	637	276	236	714	226	248	96
5. Altoona (Pa.)	3,199	840	178	445	186	198	661	207	174	74
6. Amarillo (Tex.)	5,042	803	267	579	412	234	1,321	371	369	185
169. Anderson (Ind.)	3,668	821	223	348	246	204	812	245	311	131
170. Ann Arbor (Mich.)	4,467	1,023	323	379	330	201	1,028	325	336	180
171. Anniston (Ala.)	3,258	812	192	389	221	222	804	230	151	89
172. Appleton (Wisc.)	4,400	879	266	746	199	260	813	225	395	104
7. Asheville (N. C.)	3,609	749	150	623	178	170	547	259	241	143
8. Atlanta (Ga.)	4,886	947	250	1,148	273	205	901	273	284	159
9. Atlantic City (N. J.)	5,052	1,097	905	447	417	216	620	230	229	162
173. Auburn (N. Y.)	3,747	843	237	300	261	220	696	185	363	72
10. Augusta (Ga.)	2,922	749	183	390	176	157	617	216	128	85
11. Austin (Tex.)	4,176	841	324	513	348	244	782	281	344	132
175. Bakersfield (Cal.)	4,079	965	314	483	174	216	721	389	392	114
12. Baltimore (Md.)	3,976	924	410	749	221	197	908	202	180	189
174. Bangor (Me.)	4,502	1,070	182	676	270	173	1,023	277	175	92
13. Baton Rouge (La.)	3,674	688	213	506	284	231	817	262	305	135
176. Battle Creek (Mich.)	3,779	940	247	413	221	209	734	327	270	138
14. Bay City (Mich.)	3,896	892	273	458	225	340	772	267	341	139
15. Beaumont-Port Arthur (Tex.)	4,067	989	220	510	285	215	841	269	296	129
177. Bellingham (Wash.)	3,330	692	232	363	182	135	508	172	324	86
[1]Beloit-Janesville (Wisc.)										
178. Billings (Mont.)	4,447	807	334	428	249	305	1,106	282	453	130
179. Biloxi-Gulfport (Miss.)	3,180	719	336	388	227	184	678	265	172	94
16. Binghamton (N. Y.)	4,088	909	327	638	248	196	777	238	227	111
17. Birmingham (Ala.)	3,505	819	183	535	249	169	817	187	139	98
180. Bloomington (Ill.)	3,741	737	235	482	179	191	655	302	391	111
181. Boise (Idaho)	4,057	761	195	627	144	201	990	307	348	113
18. Boston (Mass.)	4,353	1,074	340	713	324	192	681	182	267	133
19. Bridgeport-Stamford-Norwalk (Conn.)	4,416	1,064	294	430	328	264	797	219	363	138
182. Bremerton (Wash.)	3,090	826	195	332	106	151	544	194	210	138
183. Bristol (Va.-Tenn.)	3,308	748	116	431	207	228	677	263	309	80
20. Brockton (Mass.)	3,795	1,001	280	339	227	146	662	213	281	123
184. Brownsville-Harlingen-McAllen (Tex.)	2,740	656	151	334	168	121	536	160	272	76
21. Buffalo (N. Y.)	4,059	970	378	553	328	205	736	213	276	115
185. Burlington (Vt.)	4,194	921	213	613	253	294	777	208	220	85
186. Butte-Anaconda (Mont.)	3,478	870	453	411	173	180	639	229	130	76
22. Canton (Ohio)	4,014	995	280	428	260	264	838	251	299	104
23. Cedar Rapids (Iowa)	4,380	775	265	510	318	348	823	247	439	146
187. Champaign-Urbana (Ill.)	4,124	767	298	625	197	171	814	302	449	133
24. Charleston (S. C.)	3,419	795	172	430	274	242	621	230	282	116
25. Charleston (W. Va.)	3,550	893	189	583	208	177	767	220	178	97
26. Charlotte (N. C.)	4,775	757	342	821	310	212	878	362	276	179
27. Chattanooga (Tenn.)	3,714	863	203	492	253	214	689	276	249	101
188. Cheyenne (Wyo.)	4,320	889	390	311	294	266	1,059	271	327	138
28. Chicago (Ill.)	4,323	912	398	825	340	204	712	201	210	135
29. Cincinnati (Ohio)	3,915	911	362	613	246	201	738	201	222	124
189. Clarksburg (W. Va.)	3,443	822	182	426	291	165	666	231	247	148
30. Cleveland (Ohio)	4,388	1,031	353	743	249	224	825	237	250	158
190. Colorado Springs (Colo.)	4,613	883	380	379	313	282	847	375	566	181
31. Columbia (S. C.)	4,144	778	218	517	328	340	970	292	213	113
32. Columbus (Ga.)	3,662	837	225	525	289	234	742	272	114	111
33. Columbus (Ohio)	4,362	945	382	750	296	198	810	272	286	148
34. Corpus Christi (Tex.)	3,837	843	254	488	184	161	832	269	388	111
191. Cumberland (Md.)	3,149	861	183	378	235	152	513	224	278	89
35. Dallas (Tex.)	5,067	949	292	927	334	188	1,259	271	293	150
192. Danville (Ill.)	4,433	1,303	269	598	206	215	772	255	381	132
193. Danville (Va.)	3,125	675	177	469	171	112	625	296	266	79
37. Dayton (Ohio)	4,333	973	337	681	254	226	881	255	250	138
194. Daytona Beach (Fla.)	3,860	770	439	369	245	241	688	315	291	177
38. Decatur (Ill.)	4,213	870	345	626	230	214	947	278	263	96
39. Denver (Colo.)	4,318	918	298	712	206	236	935	257	284	204

1 Beloit-Janesville, consisting of Rock County, Wisc., was designated as a Potential Metropolitan Area too late for inclusion in the above tabulations.

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Looking for a big, rich market?

Annual retail sales in Flint and the Saginaw Valley top

ONE BILLION DOLLARS!



NBC abc

Michigan's 2nd richest market!

The stars shine on WNEM-TV. Smart advertisers know the potential of Michigan's second richest market . . . and the influence of its most important station.

Here, in the Flint-Saginaw market, average city family income is $6,092.75. And retail sales are more than *one billion dollars*. That's a lot of spending...

- **$298,940,000 for food**
- **$243,634,000 for automobiles and accessories**
- **$51,806,000 for home furnishings**
- **$36,387,000 for drug products**

These big-talking dollars listen to WNEM-TV. 86.9% of the market homes are television homes—tuned to WNEM-TV for the best local and network picture. For WNEM-TV is the *only* station *completely* covering the 274,067-set Flint-Saginaw market. ARB and PULSE survey results put WNEM-TV in first place. **Contact Headley-Reed or Michigan Spot Sales.**

your direct channel to Michigan's Golden Valley

WNEM-TV

A GERITY STATION

serving Flint, Saginaw, Bay City, Midland

CHANNEL 5

Per Family Sales for 260 Metropolitan County Areas—(Cont'd)

SM Estimates, 1955, for Ten Categories

AREAS	SM ESTIMATES RETAIL SALES — 1955									
	Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn.-House. Radio	Auto-motive	Gasoline Service Stations	Lumber-Building Materials-Hardware	Drugs
40. Des Moines (Iowa)	4,180	792	266	825	252	210	991	286	269	141
41. Detroit (Mich.)	4,796	1,076	355	686	300	240	1,105	297	267	192
42. Dubuque (Iowa)	4,610	900	356	739	197	216	744	284	443	154
43. Duluth-Superior (Minn.)	3,612	859	281	519	246	184	700	219	202	101
44. Durham (N. C.)	3,849	761	189	547	260	266	794	269	288	128
36. Davenport-Rock Island-Moline (Iowa-Ill.)	4,051	858	376	562	216	190	783	261	291	129
196. Eau Claire (Wisc.)	3,918	687	302	573	314	162	741	277	338	89
45. El Paso (Tex.)	4,449	976	277	745	317	277	899	251	280	132
196. Elkhart (Ind.)	4,258	869	223	383	208	212	992	266	452	92
197. Elmira (N. Y.)	3,628	854	255	377	302	207	731	175	334	87
198. Enid (Okla.)	4,732	1,229	287	536	275	204	778	491	552	165
46. Erie (Pa.)	3,987	909	255	559	243	213	881	219	300	95
199. Eugene (Ore.)	3,648	923	197	372	167	202	718	302	279	83
47. Evansville (Ind.)	3,556	796	283	486	334	227	597	257	225	124
200. Everett (Wash.)	3,101	802	183	303	120	153	603	249	291	65
48. Fall River-New Bedford (Mass.)	3,367	860	241	272	307	193	580	179	190	104
201. Fargo (N. D.)	5,597	779	349	664	397	230	1,299	267	983	135
202. Fayetteville (N. C.)	4,195	827	221	606	267	249	1,010	333	181	89
49. Flint (Mich.)	5,177	1,106	310	496	331	356	1,319	367	454	192
203. Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	3,143	745	114	393	189	157	815	170	252	91
204. Fort Lauderdale (Fla.)	5,168	1,080	557	419	454	364	1,050	275	350	198
50. Fort Smith (Ark.)	4,234	816	259	500	276	187	1,076	256	365	117
51. Fort Wayne (Ind.)	4,357	894	331	632	279	233	959	276	262	127
52. Fort Worth (Tex.)	4,079	747	221	911	183	145	954	234	249	151
53. Fresno (Cal.)	4,124	1,048	290	376	255	276	597	284	391	137
54. Gadsden (Ala.)	2,913	785	97	357	193	180	629	220	209	85
205. Galesburg (Ill.)	4,095	814	296	435	228	254	806	269	356	125
55. Galveston (Tex.)	3,436	845	362	324	265	185	473	256	263	135
206. Gastonia (N. C.)	3,041	782	92	478	172	174	659	216	162	87
56. Grand Rapids (Mich.)	4,369	959	238	673	254	219	859	297	365	201
207. Great Falls (Mont.)	4,414	776	394	613	246	297	882	284	410	123
57. Green Bay (Wisc.)	4,561	930	398	667	302	263	782	216	346	108
58. Greensboro-High Point (N. C.)	4,988	934	190	1,229	327	243	877	303	280	133
59. Greenville (S. C.)	3,795	821	143	601	218	251	803	295	267	111
208. Hagerstown (Md.)	4,057	831	309	472	263	177	865	254	361	105
60. Hamilton-Middletown (Ohio)	4,168	903	321	432	226	251	841	252	498	101
61. Hampton-Newport News-Warwick (Va.)	3,756	919	216	400	247	283	819	240	169	110
62. Harrisburg (Pa.)	4,117	792	316	599	281	206	905	257	249	119
63. Hartford-New Britain (Conn.)	4,439	938	320	645	298	255	809	243	230	157
64. Houston (Tex.)	4,164	959	248	595	258	212	874	286	276	127
65. Huntington-Ashland (W. Va.-Ky.)	3,346	811	183	513	222	197	665	208	221	92
209. Hutchinson (Kans.)	4,074	774	200	598	227	221	964	223	427	112
66. Indianapolis (Ind.)	4,617	836	356	904	198	240	1,008	275	254	208
67. Jackson (Mich.)	4,198	917	305	470	279	212	892	301	344	149
68. Jackson (Miss.)	3,729	777	189	464	293	186	978	264	218	121
69. Jacksonville (Fla.)	4,421	1,040	265	391	326	231	1,141	232	223	147
210. Jamestown (N. Y.)	3,547	852	267	373	233	144	704	235	281	83
70. Johnstown (Pa.)	3,007	741	183	399	137	131	621	208	200	57
211. Joplin (Mo.)	3,389	665	176	372	141	118	873	297	245	83
71. Kalamazoo (Mich.)	4,209	863	252	414	244	281	934	276	427	172
212. Kankakee (Ill.)	4,819	1,097	304	540	213	283	879	338	565	108
72. Kansas City (Mo.)	4,326	786	272	962	270	189	805	216	321	209
73. Kenosha (Wisc.)	3,858	988	362	306	246	200	663	256	359	119
74. Knoxville (Tenn.)	3,794	882	204	634	176	175	781	290	233	114
213. Kokomo (Ind.)	3,788	819	228	482	211	204	797	181	386	102
214. La Crosse (Wisc.)	4,325	877	403	623	288	224	728	237	326	79
215. Lafayette (Ind.)	3,956	789	338	574	302	197	706	249	304	180
216. Lake Charles (La.)	3,424	845	236	439	206	155	721	305	366	101
217. Lakeland (Fla.)	3,640	926	193	271	216	222	807	287	304	112
75. Lancaster (Pa.)	4,196	808	231	537	210	213	891	242	310	80
76. Lansing (Mich.)	4,785	961	277	689	283	178	1,140	316	404	153
77. Laredo (Tex.)	3,524	829	154	529	561	131	553	226	225	104
218. Las Vegas (Nev.)	5,057	1,101	482	448	383	256	991	498	290	188
219. Lawton (Okla.)	3,096	592	196	340	185	164	787	188	313	108

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For *all* the West the most important sales influence is SUNSET



—the West's own *regional* magazine that reaches 570,000 higher-than-average-income families...the solid, "best prospect" citizens of every Western fine home community

Your advertising can be dominant in the Western market if you use SUNSET enough!

In its own area SUNSET has all the force ...and all the selectivity...that the big national magazines have country-wide. In many better residential communities of the West SUNSET has *more* ABC circulation than any other magazine!

By concentrating exclusively on the West and Hawaii...

SUNSET offers unduplicated editorial service which SUNSET readers need and rely on. Three zone editions each month further localize SUNSET's editorial service.

SUNSET is the recognized Western authority on homes and home equipment ... food preparation and serving ... the West's unlimited travel opportunities ... all the specialized gardening problems up and down the Pacific Coast.

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San Francisco,
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LANE PUBLISHING CO.
Publishers of Sunset
—The Magazine of Western Living—
and Sunset Books
MENLO PARK, CALIFORNIA

SUNSET families are top customers for quality products of every kind — every yardstick shows it!

90% own their homes *(and 50% own additional property)*

Every 100 SUNSET families own 145 cars *(55% higher car ownership than U.S. average)*

Home equipment and furnishings *sell faster in the SUNSET market—for example:*

Automatic washers — *67% of SUNSET families own them compared with 41% U.S. average*

Automatic dishwashers—*17% of SUNSET families own them compared with 4% U.S. average*

Food store purchases — *SUNSET families spend 50% more than the average Western family in food stores*

Life insurance ownership — *SUNSET families own 3 times as much as the average Western family*

Per Family Sales for 260 Metropolitan County Areas—(Cont'd)

SM Estimates, 1955, for Ten Categories

AREAS	SM ESTIMATES RETAIL SALES — 1955									
	Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn.-House-Radio	Auto-motive	Gasoline Service Stations	Lumber-Building Materials-Hardware	Drugs
220. Lebanon (Pa.)	3,598	770	182	343	181	204	1,041	232	192	59
221. Lewiston-Auburn (Me.)	3,621	909	177	473	275	153	687	199	153	69
78. Lexington (Ky.)	4,088	743	226	662	388	202	671	241	331	144
79. Lima (Ohio)	3,937	857	251	676	201	196	721	248	347	94
80. Lincoln (Nebr.)	3,872	617	238	645	259	195	635	261	348	136
81. Little Rock-North Little Rock (Ark.)	3,445	692	224	595	177	163	602	211	199	109
82. Lorain-Elyria (Ohio)	3,992	1,018	292	366	243	251	667	250	338	106
83. Los Angeles-Long Beach (Cal.)	4,107	941	309	529	256	268	816	301	222	130
84. Louisville (Ky.)	3,840	845	319	509	243	179	831	225	229	151
85. Lubbock (Tex.)	4,777	853	171	672	248	229	1,235	291	615	121
222. Lynchburg (Va.)	4,309	880	214	668	286	322	805	267	308	153
86. Macon (Ga.)	3,791	838	203	503	271	182	799	272	272	130
87. Madison (Wisc.)	4,620	891	414	491	315	227	876	231	561	104
88. Manchester (N. H.)	4,223	1,096	202	436	317	197	723	259	225	81
223. Manitowoc-Two Rivers (Wisc.)	3,785	811	349	415	136	206	725	194	356	57
224. Mansfield (Ohio)	4,266	1,201	340	527	236	229	833	266	362	101
225. Marion (Ind.)	3,436	765	236	373	216	176	712	257	381	112
89. Memphis (Tenn.)	4,454	922	206	915	285	193	975	242	218	121
90. Miami (Fla.)	4,944	1,024	541	500	477	290	1,006	254	330	174
226. Middletown (Conn.)	4,407	959	272	389	238	208	1,007	271	389	148
227. Midland (Tex.)	5,388	1,200	295	267	451	280	1,534	355	425	194
91. Milwaukee (Wisc.)	4,310	962	395	726	273	221	751	310	218	125
92. Minneapolis-St. Paul (Minn.)	4,396	896	320	904	296	226	770	240	291	143
93. Mobile (Ala.)	3,843	830	201	447	259	200	749	206	193	125
228. Modesto (Cal.)	4,421	944	247	387	252	185	760	308	540	134
229. Monroe-West Monroe (La.)	3,847	757	223	520	293	248	771	258	338	103
94. Montgomery (Ala.)	4,038	738	229	557	323	221	955	255	207	111
95. Muncie (Ind.)	3,531	788	254	373	210	235	741	214	316	108
230. Muskegon (Mich.)	3,772	997	219	488	163	201	797	268	316	141
96. Nashville (Tenn.)	4,233	884	229	607	413	185	895	288	247	110
233. New Castle (Pa.)	3,437	902	181	410	198	265	636	235	239	88
97. New Haven-Waterbury (Conn.)	4,282	1,015	330	391	391	274	775	224	252	135
232. New London-Norwich (Conn.)	4,076	922	245	347	217	207	722	252	275	99
98. New Orleans (La.)	3,456	869	337	699	279	200	556	201	174	140
99. New York-N. E. New Jersey	3,945	1,013	424	459	437	250	519	141	171	98
231. Newark (Ohio)	3,751	991	248	202	194	149	712	264	414	94
100. Norfolk-Portsmouth (Va.)	3,728	848	275	485	329	238	720	204	147	118
234. Odessa (Tex.)	5,143	1,119	225	402	351	311	1,191	377	385	128
101. Ogden (Utah)	3,374	820	179	298	267	234	531	237	390	115
102. Oklahoma City (Okla.)	4,009	803	255	745	253	197	945	248	263	145
103. Omaha (Nebr.)	4,105	794	400	531	274	227	875	238	344	137
104. Orlando (Fla.)	4,684	886	292	544	511	253	956	334	391	135
235. Oshkosh (Wisc.)	3,867	850	357	643	176	221	673	215	322	93
236. Paducah (Ky.)	2,961	688	229	382	181	119	619	211	126	117
237. Pasco-Kennewick-Richland (Wash.)	4,018	1,035	255	354	184	174	776	386	350	197
238. Pensacola (Fla.)	2,994	675	211	305	223	183	757	183	153	88
105. Peoria (Ill.)	3,932	838	313	597	205	197	820	243	286	111
239. Petersburg-Hopewell (Va.)	4,118	1,018	287	438	267	214	782	326	249	120
242. Poughkeepsie-Newburgh-Beacon (N. Y.)	4,734	1,131	376	515	280	211	939	235	318	111
106. Philadelphia (Pa.)	3,948	881	347	646	300	208	678	174	188	111
107. Phoenix (Ariz.)	3,887	817	288	359	170	242	711	286	335	135
108. Pittsburgh (Pa.)	3,854	1,009	281	614	253	218	693	202	206	117
109. Pittsfield (Mass.)	3,845	946	243	444	286	197	719	198	218	105
240. Port Huron (Mich.)	3,935	1,068	248	345	198	168	795	295	425	121
110. Portland (Me.)	4,091	915	209	567	243	176	709	231	166	154
111. Portland (Ore.)	3,754	873	264	654	174	175	700	217	218	90
241. Portsmouth (Ohio)	3,092	728	227	371	210	180	658	269	147	71
112. Providence-Pawtucket (R. I.)	3,836	838	273	507	325	170	713	202	210	139
243. Provo (Utah)	3,324	751	152	515	145	165	725	326	230	129
113. Pueblo (Colo.)	3,731	933	283	397	233	237	839	299	261	105
244. Quincy (Ill.)	3,438	749	317	496	181	231	540	154	347	118
114. Racine (Wisc.)	4,123	987	312	338	234	246	737	269	415	140
115. Raleigh (N. C.)	4,589	913	233	727	293	218	966	315	267	136
245. Rapid City (S. D.)	4,761	687	329	320	193	170	1,278	291	548	136
116. Reading (Pa.)	4,010	950	290	495	269	233	809	199	250	82
246. Reno (Nev.)	5,560	862	712	606	383	306	1,137	388	278	418

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Here is the family entrance to the world's greatest market



THE NEW YORK JOURNAL-AMERICAN PROVIDES DOMINANT MULTIPLE HOME READERSHIP WHERE "CONSUMERISM" IS AT ITS PEAK

Who Reads the New York Journal-American?

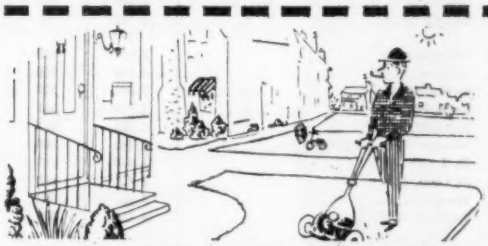
More than 1,600,000 men, women and children over 15 daily in the New York metropolitan area, according to a recent independent survey—nearly 500,000 more than read New York's second evening newspaper.



Three out of five are from 20 to 44 years of age—in the peak buying period of their lives.



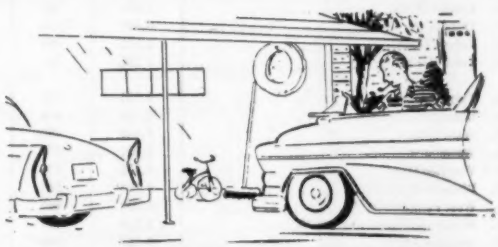
Seven out of ten live in households of 3 or more persons—where there is a far greater demand for everything advertisers are selling.



Over half a million own their homes—the largest audience of city and suburban homeowners of any full-size New York newspaper.



More than 600,000 are men and women in the able-to-buy $5,000 to $10,000 income group.



They own far more automobiles than the readers of any other full-size New York newspaper.

YOU CAN'T COVER NEW YORK WITHOUT THE

Journal NEW YORK **American**

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

Per Family Sales for 260 Metropolitan County Areas—(Cont'd)

SM Estimates, 1955, for Ten Categories

AREAS	SM ESTIMATES RETAIL SALES — 1955									
	Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn.-House-Radio	Auto-motive	Gasoline Service Stations	Lumber-Building Materials-Hardware	Drugs
117. Richmond (Va.)	4,478	831	254	857	261	294	715	275	290	146
247. Richmond (Ind.)	3,915	809	248	390	227	262	858	261	376	131
118. Roanoke (Va.)	4,262	857	233	802	374	253	823	273	192	144
119. Rochester (N. Y.)	4,016	899	288	802	290	221	835	189	235	117
120. Rockford (Ill.)	4,303	847	284	529	262	303	836	254	440	127
121. Sacramento (Cal.)	4,298	1,087	333	517	227	365	693	277	331	126
122. Saginaw (Mich.)	4,293	818	272	497	323	214	1,121	299	383	149
249. Salem (Ore.)	3,831	729	214	375	226	169	816	341	377	128
125. Salt Lake City (Utah)	4,327	900	286	763	229	243	925	318	274	164
126. San Angelo (Tex.)	4,171	982	232	494	200	226	1,015	263	309	116
127. San Antonio (Tex.)	4,132	904	282	624	251	164	830	261	230	114
128. San Bernardino-Riverside-Ontario (Cal.)	3,643	848	251	337	171	201	656	378	301	107
129. San Diego (Cal.)	3,248	732	247	383	294	209	671	226	199	98
130. San Francisco-Oakland (Cal.)	3,849	941	378	497	275	256	669	228	163	118
131. San Jose (Cal.)	4,059	1,033	271	388	279	281	696	300	297	129
248. Santa Barbara (Cal.)	4,167	985	323	231	328	302	700	319	464	144
132. Savannah (Ga.)	3,358	746	224	414	292	206	679	249	144	103
133. Scranton (Pa.)	3,179	830	238	472	267	209	824	146	123	76
134. Seattle (Wash.)	4,055	832	319	320	214	183	628	247	285	125
250. Sheboygan (Wisc.)	3,633	794	308	624	120	192	571	237	398	83
135. Shreveport (La.)	3,980	870	227	432	324	211	829	242	275	124
136. Sioux City (Iowa)	4,136	731	284	730	215	151	925	232	410	130
137. Sioux Falls (S. D.)	4,342	893	285	617	237	191	1,026	244	508	137
138. South Bend (Ind.)	3,759	791	281	561	270	234	715	246	253	118
251. Spartanburg (S. C.)	2,840	669	101	358	156	172	609	223	191	98
139. Spokane (Wash.)	3,948	826	239	667	202	196	727	232	228	118
140. Springfield (Ill.)	4,281	909	403	614	265	265	745	296	397	152
142. Springfield (Mo.)	3,325	651	193	449	207	203	716	240	284	108
143. Springfield (Ohio)	3,993	877	239	608	195	193	900	266	297	121
141. Springfield-Holyoke (Mass.)	3,965	865	289	490	263	206	721	182	314	131
123. St. Joseph (Mo.)	3,445	741	252	426	246	243	706	180	200	157
124. St. Louis (Mo.)	3,855	900	315	596	209	208	753	238	224	127
144. Stockton (Cal.)	3,907	883	317	386	247	213	807	266	388	117
145. Syracuse (N. Y.)	4,235	979	372	602	320	171	900	209	242	110
146. Tacoma (Wash.)	3,434	813	248	466	180	192	578	236	196	116
147. Tampa-St. Petersburg (Fla.)	3,888	794	313	579	204	184	792	226	302	136
252. Temple (Tex.)	3,553	756	224	445	199	165	924	256	280	135
148. Terre Haute (Ind.)	3,675	895	242	796	199	182	761	210	290	120
253. Texarkana (Ark.)	2,786	669	156	382	172	130	549	264	155	93
149. Toledo (Ohio)	4,336	976	378	656	244	244	825	296	228	154
150. Topeka (Kans.)	3,851	787	189	489	245	319	794	267	300	129
151. Trenton (N. J.)	5,007	1,058	404	716	400	303	876	277	298	107
152. Tucson (Ariz.)	3,712	900	275	421	243	192	632	296	350	130
153. Tulsa (Okla.)	4,282	794	251	967	326	237	1,065	263	368	145
254. Tyler (Tex.)	4,151	873	137	367	342	242	942	250	387	218
154. Utica-Rome (N. Y.)	3,707	886	296	350	256	194	663	231	276	92
155. Waco (Tex.)	3,839	858	245	539	163	190	872	246	362	143
156. Washington (D. C.)	4,391	976	331	641	289	188	822	252	196	193
157. Waterloo (Iowa)	4,135	776	240	544	236	256	848	237	415	115
255. Watertown (N. Y.)	4,064	830	294	475	275	131	836	225	311	112
256. West Palm Beach (Fla.)	4,339	885	372	261	438	344	864	266	266	138
158. Wheeling-Steubenville (W. Va.)	3,859	923	256	577	217	197	578	214	280	86
159. Wichita (Kans.)	3,965	749	214	512	256	225	903	247	351	151
160. Wichita Falls (Tex.)	4,524	841	228	462	296	206	1,080	301	220	150
161. Wilkes-Barre-Hazleton (Pa.)	3,117	811	213	484	241	187	548	156	149	64
258. Williamsport (Pa.)	3,377	794	204	458	225	172	689	256	183	73
162. Wilmington (Del.)	4,543	940	288	587	320	274	680	255	258	135
257. Wilmington (N. C.)	4,238	868	377	433	206	378	697	249	244	161
163. Winston-Salem (N. C.)	3,638	725	166	568	304	217	701	224	210	106
164. Worcester (Mass.)	3,707	902	269	350	265	199	689	223	244	112
259. Yakima (Wash.)	3,894	821	225	483	122	172	720	238	439	108
165. York (Pa.)	4,066	778	229	605	244	277	841	235	310	68
166. Youngstown (Ohio)	4,191	1,061	276	596	234	257	784	257	324	108
260. Zanesville (Ohio)	3,586	810	274	334	175	248	707	253	277	128
U. S. Per Family Sales	3,818	855	280	495	242	196	741	240	286	114

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HOW TO REACH 9 OUT OF 10 CHILDREN



Want to reach 9 out of every 10 children aged 7 to 17 with your sales message? You'll get their immediate attention (*and* their immediate response) if you advertise in Dell Comics. You just can't find a better way to reach this young market — whether or not they buy your product themselves or *ask* that Mom and Dad buy it for them!

A glance at the titles will tell you why Dell Comics are the favorites of children everywhere . . . they feature such world-famous characters as Mickey Mouse, Donald Duck and Roy Rogers. They're *approved* comics, too! Civic and church groups, educators and parents have all endorsed Dell Comics for the clean and wholesome entertainment they provide.

The Dell Comic Group is the *one* medium in which you get complete coverage of the vast and profitable market of school-age children in America. In addition to the 9,000,000 guarantees, Dell Comics provide an unequalled pass-on readership. Any Dell Comics advertiser will tell you that no other medium can offer you so much.



DELL COMIC GROUP *Dell Comics are Good Comics*

Dell Publishing Company, Inc. 261 Fifth Avenue New York 16, N. Y.



Men who build nationwide brand

Wine Growers Guild and its agency, Dancer-Fitzgerald-Sample, Inc., are Sold on Spot as a basic advertising medium!

Guild California Wines, one of America's fastest selling brands, puts a healthy share of its budget into Spot Radio and Spot Television . . . and gets *measurable* sales impact.

How? Guild Wine says:

- "SPOT pin-points our wine story—tells it when and where it does the most good."
- "SPOT dovetails with other media to do a complete preselling job for our seasonal and special promotions . . ."
- "SPOT pays off with rock-bot-



Left to right: HOWARD E. WILLIAMS, Gen. Mgr., Wine Growers Guild; NORMAN J. KRIEG, Adv. Mgr., Wine Growers Guild; MARTIN H. PERCIVAL, San Francisco Radio Sales Mgr., NBC Spot Sales; WILLIAM V. PATTEN, Acct. Sup., Dancer-Fitzgerald-Sample; GEORGE FUERST, San Francisco TV Sales Mgr., NBC Spot Sales; R. GLENN WILMOTH, Media Dir., Dancer-Fitzgerald-Sample.

acceptance are **SOLD ON SPOT**

tom economy, *plus* powerful merchandising support from stations represented by NBC Spot Sales."

• "SPOT is fast and flexible—lets Guild move instantly with strong local support."

Find out how Spot Radio and Television can build *your* sales in these fourteen major markets.

NBC SPOT SALES
Represents:

WMAQ, WNBQ, Chicago
KRCA, Los Angeles
WRCV, WRCV-TV, Philadelphia
KNBC, San Francisco
KSD, KSD-TV, St. Louis
WRC, WRC-TV, Washington, D. C.
WBUF-TV, Buffalo
KOMO, KOMO-TV, Seattle
KPTV, Portland, Ore.
KOA, KOA-TV, Denver
WAVE, WAVE-TV, Louisville
WRGB, Schenectady-Albany-Troy
KGU, Honolulu, Hawaii
KONA-TV, Honolulu, Hawaii
WRCA, WRCA-TV, New York
and the NBC
Western Radio Network

NBC SPOT SALES

Population Ranking of Metropolitan County Areas

SM Estimates, 1/1/56, for POPULATION in Descending Order

Code Number	AREA and STATE	POPULATION 1/1/56 (thousands)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	14,124.6	1
28.	Chicago (Ill.)	6,180.9	2
83.	Los Angeles-Long Beach (Cal.)	5,668.2	3
106.	Philadelphia (Pa.)	4,076.3	4
41.	Detroit (Mich.)	3,518.6	5
18.	Boston (Mass.)	2,991.3	6
130.	San Francisco-Oakland (Cal.)	2,613.1	7
100.	Pittsburgh (Pa.)	2,292.9	8
124.	St. Louis (Mo.)	1,849.2	9
156.	Washington (D. C.)	1,802.1	10
30.	Cleveland (Ohio)	1,616.8	11
12.	Baltimore (Md.)	1,461.8	12
92.	Minneapolis-St. Paul (Minn.)	1,247.6	13
21.	Buffalo (N. Y.)	1,212.4	14
64.	Houston (Tex.)	1,076.2	15
29.	Cincinnati (Ohio)	997.0	16
91.	Milwaukee (Wisc.)	965.7	17
72.	Kansas City (Mo.)	955.5	18
129.	San Diego (Cal.)	826.2	19
98.	New Orleans (La.)	797.1	20
35.	Dallas (Tex.)	792.4	21
111.	Portland (Ore.)	785.6	22
8.	Atlanta (Ga.)	778.9	23
134.	Seattle (Wash.)	777.8	24
90.	Miami (Fla.)	743.7	25
39.	Denver (Colo.)	725.1	26
112.	Providence-Pawtucket (R. I.)	706.9	27
84.	Louisville (Ky.)	675.5	28
63.	Hartford-New Britain (Conn.)	622.9	29
66.	Indianapolis (Ind.)	613.1	30
17.	Birmingham (Ala.)	612.7	31
128.	San Bernardino-Riverside-Ontario (Cal.)	611.2	32
97.	New Haven-Waterbury (Conn.)	605.4	33
19.	Bridgeport-Stamford-Norwalk (Conn.)	592.0	34
33.	Columbus (Ohio)	585.3	35
127.	San Antonio (Tex.)	580.5	36
164.	Worcester (Mass.)	580.2	37
108.	Youngstown (Ohio)	570.5	38
147.	Tampa-St. Petersburg (Fla.)	552.8	39
2.	Albany-Schenectady-Troy (N. Y.)	547.7	40
100.	Norfolk-Portsmouth (Va.)	535.3	41
89.	Memphis (Tenn.)	534.4	42
119.	Rochester (N. Y.)	533.2	43
37.	Dayton (Ohio)	526.7	44
52.	Fort Worth (Tex.)	507.0	45
107.	Phoenix (Ariz.)	505.0	46
141.	Springfield-Holyoke (Mass.)	474.2	47
1.	Akron (Ohio)	459.4	48
131.	Allentown-Bethlehem-Easton (Pa.)	452.4	49
	San Jose (Cal.)	444.2	50
149.	Toledo (Ohio)	429.7	51
48.	Fall River-New Bedford (Mass.)	402.2	52
103.	Omaha (Nebr.)	401.6	53
69.	Jacksonville (Fla.)	398.0	54
102.	Oklahoma City (Okla.)	394.9	55
121.	Sacramento (Cal.)	389.9	56
161.	Wilkes-Barre-Hazleton (Pa.)	379.7	57
145.	Syracuse (N. Y.)	377.3	58
117.	Richmond (Va.)	362.9	59
184.	Brownsville-Harlingen-McAllen (Tex.)	362.2	60
74.	Knoxville (Tenn.)	358.8	61
158.	Wheeling-Steubenville (W. Va.-Ohio)	357.9	62
96.	Nashville (Tenn.)	354.8	63
49.	Flint (Mich.)	330.0	64
25.	Charleston (W. Va.)	324.3	65
86.	Grand Rapids (Mich.)	323.4	66
53.	Fresno (Cal.)	317.3	67
22.	Canton (Ohio)	317.2	68
159.	Wichita (Kans.)	315.8	69
162.	Wilmington (Del.)	315.3	70
62.	Harrisburg (Pa.)	313.3	71
125.	Salt Lake City (Utah)	312.4	72
148.	Tacoma (Wash.)	304.4	73
153.	Tulsa (Okla.)	297.7	74
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	297.3	75
154.	Utica-Rome (N. Y.)	296.9	76
70.	Johnstown (Pa.)	294.0	77
105.	Peoria (Ill.)	275.0	78
93.	Mobile (Ala.)	266.3	79
27.	Chattanooga (Tenn.)	256.1	80
43.	Duluth-Superior (Minn.-Wisc.)	264.2	81
10.	Augusta (Ga.)	263.5	82
45.	El Paso (Tex.)	262.2	83
175.	Bakersfield (Cal.)	262.1	84
85.	Huntington-Ashland (W. Va.-Ky.)	261.8	85
116.	Reading (Pa.)	261.2	86
139.	Spokane (Wash.)	261.0	87
151.	Trenton (N. J.)	259.0	88
133.	Scranton (Pa.)	255.7	89
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	253.8	90
135.	Shreveport (La.)	251.9	91
40.	Des Moines (Iowa)	249.2	92
75.	Lancaster (Pa.)	243.6	93
81.	Little Rock-North Little Rock (Ark.)	240.9	94
138.	South Bend (Ind.)	238.4	95
46.	Erie (Pa.)	236.6	96
34.	Corpus Christi (Tex.)	233.9	97
144.	Stockton (Cal.)	229.5	98
26.	Charlotte (N. C.)	229.4	99
18.	Beaumont-Port Arthur (Tex.)	224.5	100
32.	Columbus (Ga.)	220.7	101
152.	Tucson (Ariz.)	217.2	102
88.	Greensboro-High Point (N. C.)	214.8	103
105.	York (Pa.)	214.4	104
47.	Evansville (Ind.)	213.5	105
13.	Baton Rouge (La.)	212.5	106
3.	Albuquerque (N. M.)	208.2	107
20.	Brockton (Mass.)	206.0	108
51.	Fort Wayne (Ind.)	205.8	109
76.	Lansing (Mich.)	202.4	110
16.	Binghamton (N. Y.)	196.6	111
11.	Austin (Tex.)	190.5	112
24.	Charleston (S. C.)	189.2	113
61.	Hampton-Newport News-Warwick (Va.)	187.2	114
59.	Greenville (S. C.)	184.9	115
57.	Madison (Wisc.)	184.7	116
82.	Lorain-Elyria (Ohio)	177.8	117
104.	Orlando (Fla.)	177.4	118
204.	Fort Lauderdale (Fla.)	172.6	119
110.	Portland (Me.)	171.9	120
120.	Rockford (Ill.)	171.0	121
163.	Winston-Salem (N. C.)	170.2	122
122.	Saginaw (Mich.)	170.1	123
31.	Columbia (S. C.)	168.3	124
183.	Bristol (Tenn.-Va.)	167.5	125
60.	Hamilton-Middletown (Ohio)	166.7	126
256.	West Palm Beach (Fla.)	165.8	127
132.	Savannah (Ga.)	164.5	128
232.	New London-Norwich (Conn.)	163.7	129
238.	Pensacola (Fla.)	163.4	130
98.	Jackson (Miss.)	163.0	131
217.	Lakeland (Fla.)	160.1	132
88.	Manchester (N. H.)	159.7	133
251.	Spartanburg (S. C.)	158.8	134
115.	Raleigh (N. C.)	158.0	135
170.	Ann Arbor (Mich.)	155.6	136
94.	Montgomery (Ala.)	155.4	137
99.	Macon (Ga.)	155.2	138
199.	Eugene (Ore.)	154.7	139
85.	Lubbock (Tex.)	152.5	140
259.	Yakima (Wash.)	148.5	141
71.	Kalamazoo (Mich.)	146.0	142
118.	Roanoke (Va.)	145.3	143
210.	Jamestown (N. Y.)	143.3	144
228.	Modesto (Cal.)	142.4	145
155.	Waco (Tex.)	142.2	146
9.	Atlantic City (N. J.)	141.9	147
140.	Springfield (Ill.)	139.6	148
230.	Muskegon (Mich.)	139.0	149
176.	Battle Creek (Mich.)	138.7	150
199.	Pittsfield (Mass.)	138.6	151
181.	Boise (Idaho)	138.0	152
5.	Altoona (Pa.)	137.7	153
80.	Lincoln (Nebr.)	134.3	154
200.	Everett (Wash.)	133.7	155
7.	Asheville (N. C.)	132.6	156
6.	Amarillo (Tex.)	132.4	157
55.	Galveston (Tex.)	132.0	158
150.	Topeka (Kans.)	127.4	159
160.	Wichita Falls (Tex.)	126.9	160
202.	Fayetteville (N. C.)	125.0	161
167.	Champaign-Urbana (Ill.)	123.0	162
206.	Gastonia (N. C.)	122.3	163
143.	Springfield (Ohio)	122.1	164
67.	Jackson (Mich.)	120.6	165
114.	Racine (Wisc.)	119.4	166
216.	Lake Charles (La.)	119.2	167
76.	Lexington (Ky.)	118.5	168
142.	Springfield (Mo.)	117.9	169
179.	Biloxi-Gulfport (Miss.)	117.2	170
169.	Anderson (Ind.)	115.2	171
23.	Cedar Rapids (Iowa)	114.9	172
136.	Sioux City (Iowa)	113.5	173
211.	Joplin (Mo.)	112.5	174
44.	Durham (N. C.)	111.8	175
193.	Danville (Va.)	111.6	175
157.	Waterloo (Iowa)	111.3	177
38.	Decatur (Ill.)	111.1	178
249.	Santa Barbara (Cal.)	110.9	179
174.	Bangor (Me.)	109.2	180
233.	New Castle (Pa.)	108.3	181
57.	Green Bay (Wisc.)	107.5	182
148.	Terre Haute (Ind.)	106.7	183
253.	Texarkana (Tex.-Ark.)	106.5	184
113.	Pueblo (Colo.)	106.1	185
168.	Alexandria (La.)	106.0	186
190.	Colorado Springs (Colo.)	105.6	187
96.	Muncie (Ind.)	105.1	188
248.	Salem (Ore.)	105.1	188
258.	Williamsport (Pa.)	104.5	190
195.	Eau Claire (Wisc.)	103.2	191
240.	Port Huron (Mich.)	103.1	192
54.	Gadsden (Ala.)	103.0	193
241.	Portsmouth (Ohio)	102.8	194
224.	Mansfield (Ohio)	102.3	195
123.	St. Joseph (Mo.)	101.8	196
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	100.0	197
101.	Ogden (Utah)	99.8	198
239.	Petersburg-Hopewell (Va.)	99.6	198
14.	Bay City (Mich.)	98.4	200
235.	Oshkosh (Wisc.)	98.1	201
79.	Lima (Ohio)	97.5	202
218.	Las Vegas (Nev.)	95.8	203
252.	Temple (Tex.)	95.3	204
243.	Provo (Utah)	95.0	205
197.	Elmira (N. Y.)	94.9	206
191.	Cumberland (Md.)	94.1	207
198.	Elkhart (Ind.)	93.7	208
194.	Daytona Beach (Fla.)	92.4	209
220.	Lebanon (Pa.)	91.3	210
192.	Danville (Ill.)	90.6	211
172.	Appleton (Wisc.)	89.2	212
171.	Anniston (Ala.)	87.7	213
255.	Watertown (N. Y.)	86.8	214
180.	Bloomington (Ill.)	86.4	215
229.	Monroe-West Monroe (La.)	86.1	216
237.	Pasco-Kennewick-Richland (Wash.)	85.8	217
182.	Bremerton (Wash.)	85.4	218
208.	Hagerstown (Md.)	85.3	219
221.	Lewiston-Auburn (Me.)	84.3	220
250.	Sheboygan (Wisc.)	83.8	221
215.	Lafayette (Ind.)	83.3	222
73.	Kenosha (Wisc.)	83.1	223
222.	Lynchburg (Va.)	82.8	224
137.	Sioux Falls (S. D.)	81.8	225
212.	Kankakee (Ill.)	81.4	226
189.	Clarksburg (W. Va.)	81.0	227
219.	Lawton (Okla.)	80.4	228
260.	Zanesville (Ohio)	79.4	229
254.	Tyler (Tex.)	78.6	230
231.	Newark (Ohio)	76.3	231
247.	Richmond (Ind.)	76.1	232
42.	Dubuque (Iowa)	75.8	233
186.	Butte-Anaconda (Mont.)	75.1	234
229.	Middletown (Conn.)	75.0	235
126.	San Angelo (Tex.)	74.5	236
187.	Abilene (Tex.)	73.8	237
236.	Paducah (Ky.)	73.4	238
214.	La Crosse (Wisc.)	72.9	239
257.	Wilmington (N. C.)	72.7	240
173.	Auburn (N. Y.)	72.4	241
50.	Fort Smith (Ark.)	72.0	242
177.	Bellingham (Wash.)	70.8	243
223.	Manitowoc-Two Rivers (Wisc.)	70.1	244
178.	Billings (Mont.)	69.8	245
185.	Burlington (Vt.)	68.4	246
244.	Quincy (Ill.)	66.1	247
225.	Marion (Ind.)	67.2	248
234.	Odessa (Tex.)	66.6	249
246.	Reno (Nev.)	65.7	250
77.	Laredo (Tex.)	65.0	251
201.	Fargo (N. D.)	64.9	252
207.	Great Falls (Mont.)	62.5	253
213.	Kokomo (Ind.)	60.3	254
209.	Hutchinson (Kans.)	58.6	255
188.	Cheyenne (Wyo.)	58.1	256
205.	Galesburg (Ill.)	55.7	257
245.	Rapid City (S. D.)	53.3	258
198.	Enid (Okla.)	53.0	259
227.	Midland (Tex.)	44.9	260

Total Above Metropolitan Areas 108,432.3

Beloit-Janesville, with 100.8 thousand, would rank 196 if included above.

See footnote to pages 180, 190.

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This is the Story of the GROWING GREENSBORO MARKET!



Over
100,000
Circulation
Daily

Over
400,000
Readers
Daily

THE CITY...

- . . . which has over 1,000,000 people within a fifty mile radius!
- . . . which is one of the top distributing centers in the South!
- . . . which has a greater population within a fifty-mile radius than any other Southern city!

THE METROPOLITAN MARKET...

- . . . which is the 89th best market in the nation in Total Retail Sales!
- . . . which is the 15th best market in the South in Total Retail Sales!
- . . . which is the best market in the South and the 12th best in the nation in per family retail sales!

THE ABC RETAIL TRADING AREA...

- . . . which has 1/6th of North Carolina's population!
- . . . which has 1/5 of North Carolina's Total Retail Sales!
- . . . which has 1/5th of North Carolina's gain in retail sales in 1955 over 1948!

Figures from Federal Reserve Bank of Richmond and Sales Management Survey of Buying Power, 1956



Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Families Ranking of Metropolitan County Areas

SM Estimates, 1/1/56, for Number of FAMILIES in Descending Order

Code Number	AREA and STATE	FAMILIES 1/1/56 SM (thousands)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	4,326.3	1
83.	Los Angeles-Long Beach (Cal.)	1,956.6	2
28.	Chicago (Ill.)	1,897.7	3
100.	Philadelphia (Pa.)	1,172.4	4
41.	Detroit (Mich.)	1,009.1	5
130.	San Francisco-Oakland (Cal.)	867.0	6
18.	Boston (Mass.)	843.1	7
108.	Pittsburgh (Pa.)	559.4	8
124.	St. Louis (Mo.)	549.6	9
150.	Washington (D. C.)	511.5	10
30.	Cleveland (Ohio)	487.0	11
12.	Baltimore (Md.)	418.9	12
92.	Minneapolis-St. Paul (Minn.)	377.9	13
21.	Buffalo (N. Y.)	357.2	14
64.	Houston (Tex.)	321.8	15
29.	Cincinnati (Ohio)	316.9	16
72.	Kansas City (Mo.)	314.4	17
91.	Milwaukee (Wisc.)	288.1	18
129.	San Diego (Cal.)	271.6	19
111.	Portland (Ore.)	265.2	20
134.	Seattle (Wash.)	264.2	21
35.	Dallas (Tex.)	243.1	22
98.	New Orleans (La.)	233.0	23
39.	Denver (Colo.)	229.6	24
90.	Miami (Fla.)	229.2	25
8.	Atlanta (Ga.)	223.7	26
112.	Providence-Pawtucket (R. I.)	211.0	27
84.	Louisville (Ky.)	203.2	28
128.	San Bernardino-Riverside-Ontario (Cal.)	197.1	29
66.	Indianapolis (Ind.)	193.8	30
63.	Hartford-New Britain (Conn.)	181.0	31
97.	New Haven-Waterbury (Conn.)	178.4	32
147.	Tampa-St. Petersburg (Fla.)	176.2	33
33.	Columbus (Ohio)	173.8	34
19.	Bridgeport-Stamford-Norwalk (Conn.)	173.5	35
17.	Birmingham (Ala.)	173.4	36
2.	Albany-Schenectady-Troy (N. Y.)	171.9	37
164.	Worcester (Mass.)	168.6	38
119.	Rochester (N. Y.)	165.2	39
166.	Youngstown (Ohio)	161.9	40
37.	Dayton (Ohio)	155.8	41
52.	Fort Worth (Tex.)	154.4	42
127.	San Antonio (Tex.)	152.9	43
89.	Memphis (Tenn.)	152.3	44
100.	Norfolk-Portsmouth (Va.)	147.1	45
107.	Phoenix (Ariz.)	146.6	46
141.	Springfield-Holyoke (Mass.)	142.4	47
1.	Akron (Ohio)	137.8	48
131.	San Jose (Cal.)	136.7	49
4.	Allentown-Bethlehem-Easton (Pa.)	131.1	50
149.	Toledo (Ohio)	131.0	51
102.	Oklahoma City (Okla.)	126.3	52
103.	Omaha (Nebr.)	122.4	53
121.	Sacramento (Cal.)	122.1	54
48.	Fall River-New Bedford (Mass.)	121.6	55
69.	Jacksonville (Fla.)	112.3	56
145.	Syracuse (N. Y.)	112.3	56
161.	Wilkes-Barre-Hazleton (Pa.)	106.5	58
159.	Wichita (Kans.)	103.8	59
156.	Wheeling-Steubenville (W. Va.-Ohio)	103.0	60
96.	Nashville (Tenn.)	100.4	61
117.	Richmond (Va.)	100.1	62
56.	Grand Rapids (Mich.)	98.8	63
49.	Flint (Mich.)	97.2	64
53.	Fresno (Cal.)	96.8	65
74.	Knoxville (Tenn.)	96.8	65
153.	Tulsa (Okla.)	94.5	67
22.	Canton (Ohio)	93.1	68
62.	Harrisburg (Pa.)	92.8	69
148.	Tacoma (Wash.)	90.9	70
162.	Wilmington (Del.)	90.7	71
125.	Salt Lake City (Utah)	90.7	71
154.	Utica-Rome (N. Y.)	87.8	73
25.	Charleston (W. Va.)	86.9	74
154.	Brownsville-Harlingen-McAllen (Tex.)	85.8	75
139.	Spokane (Wash.)	85.3	76
105.	Peoria (Ill.)	85.2	77
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	84.2	78
43.	Duluth-Superior (Minn.-Wisc.)	81.2	79
40.	Des Moines (Iowa)	80.7	80
70.	Johnstown (Pa.)	79.2	81
175.	Bakersfield (Cal.)	77.9	82
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	77.9	82
116.	Reading (Pa.)	77.5	84
27.	Chattanooga (Tenn.)	76.4	85
133.	Scranton (Pa.)	73.8	86
93.	Mobile (Ala.)	73.7	87
135.	Shreveport (La.)	72.7	88
65.	Huntington-Ashland (W. Va.)	72.6	89
81.	Little Rock-North Little Rock (Ark.)	72.4	90
138.	South Bend (Ind.)	70.9	91
10.	Augusta (Ga.)	70.4	92
151.	Trenton (N. J.)	70.0	93
75.	Lancaster (Pa.)	69.8	94
144.	Stockton (Cal.)	69.2	95
46.	Erie (Pa.)	68.8	96
47.	Evansville (Ind.)	66.1	97
15.	Beaumont-Port Arthur (Tex.)	65.7	98
165.	York (Pa.)	64.2	99
61.	Fort Wayne (Ind.)	63.9	100
20.	Brockton (Mass.)	63.8	101
45.	El Paso (Tex.)	63.5	102
34.	Corpus Christi (Tex.)	62.4	103
152.	Tucson (Ariz.)	62.3	104
26.	Charlotte (N. C.)	61.6	105
76.	Lansing (Mich.)	59.6	106
13.	Baton Rouge (La.)	59.2	107
16.	Binghamton (N. Y.)	58.8	108
3.	Albuquerque (N. M.)	58.4	109
58.	Greensboro-High Point (N. C.)	58.3	110
104.	Orlando (Fla.)	54.1	111
120.	Rockford (Ill.)	54.1	111
204.	Fort Lauderdale (Fla.)	53.4	113
286.	West Palm Beach (Fla.)	52.4	114
67.	Madison (Wisc.)	52.2	115
24.	Charleston (S. C.)	51.7	116
82.	Lorain-Elyria (Ohio)	51.6	117
59.	Greenville (S. C.)	50.9	118
110.	Portland (Me.)	50.7	119
11.	Austin (Tex.)	50.5	120
122.	Saginaw (Mich.)	49.1	121
61.	Hampton-Newport News-Warwick (Va.)	49.0	122
199.	Eugene (Ore.)	48.6	123
132.	Savannah (Ga.)	48.4	124
32.	Columbus (Ga.)	48.0	125
232.	New London-Norwich (Conn.)	47.9	126
88.	Manchester (N. H.)	47.8	127
60.	Hamilton-Middletown (Ohio)	47.8	127
210.	Jamestown (N. Y.)	46.7	129
163.	Winston-Salem (N. C.)	46.4	130
259.	Yakima (Wash.)	45.8	131
217.	Lakeland (Fla.)	45.5	132
140.	Springfield (Ill.)	45.3	133
66.	Jackson (Miss.)	44.7	134
9.	Atlantic City (N. J.)	44.5	135
200.	Everett (Wash.)	44.5	135
228.	Modesto (Cal.)	44.0	137
86.	Macon (Ga.)	43.9	138
71.	Kalamazoo (Mich.)	43.7	139
94.	Montgomery (Ala.)	43.6	140
238.	Pensacola (Fla.)	43.5	141
31.	Columbia (S. C.)	42.8	142
85.	Lubbock (Tex.)	42.8	142
80.	Lincoln (Nebr.)	42.7	144
183.	Bristol (Tenn.-Va.)	42.7	144
181.	Boise (Idaho)	42.1	146
109.	Pittsfield (Mass.)	41.6	147
155.	Waco (Tex.)	41.6	147
150.	Topeka (Kans.)	41.5	149
170.	Ann Arbor (Mich.)	41.5	149
251.	Spartanburg (S. C.)	41.5	149
230.	Muskegon (Mich.)	41.3	152
6.	Amarillo (Tex.)	41.2	153
176.	Battle Creek (Mich.)	40.6	154
5.	Altoona (Pa.)	40.4	155
118.	Roanoke (Va.)	39.8	156
142.	Springfield (Mo.)	39.1	157
55.	Galveston (Tex.)	39.1	157
115.	Raleigh (N. C.)	38.3	159
211.	Joplin (Mo.)	37.7	160
143.	Springfield (Ohio)	37.1	161
23.	Cedar Rapids (Iowa)	36.8	162
169.	Anderson (Ind.)	36.2	163
249.	Santa Barbara (Cal.)	36.0	164
136.	Sioux City (Iowa)	35.7	165
114.	Racine (Wisc.)	35.6	166
38.	Decatur (Ill.)	35.5	167
7.	Asheville (N. C.)	35.5	167
87.	Jackson (Mich.)	35.3	169
146.	Terre Haute (Ind.)	34.8	170
190.	Colorado Springs (Colo.)	34.6	171
78.	Lexington (Ky.)	34.0	172
157.	Waterloo (Iowa)	33.9	173
169.	Wichita Falls (Tex.)	33.8	174
216.	Lake Charles (La.)	33.7	175
95.	Muncie (Ind.)	32.8	176
167.	Champaign-Urbana (Ill.)	32.6	177
123.	St. Joseph (Mo.)	32.2	178
248.	Salem (Ore.)	31.8	179
258.	Williamsport (Pa.)	31.6	180
223.	New Castle (Pa.)	31.3	181
253.	Texarkana (Tex.-Ark.)	31.1	182
206.	Gastonia (N. C.)	31.0	183
240.	Port Huron (Mich.)	30.7	184
179.	Biloxi-Gulfport (Miss.)	30.6	185
218.	Las Vegas (Nev.)	30.3	186
224.	Mansfield (Ohio)	30.3	186
113.	Pueblo (Colo.)	30.1	188
194.	Daytona Beach (Fla.)	30.1	188
241.	Portsmouth (Ohio)	30.0	190
79.	Lima (Ohio)	29.4	191
57.	Green Bay (Wisc.)	29.4	191
196.	Elkhart (Ind.)	29.3	193
174.	Bangor (Me.)	29.3	193
197.	Elmira (N. Y.)	29.2	195
44.	Durham (N. C.)	29.0	196
195.	Eau Claire (Wisc.)	29.0	196
235.	Oshkosh (Wisc.)	29.0	196
192.	Danville (Ill.)	28.9	199
101.	Ogden (Utah)	28.7	200
168.	Alexandria (La.)	28.6	201
14.	Bay City (Mich.)	28.2	202
54.	Gadsden (Ala.)	28.1	203
182.	Bremerton (Wash.)	28.0	204
193.	Danville (Va.)	27.7	205
191.	Cumberland (Md.)	27.0	206
180.	Bloomington (Ill.)	26.9	207
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	26.8	208
237.	Pasco-Kennewick-Richland (Wash.)	26.7	209
255.	Watertown (N. Y.)	26.5	210
220.	Lebanon (Pa.)	26.3	211
202.	Fayetteville (N. C.)	25.6	212
186.	Butte-Anaconda (Mont.)	25.4	213
137.	Sioux Falls (S. D.)	25.3	214
250.	Sheboygan (Wisc.)	25.3	214
73.	Kenosha (Wisc.)	25.1	216
229.	Monroe-West Monroe (La.)	24.9	217
172.	Appleton (Wisc.)	24.8	218
243.	Provo (Utah)	24.4	219
221.	Lewiston-Auburn (Me.)	24.3	220
208.	Hagerstown (Md.)	24.3	220
266.	Zanesville (Ohio)	24.1	222
252.	Temple (Tex.)	24.1	222
231.	Newark (Ohio)	23.7	224
177.	Bellingham (Wash.)	23.6	225
239.	Petersburg-Hopewell (Va.)	23.5	226
215.	Lafayette (Ind.)	23.4	227
236.	Paducah (Ky.)	23.3	228
178.	Billings (Mont.)	23.1	229
247.	Richmond (Ind.)	23.0	230
171.	Anniston (Ala.)	22.9	231
189.	Clarksburg (W. Va.)	22.9	231
254.	Tyler (Tex.)	22.8	233
50.	Fort Smith (Ark.)	22.3	234
219.	Lawton (Okla.)	22.3	234
244.	Quincy (Ill.)	21.8	236
222.	Lynchburg (Va.)	21.8	236
245.	Reno (Nev.)	21.7	238
126.	San Angelo (Tex.)	21.6	239
167.	Abilene (Tex.)	21.5	240
173.	Auburn (N. Y.)	21.4	241
226.	Middletown (Conn.)	21.2	242
214.	La Crosse (Wisc.)	21.0	243
212.	Kankakee (Ill.)	20.8	244
207.	Great Falls (Mont.)	20.6	245
225.	Marion (Ind.)	20.5	246
223.	Manitowoc-Two Rivers (Wisc.)	20.4	247
42.	Dubuque (Iowa)	20.3	248
257.	Wilmington (N. C.)	20.3	248
234.	Odessa (Tex.)	19.6	250
209.	Hutchinson (Kans.)	19.1	251
213.	Kokomo (Ind.)	18.7	252
201.	Fargo (N. D.)	18.3	253
205.	Galesburg (Ill.)	18.2	254
185.	Burlington (Vt.)	18.2	254
245.	Rapid City (S. D.)	16.7	256
188.	Cheyenne (Wyo.)	16.5	257
198.	Enid (Okla.)	16.4	258
77.	Laredo (Tex.)	14.6	259
227.	Midland (Tex.)	13.6	260

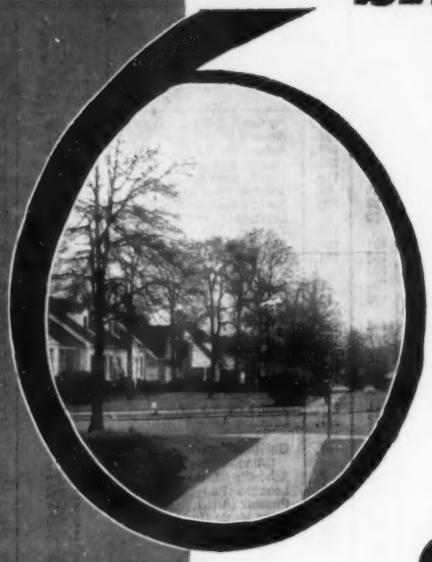
Total Above Metropolitan Areas....32,581.3

Beloit-Janesville, with 30.6 thousand, would rank 185 if included above.

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SALES come easier in the

GROWING GREENSBORO METROPOLITAN MARKET!



Over
100,000
Circulation
Daily

Over
400,000
Readers
Daily

GREENSBORO

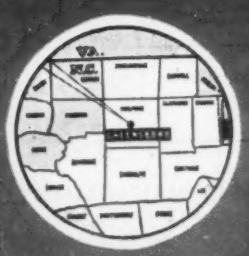
RANKS in the Nation...

- **110th** in number of families!
- **105th** in total income!
- **89th** in total retail sales!

RANKS in the South...

- **20th** in number of families!
- **16th** in total income!
- **15th** in total retail sales!

Figures from Sales Management Survey of Buying Power, 1956



Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Per Family Retail Sales Ranking of Metropolitan County Areas

SM Estimates, 1955, for PER FAMILY RETAIL SALES in Descending Order

Code Number	AREA and STATE	TOTAL RETAIL SALES PER FAMILY (add 000)	Rank in Group
201.	Fargo (N. D.)	5,597	1
246.	Reno (Nev.)	5,380	2
227.	Midland (Tex.)	5,338	3
49.	Flint (Mich.)	5,177	4
204.	Fort Lauderdale (Fla.)	5,166	5
234.	Odessa (Tex.)	5,143	6
35.	Dallas (Tex.)	5,067	7
218.	Las Vegas (Nev.)	5,067	8
9.	Atlantic City (N. J.)	5,052	9
6.	Amarillo (Tex.)	5,042	10
181.	Trenton (N. J.)	5,007	11
58.	Greensboro-High Point (N. C.)	4,968	12
96.	Miami (Fla.)	4,944	13
8.	Atlanta (Ga.)	4,886	14
212.	Kankakee (Ill.)	4,819	15
41.	Detroit (Mich.)	4,796	16
78.	Lansing (Mich.)	4,783	17
85.	Lubbock (Tex.)	4,777	18
26.	Charlotte (N. C.)	4,775	19
167.	Abilene (Tex.)	4,743	20
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	4,734	21
104.	Orlando (Fla.)	4,684	22
87.	Madison (Wisc.)	4,620	23
66.	Indianapolis (Ind.)	4,617	24
190.	Colorado Springs (Colo.)	4,613	25
42.	Dubuque (Iowa)	4,610	26
196.	Enid (Okla.)	4,732	27
174.	Bangor (Me.)	4,592	28
57.	Green Bay (Wisc.)	4,561	29
115.	Raleigh (N. C.)	4,559	30
162.	Wilmington (Del.)	4,543	31
125.	Salt Lake City (Utah)	4,527	32
180.	Wichita Falls (Tex.)	4,524	33
117.	Richmond (Va.)	4,478	34
170.	Ann Arbor (Mich.)	4,467	35
48.	Memphis (Tenn.)	4,454	36
45.	El Paso (Tex.)	4,449	37
178.	Billings (Mont.)	4,447	38
83.	Hartford-New Britain (Conn.)	4,439	39
192.	Danville (Ill.)	4,433	40
228.	Modesto (Cal.)	4,421	41
69.	Jacksonville (Fla.)	4,421	42
19.	Bridgeport-Stamford-Norwalk (Conn.)	4,416	43
207.	Great Falls (Mont.)	4,414	44
228.	Middletown (Conn.)	4,407	45
172.	Appleton (Wisc.)	4,400	46
92.	Minneapolis-St. Paul (Minn.)	4,396	47
156.	Washington (D. C.)	4,391	48
30.	Cleveland (Ohio)	4,388	49
18.	Boston (Mass.)	4,383	50
33.	Columbus (Ohio)	4,382	51
56.	Grand Rapids (Mich.)	4,369	52
23.	Cedar Rapids (Iowa)	4,360	53
51.	Fort Wayne (Ind.)	4,357	54
137.	Sioux Falls (S. D.)	4,342	55
258.	West Palm Beach (Fla.)	4,339	56
149.	Toledo (Ohio)	4,336	57
37.	Dayton (Ohio)	4,333	58
72.	Kansas City (Mo.)	4,328	59
214.	La Crosse (Wisc.)	4,325	60
28.	Chicago (Ill.)	4,323	61
188.	Cheyenne (Wyo.)	4,320	62
39.	Denver (Colo.)	4,318	63
91.	Milwaukee (Wisc.)	4,310	64
222.	Lynchburg (Va.)	4,309	65
128.	Rockford (Ill.)	4,303	66
122.	Saginaw (Mich.)	4,293	67
234.	Mansfield (Ohio)	4,288	68
121.	Sacramento (Cal.)	4,286	69
97.	New Haven-Waterbury (Conn.)	4,282	70
153.	Tulsa (Okla.)	4,282	71
118.	Roanoke (Va.)	4,282	72
140.	Springfield (Ill.)	4,281	73
198.	Elkhart (Ind.)	4,258	74
257.	Wilmington (N. C.)	4,238	75
145.	Syracuse (N. Y.)	4,235	76
80.	Fort Smith (Ark.)	4,234	77
96.	Nashville (Tenn.)	4,233	78
80.	Manchester (N. H.)	4,223	79
1.	Akron (Ohio)	4,220	80
38.	Decatur (Ill.)	4,213	81
71.	Kalamazoo (Mich.)	4,209	82
67.	Jackson (Mich.)	4,196	83
75.	Lancaster (Pa.)	4,196	84
202.	Fayetteville (N. C.)	4,195	85
185.	Burlington (Vt.)	4,194	86
166.	Youngstown (Ohio)	4,191	87
40.	Des Moines (Iowa)	4,180	88
11.	Austin (Tex.)	4,178	89
126.	San Angelo (Tex.)	4,171	90
80.	Hamilton-Middletown (Ohio)	4,168	91
249.	Santa Barbara (Cal.)	4,167	92
64.	Houston (Tex.)	4,164	93
245.	Rapid City (S. D.)	4,161	94
294.	Tyler (Tex.)	4,151	95
31.	Columbia (S. C.)	4,144	96
136.	Sioux City (Iowa)	4,138	97
157.	Waterloo (Iowa)	4,135	98
127.	San Antonio (Tex.)	4,132	99
3.	Albuquerque (N. M.)	4,126	100
53.	Fresno (Cal.)	4,124	101
187.	Champaign-Urbana (Ill.)	4,124	102
114.	Racine (Wisc.)	4,123	103
239.	Petersburg (Va.)	4,118	104
62.	Harrisburg (Pa.)	4,117	105
83.	Los Angeles-Long Beach (Cal.)	4,107	106
103.	Omaha (Nebr.)	4,106	107
206.	Galesburg (Ill.)	4,095	108
110.	Portland (Me.)	4,091	109
78.	Lexington (Ky.)	4,088	110
16.	Binghamton (N. Y.)	4,088	111
15.	Beaumont-Port Arthur (Tex.)	4,087	112
165.	York (Pa.)	4,086	113
2.	Albany-Schenectady-Troy (N. Y.)	4,083	114
175.	Bakersfield (Cal.)	4,079	115
52.	Fort Worth (Tex.)	4,079	116
232.	New London-Norwich (Conn.)	4,076	117
209.	Hutchinson (Kans.)	4,074	118
255.	Watertown (N. Y.)	4,064	119
131.	San Jose (Cal.)	4,059	120
21.	Buffalo (N. Y.)	4,059	121
181.	Boise (Idaho)	4,057	122
208.	Hagerstown (Md.)	4,057	123
134.	Seattle (Wash.)	4,055	124
38.	Davenport-Rock Island-Moline (Ill.)	4,051	125
94.	Montgomery (Ala.)	4,038	126
237.	Pasco-Kennewick-Richland (Wash.)	4,018	127
119.	Rochester (N. Y.)	4,016	128
22.	Canton (Ohio)	4,014	129
4.	Allentown-Bethlehem-Easton (Pa.)	4,014	130
116.	Reading (Pa.)	4,010	131
102.	Oklahoma City (Okla.)	4,009	132
144.	Stockton (Cal.)	3,997	133
143.	Springfield (Ohio)	3,993	134
82.	Lorain-Elyria (Ohio)	3,992	135
46.	Erie (Pa.)	3,987	136
141.	Springfield-Holyoke (Mass.)	3,985	137
12.	Baltimore (Md.)	3,976	138
159.	Wichita (Kans.)	3,965	139
215.	Lafayette (Ind.)	3,956	140
106.	Philadelphia (Pa.)	3,948	141
139.	Spokane (Wash.)	3,948	142
99.	New York-N. E. New Jersey (N. Y.-N. J.)	3,945	143
79.	Lima (Ohio)	3,937	144
240.	Port Huron (Mich.)	3,935	145
105.	Peoria (Ill.)	3,932	146
195.	Eau Claire (Wisc.)	3,918	147
247.	Richmond (Ind.)	3,915	148
29.	Cincinnati (Ohio)	3,915	149
14.	Bay City (Mich.)	3,896	150
147.	Tampa-St. Petersburg (Fla.)	3,888	151
260.	Lincoln (Nebr.)	3,872	152
235.	Oshkosh (Wisc.)	3,867	153
194.	Daytona Beach (Fla.)	3,860	154
135.	Shreveport (La.)	3,860	155
73.	Kenosha (Wisc.)	3,858	156
124.	St. Louis (Mo.)	3,855	157
108.	Pittsburgh (Pa.)	3,854	158
150.	Topeka (Kans.)	3,851	159
44.	Durham (N. C.)	3,849	160
229.	Monroe-West Monroe (La.)	3,847	161
130.	San Francisco-Oakland (Cal.)	3,846	162
109.	Pittsfield (Mass.)	3,845	163
84.	Louisville (Ky.)	3,840	164
155.	Waco (Tex.)	3,839	165
34.	Corpus Christi (Tex.)	3,837	166
112.	Providence-Pawtucket (R. I.)	3,836	167
248.	Salem (Ore.)	3,831	168
259.	Yakima (Wash.)	3,804	169
20.	Brockton (Mass.)	3,795	170
59.	Greenville (S. C.)	3,795	171
74.	Knoxville (Tenn.)	3,794	172
86.	Macon (Ga.)	3,791	173
223.	Manitowoc-Two Rivers (Wisc.)	3,785	174
176.	Battle Creek (Mich.)	3,779	175
230.	Muskegon (Mich.)	3,772	176
213.	Kokomo (Ind.)	3,769	177
138.	South Bend (Ind.)	3,769	178
61.	Hampton-Newport News-Warwick (Va.)	3,756	179
111.	Portland (Ore.)	3,754	180
231.	Newark (Ohio)	3,751	181
173.	Auburn (N. Y.)	3,747	182
180.	Bloomington (Ill.)	3,741	183
113.	Pueblo (Colo.)	3,731	184
88.	Jackson (Miss.)	3,729	185
100.	Norfolk-Portsmouth (Va.)	3,726	186
27.	Chattanooga (Tenn.)	3,714	187
152.	Tucson (Ariz.)	3,712	188
184.	Worcester (Mass.)	3,707	189
154.	Utica-Rome (N. Y.)	3,707	190
32.	Columbus (Ga.)	3,682	191
13.	Baton Rouge (East Baton Rouge (La.)	3,674	192
160.	Anderson (Ind.)	3,668	193
199.	Eugene (Ore.)	3,648	194
128.	San Bernardino (Cal.)	3,643	195
217.	Lakeland (Fla.)	3,640	196
163.	Winston-Salem (N. C.)	3,636	197
250.	Sheboygan (Wisc.)	3,633	198
197.	Elmira (N. Y.)	3,628	199
221.	Lewiston-Auburn (Me.)	3,621	200
43.	Duluth-Superior (Minn.-Wisc.)	3,612	201
7.	Asheville (N. C.)	3,609	202
220.	Lebanon (Pa.)	3,598	203
107.	Phoenix (Ariz.)	3,587	204
148.	Terre Haute (Ind.)	3,575	205
260.	Zanesville (Ohio)	3,566	206
158.	Wheeling-Steubenville (W. Va.-Ohio)	3,559	207
47.	Evansville (Ind.)	3,556	208
252.	Temple (Tex.)	3,553	209
25.	Charleston (W. Va.)	3,550	210
210.	Jamestown (N. Y.)	3,547	211
93.	Mobile (Ala.)	3,543	212
95.	Muncie (Ind.)	3,531	213
77.	Laredo (Tex.)	3,524	214
17.	Birmingham (Ala.)	3,505	215
186.	Butte-Anaconda (Mont.)	3,478	216
98.	New Orleans (La.)	3,456	217
81.	Little Rock-North Little Rock (Ark.)	3,445	218
123.	St. Joseph (Mo.)	3,445	219
189.	Clarksburg (W. Va.)	3,443	220
244.	Quincy (Ill.)	3,438	221
233.	New Castle (Pa.)	3,437	222
225.	Marion (Ind.)	3,436	223
55.	Galveston (Tex.)	3,436	224
146.	Tacoma (Wash.)	3,434	225
216.	Lake Charles (La.)	3,424	226
24.	Charleston (S. C.)	3,419	227
211.	Joplin (Mo.)	3,389	228
259.	Williamsport (Pa.)	3,377	229
101.	Ogden (Utah)	3,374	230
48.	Fall River-New Bedford (Mass.)	3,367	231
132.	Savannah (Ga.)	3,358	232
65.	Huntington-Ashland (W. Va.-Ky.)	3,346	233
177.	Bellingham (Wash.)	3,330	234
142.	Springfield (Mo.)	3,325	235
243.	Provo (Utah)	3,324	236
183.	Bristol (Tenn.)	3,306	237
171.	Anniston (Ala.)	3,258	238
129.	San Diego (Cal.)	3,248	239
5.	Altoona (Pa.)	3,199	240
179.	Biloxi-Gulfport (Miss.)	3,180	241
133.	Scranton (Pa.)	3,179	242
191.	Cumberland (Md.)	3,149	243
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	3,143	244
193.	Danville (Va.)	3,125	245
161.	Wilkes-Barre-Hazleton (Pa.)	3,117	246
200.	Everett (Wash.)	3,101	247
219.	Lawton (Okla.)	3,098	248
70.	Johnstown (Pa.)	3,097	249
241.	Portsmouth (Ohio)	3,092	250
182.	Bremerton (Wash.)	3,090	251
208.	Gastonia (N. C.)	3,041	252
238.	Pensacola (Fla.)	2,994	253
236.	Paducah (Ky.)	2,961	254
168.	Alexandria (La.)	2,943	255
10.	Augusta (Ga.)	2,922	256
54.	Gadsden (Ala.)	2,913	257
251.	Spartanburg (S. C.)	2,840	258
253.	Texarkana (Tex.-Ark.)	2,786	259
194.	Brownsville-Harlingen-McAllen (Tex.)	2,740	260

Total Above Metropolitan Areas....1,038,508

Beloit-Janesville, with 4,277 thousand, would rank 74 if included above. See footnote to pages 180, 190.

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SALES come easier in the GROWING GREENSBORO METROPOLITAN MARKET!



In Per Family Sales GREENSBORO Ranks . . . .

IN THE NATION...

12th in per family sales . . . outranking Detroit and Indianapolis!

IN THE SOUTH...

1st in per family sales . . . followed by Miami and Atlanta!

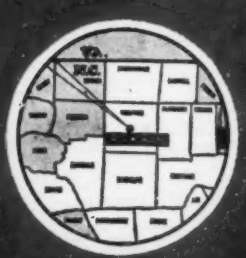
IN THE CAROLINAS...

1st in per family sales . . . followed by Charlotte and Raleigh!

Figures from Sales Management Survey of Buying Power, 1956

Over **100,000** Circulation Daily

Over **400,000** Readers Daily



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1955, for TOTAL RETAIL SALES in Descending Order

Code Number	AREA and STATE	TOTAL RETAIL SALES (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	17,999,367	1
28.	Chicago (Ill.)	8,161,623	2
83.	Los Angeles-Long Beach (Cal.)	8,036,302	3
41.	Detroit (Mich.)	4,841,614	4
106.	Philadelphia (Pa.)	4,626,585	5
18.	Boston (Mass.)	3,782,581	6
130.	San Francisco-Oakland (Cal.)	3,334,282	7
108.	Pittsburgh (Pa.)	2,537,520	8
166.	Washington (D. C.)	2,246,024	9
124.	St. Louis (Mo.)	2,196,732	10
30.	Cleveland (Ohio)	2,136,950	11
12.	Baltimore (Md.)	1,662,028	12
92.	Minneapolis-St. Paul (Minn.)	1,657,379	13
21.	Buffalo (N. Y.)	1,449,717	14
72.	Kansas City (Mo.)	1,360,225	15
64.	Houston (Tex.)	1,340,018	16
91.	Milwaukee (Wisc.)	1,241,748	17
29.	Cincinnati (Ohio)	1,237,083	18
35.	Dallas (Tex.)	1,231,752	19
90.	Miami (Fla.)	1,133,671	20
8.	Atlanta (Ga.)	1,093,106	21
134.	Seattle (Wash.)	1,071,272	22
111.	Portland (Ore.)	995,480	23
39.	Denver (Colo.)	991,431	24
66.	Indianapolis (Ind.)	894,717	25
129.	San Diego (Cal.)	882,813	26
112.	Providence-Pawtucket (R. I.)	809,372	27
98.	New Orleans (La.)	805,253	28
63.	Hartford-New Britain (Conn.)	803,377	29
84.	Louisville (Ky.)	790,222	30
19.	Bridgeport-Stamford-Norwalk (Conn.)	766,094	31
97.	New Haven-Waterbury (Conn.)	763,840	32
33.	Columbus (Ohio)	761,591	33
128.	San Bernardino-Riverside-Ontario (Cal.)	718,068	34
2.	Albany-Schenectady-Troy (N. Y.)	701,899	35
147.	Tampa-St. Petersburg (Fla.)	681,146	36
89.	Memphis (Tenn.)	678,403	37
166.	Youngstown (Ohio)	678,180	38
37.	Dayton (Ohio)	674,143	39
119.	Rochester (N. Y.)	663,481	40
127.	San Antonio (Tex.)	631,713	41
52.	Fort Worth (Tex.)	629,861	42
164.	Worcester (Mass.)	624,927	43
17.	Birmingham (Ala.)	607,803	44
1.	Akron (Ohio)	581,648	45
149.	Toledo (Ohio)	567,984	46
141.	Springfield-Holyoke (Mass.)	567,528	47
131.	San Jose (Cal.)	554,803	48
100.	Norfolk-Portsmouth (Va.)	548,136	49
4.	Allentown-Bethlehem-Easton (Pa.)	526,177	50
107.	Phoenix (Ariz.)	525,567	51
121.	Sacramento (Cal.)	523,329	52
102.	Oklahoma City (Okla.)	506,348	53
49.	Flint (Mich.)	503,160	54
103.	Omaha (Nebr.)	502,402	55
69.	Jacksonville (Fla.)	496,620	56
145.	Syracuse (N. Y.)	475,635	57
117.	Richmond (Va.)	448,213	58
58.	Grand Rapids (Mich.)	431,625	59
96.	Nashville (Tenn.)	424,345	60
162.	Wilmington (Del.)	412,048	61
159.	Wichita (Kans.)	411,597	62
125.	Salt Lake City (Utah)	410,563	63
48.	Fall River-New Bedford (Mass.)	410,141	64
153.	Tulsa (Okla.)	404,603	65
53.	Fresno (Cal.)	399,234	66
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	398,579	67
62.	Harrisburg (Pa.)	382,036	68
22.	Canton (Ohio)	373,589	69
74.	Knoxville (Tenn.)	367,252	70
158.	Wheeling-Steubenville (W. Va.-Ohio)	366,572	71
151.	Trenton (N. J.)	360,490	72
40.	Des Moines (Iowa)	337,357	73
139.	Spokane (Wash.)	336,780	74
105.	Peoria (Ill.)	335,004	75
161.	Wilkes-Barre-Hazleton (Pa.)	331,967	76
154.	Utica-Rome (N. Y.)	325,516	77
175.	Bakersfield (Cal.)	317,723	78
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	316,563	79
146.	Tacoma (Wash.)	311,766	80
116.	Reading (Pa.)	310,800	81
25.	Charleston (W. Va.)	309,499	82
26.	Charlotte (N. C.)	294,128	83
43.	Duluth-Superior (Minn.-Wisc.)	293,262	84
[75.	Lancaster (Pa.)	292,573	85
76.	Lansing (Mich.)	285,208	86
27.	Chattanooga (Tenn.)	283,759	87
45.	El Paso (Tex.)	282,533	88
56.	Greensboro-High Point (N. C.)	281,724	89
135.	Shreveport (La.)	280,625	90
51.	Fort Wayne (Ind.)	278,388	91
144.	Stockton (Cal.)	276,614	92
204.	Fort Lauderdale (Fla.)	275,980	93
46.	Erie (Pa.)	274,282	94
15.	Beaumont-Port Arthur (Tex.)	268,539	95
138.	1South Bend (Ind.)	266,826	96
165.	York (Pa.)	262,319	97
93.	Mobile (Ala.)	261,128	98
104.	Orlando (Fla.)	253,430	99
81.	Little Rock-North Little Rock (Ark.)	249,394	100
70.	Johnstown (Pa.)	245,293	101
65.	Huntington-Ashland (W. Va.-Ky.)	242,913	102
20.	Brockton (Mass.)	242,125	103
87.	Madison (Wisc.)	241,153	104
3.	Albuquerque (N. M.)	240,978	105
16.	Binghamton (N. Y.)	240,401	106
34.	Corpus Christi (Tex.)	239,459	107
47.	Evansville (Ind.)	235,079	108
184.	Brownsville-Harlingen-McAllen (Tex.)	235,067	109
133.	Scranton (Pa.)	234,621	110
120.	Rockford (Ill.)	232,787	111
152.	Tucson (Ariz.)	231,266	112
256.	West Palm Beach (Fla.)	227,385	113
9.	Atlantic City (N. J.)	224,813	114
13.	Baton Rouge (La.)	217,520	115
11.	Austin (Tex.)	210,886	116
122.	Saginaw (Mich.)	210,784	117
6.	Amarillo (Tex.)	207,729	118
110.	Portland (Me.)	207,427	119
82.	Lorain-Elyria (Ohio)	205,992	120
10.	Augusta (Ga.)	205,721	121
85.	Lubbock (Tex.)	204,462	122
88.	Manchester (N. H.)	201,837	123
60.	Hamilton-Middletown (Ohio)	199,248	124
232.	New London-Norwich (Conn.)	195,225	125
228.	Modesto (Cal.)	194,502	126
140.	Springfield (Ill.)	193,921	127
59.	Greenville (S. C.)	193,172	128
170.	Ann Arbor (Mich.)	185,370	129
61.	Hampton-Newport News-Warwick (Va.)	184,049	130
71.	Kalamazoo (Mich.)	183,948	131
31.	Columbia (S. C.)	177,349	132
199.	Eugene (Ore.)	177,273	133
24.	Charleston (S. C.)	176,742	134
32.	Columbus (Ga.)	176,738	135
94.	Montgomery (Ala.)	176,009	136
115.	Raleigh (N. C.)	174,613	137
259.	Yakima (Wash.)	174,206	138
181.	Boise (Idaho)	170,812	139
118.	Roanoke (Va.)	170,404	140
183.	Winston-Salem (N. C.)	168,723	141
68.	Jackson (Miss.)	166,700	142
86.	Macon (Ga.)	166,426	143
210.	Jamestown (N. Y.)	165,638	144
217.	Lakeland (Fla.)	165,635	145
80.	Lincoln (Nebr.)	165,354	146
132.	Savannah (Ga.)	162,507	147
23.	Cedar Rapids (Iowa)	160,457	148
109.	Pittsfield (Mass.)	159,960	149
150.	Topeka (Kans.)	159,836	150
155.	Waco (Tex.)	159,691	151
190.	Colorado Springs (Colo.)	159,608	152
230.	Muskegon (Mich.)	155,769	153
176.	Battle Creek (Mich.)	153,422	154
218.	Las Vegas (Nev.)	153,226	155
160.	Wichita Falls (Tex.)	152,997	156
249.	Santa Barbara (Cal.)	150,012	157
38.	Decatur (Ill.)	149,558	158
67.	Jackson (Mich.)	148,193	159
143.	Springfield (Ohio)	148,122	160
136.	Sioux City (Iowa)	147,730	161
114.	Racine (Wisc.)	146,776	162
183.	Bristol (Tenn.-Va.)	141,266	163
157.	Waterloo (Iowa)	140,179	164
78.	Lexington (Ky.)	138,986	165
200.	Everett (Wash.)	138,012	166
174.	Bangor (Me.)	134,559	167
167.	Champaign-Urbana (Ill.)	134,453	168
55.	Galveston (Tex.)	134,342	169
57.	Green Bay (Wisc.)	134,102	170
169.	Anderson (Ind.)	132,794	171
238.	Pensacola (Fla.)	130,266	172
142.	Springfield (Mo.)	130,021	173
224.	Mansfield (Ohio)	129,939	174
5.	Altoona (Pa.)	129,235	175
7.	Asheville (N. C.)	128,114	176
192.	Danville (Ill.)	128,109	177
211.	Joplin (Mo.)	127,776	178
196.	Elkhart (Ind.)	124,761	179
148.	Terre Haute (Ind.)	124,407	180
248.	Salem (Ore.)	121,833	181
240.	Port Huron (Mich.)	120,894	182
246.	Reno (Nev.)	120,649	183
251.	Spartanburg (S. C.)	117,947	184
194.	Daytona Beach (Fla.)	116,200	185
95.	Muscle (Ind.)	116,159	186
79.	Lima (Ohio)	115,760	187
216.	Lake Charles (La.)	115,385	188
195.	Eau Claire (Wisc.)	113,619	189
113.	Pueblo (Colo.)	112,313	190
235.	Oshkosh (Wisc.)	112,145	191
44.	Durham (N. C.)	111,625	192
123.	St. Joseph (Mo.)	110,932	193
14.	Bay City (Mich.)	109,664	194
137.	Sioux Falls (S. D.)	109,554	195
172.	Appleton (Wisc.)	109,114	196
255.	Watertown (N. Y.)	107,693	197
233.	New Castle (Pa.)	107,582	198
202.	Fayetteville (N. C.)	107,382	199
237.	Pasco-Kennewick-Richland (Wash.)	107,289	200
256.	Williamsport (Pa.)	106,718	201
197.	Elmira (N. Y.)	105,931	202
178.	Billings (Mont.)	102,717	203
201.	Fargo (N. D.)	102,429	204
167.	Abilene (Tex.)	101,977	205
234.	Odessa (Tex.)	100,793	206
180.	Bloomington (Ill.)	100,624	207
212.	Kankakee (Ill.)	100,240	208
208.	Hagerstown (Md.)	98,574	209
179.	Biloxi-Gulfport (Miss.)	97,304	210
73.	Kenosha (Wisc.)	96,845	211
101.	Ogden (Utah)	96,834	212
239.	Petersburg-Hopewell (Va.)	96,764	213
229.	Monroe-West Monroe (La.)	95,782	214
254.	Tyler (Tex.)	94,638	215
220.	Lebanon (Pa.)	94,625	216
50.	Fort Smith (Ark.)	94,411	217
206.	Gastonia (N. C.)	94,259	218
222.	Lynchburg (Va.)	93,940	219
42.	Dubuque (Iowa)	93,584	220
226.	Middletown (Conn.)	93,428	221
241.	Portsmouth (Ohio)	92,748	222
215.	Lafayette (Ind.)	92,561	223
250.	Sheboygan (Wisc.)	91,923	224
207.	Great Falls (Mont.)	90,922	225
214.	La Crosse (Wisc.)	90,820	226
126.	San Angelo (Tex.)	90,093	227
247.	Richmond (Ind.)	90,063	228
231.	Newark (Ohio)	88,905	229
186.	Butte-Anaconda (Mont.)	88,329	230
221.	Lewiston-Auburn (Me.)	88,000	231
193.	Danville (Va.)	86,568	232
182.	Bremerton (Wash.)	86,523	233
257.	Wilmington (N. C.)	86,035	234
260.	Zanesville (Ohio)	85,936	235
253.	Texarkana (Tex.-Ark.)	85,704	236
252.	Temple (Tex.)	85,632	237
191.	Cumberland (Md.)	85,010	238
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	48,232	239
188.	Alexandria (La.)	84,174	240
64.	Gadsden (Ala.)	81,843	241
243.	Provo (Utah)	81,102	242
173.	Auburn (N. Y.)	80,183	243
189.	Clarksburg (W. Va.)	78,844	244
177.	Bellingham (Wash.)	76,589	245
209.	Hutchinson (Kans.)	77,804	246
196.	Enid (Okla.)	77,599	247
223.	Manitowoc-Two Rivers (Wisc.)	77,221	248
185.	Burlington (Vt.)	76,322	249
244.	Quincy (Ill.)	74,945	250
171.	Anniston (Ala.)	74,807	251
205.	Galesburg (Ill.)	74,535	252
227.	Midland (Tex.)	73,276	253
188.	Cheyenne (Wyo.)	71,263	254
213.	Kokomo (Ind.)	70,476	255
225.	Marion (Ind.)	70,445	256
245.	Rapid City (S. D.)	69,496	257
219.	Lawton (Okla.)	69,034	258
236.	Paducah (Ky.)	68,994	259
77.	Laredo (Tex.)	51,448	260

Total Above Metropolitan Areas....132,669,192

1 Information received too late for inclusion above indicates that through a Census Bureau error, automotive sales and total sales in South Bend in 1955 should be increased by $8 million, which would change the rank to 94.

Beloit-Janesville, with 130,866 thousand, would rank 171 if included above. See footnote to pages 180, 190.

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15th Market in The South

89th in the Nation

TOTAL RETAIL SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 21 LARGER and 150 other METROPOLITAN MARKETS!

Over 100,000 Circulation Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Total Retail Sales (000)	Total Retail Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
110	56.5	GREENSBORO, N. C.	$281,724	89	$35,000	$104,276
88	72.7	Shreveport, La.	280,625	90	34,255	93,957
95	69.2	Stockton, Cal.	276,614	92	17,369	74,372
91	70.9	South Bend, Ind.	266,526	96	19,381	48,618
87	73.7	Mobile, Ala.	261,128	98	28,446	91,331
90	72.4	Little Rock-N. Little Rock, Ark.	249,394	100	25,325	74,648
81	79.2	Johnstown, Pa.	245,293	101	23,128	34,964
89	72.6	Huntington-Ashland, W. Va.-Ky.	242,913	102	19,919	68,060
75	85.8	Browns.-Hrlng.-McAln, Tex.	235,067	109	27,717	65,429
86	73.8	Scranton, Pa.	234,621	110	10,887	29,353

. . . and 12 Other Larger Metropolitan Markets, including Brockton, Mass., and Erie, Pa.

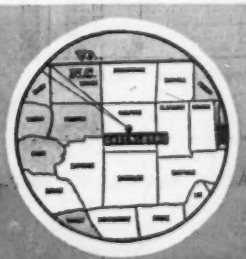
. . . 2nd in the CAROLINAS' Metropolitan Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Total Retail Sales (000)	Total Retail Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
105	61.6	Charlotte, N. C.	$294,138	83	$26,543	$110,174
110	56.5	GREENSBORO, N. C.	281,724	89	35,000	104,276
118	50.9	Greenville, S. C.	193,172	128	19,504	57,345
142	42.8	Columbia, S. C.	177,349	132	14,942	56,903
116	51.7	Charleston, S. C.	176,742	134	16,846	63,534
159	38.3	Raleigh, N. C.	174,613	137	21,360	70,515
130	46.4	Winston-Salem, N. C.	168,723	141	13,329	71,720
168	35.5	Asheville, N. C.	128,114	176	9,176	36,315
151	41.5	Spartanburg, S. C.	117,847	184	7,446	17,084
196	29.0	Durham, N. C.	111,625	192	9,337	21,500
212	25.6	Fayetteville, N. C.	107,382	199	7,539	54,221
183	31.0	Gastonia, N. C.	94,259	218	10,384	28,279
249	20.3	Wilmington, N. C.	86,035	234	7,205	31,460

*U. S. Bureau of Census figures 1948 and 1954. All other figures Sales Management Survey of Buying Power, 1956.

. . . . . $699,141,000 RETAIL SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1955, for FOOD STORE SALES in Descending Order

Code Number	AREA and STATE	FOOD STORE SALES (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	4,380,677	1
83.	Los Angeles-Long Beach (Cal.)	1,842,322	2
28.	Chicago (Ill.)	1,720,971	3
41.	Detroit (Mich.)	1,086,080	4
106.	Philadelphia (Pa.)	1,032,696	5
18.	Boston (Mass.)	927,203	6
130.	San Francisco-Oakland (Cal.)	815,868	7
108.	Pittsburgh (Pa.)	664,343	8
124.	St. Louis (Mo.)	612,449	9
30.	Cleveland (Ohio)	602,023	10
156.	Washington (D. C.)	499,346	11
12.	Baltimore (Md.)	386,142	12
21.	Buffalo (N. Y.)	346,398	13
92.	Minneapolis-St. Paul (Minn.)	337,696	14
64.	Houston (Tex.)	308,508	15
29.	Cincinnati (Ohio)	298,030	16
91.	Milwaukee (Wisc.)	277,036	17
72.	Kansas City (Mo.)	247,120	18
90.	Miami (Fla.)	234,589	19
111.	Portland (Ore.)	231,416	20
35.	Dallas (Tex.)	230,643	21
134.	Seattle (Wash.)	219,577	22
8.	Atlanta (Ga.)	211,535	23
39.	Denver (Colo.)	210,722	24
129.	San Diego (Cal.)	199,062	25
19.	Bridgeport-Stamford-Norwalk (Conn.)	184,826	26
97.	New Haven-Waterbury (Conn.)	181,116	27
112.	Providence-Pawtucket (R. I.)	176,887	28
166.	Youngstown (Ohio)	171,668	29
84.	Louisville (Ky.)	171,641	30
63.	Hartford-New Britain (Conn.)	169,823	31
128.	San Bernardino-Riverside-Ontario (Cal.)	167,209	32
33.	Columbus (Ohio)	164,157	33
2.	Albany-Schenectady-Troy (N. Y.)	164,051	34
96.	Indianapolis (Ind.)	162,086	35
98.	New Orleans (La.)	155,653	36
164.	Worcester (Mass.)	152,136	37
37.	Dayton (Ohio)	151,343	38
119.	Rochester (N. Y.)	148,435	39
17.	Birmingham (Ala.)	142,033	40
131.	San Jose (Cal.)	141,233	41
89.	Memphis (Tenn.)	140,470	42
1.	Akron (Ohio)	139,360	43
147.	Tampa-St. Petersburg (Fla.)	139,031	44
127.	San Antonio (Tex.)	138,155	45
121.	Sacramento (Cal.)	132,662	46
149.	Toledo (Ohio)	127,120	47
141.	Springfield-Holyoke (Mass.)	126,004	48
100.	Norfolk-Portsmouth (Va.)	124,727	49
107.	Phoenix (Ariz.)	119,684	50
69.	Jacksonville (Fla.)	116,819	51
4.	Allentown-Bethlehem-Easton (Pa.)	116,643	52
82.	Fort Worth (Tex.)	115,271	53
145.	Syracuse (N. Y.)	109,909	54
49.	Flint (Mich.)	107,548	55
48.	Fall River-New Bedford (Mass.)	104,716	56
83.	Fresno (Cal.)	101,482	57
102.	Oklahoma City (Okla.)	101,300	58
103.	Omaha (Nebr.)	97,182	59
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	95,258	60
158.	Wheeling-Steubenville (W. Va.-Ohio)	95,018	61
56.	Grand Rapids (Mich.)	94,731	62
117.	Richmond (Va.)	93,149	63
22.	Canton (Ohio)	92,617	64
96.	Nashville (Tenn.)	88,716	65
191.	Wilkes-Barre-Hazleton (Pa.)	88,419	66
74.	Knoxville (Tenn.)	85,372	67
182.	Wilmington (Del.)	85,233	68
125.	Salt Lake City (Utah)	81,642	69
154.	Utica-Rome (N. Y.)	77,784	70
159.	Wichita (Kans.)	77,752	71
25.	Charleston (W. Va.)	77,535	72
175.	Bakersfield (Cal.)	75,178	73
153.	Tulsa (Okla.)	75,049	74
151.	Trenton (N. J.)	74,056	75
146.	Tacoma (Wash.)	73,796	76
116.	Reading (Pa.)	73,634	77
62.	Harrisburg (Pa.)	73,478	78
43.	Duluth-Superior (Minn.-Wisc.)	72,209	79
105.	Peoria (Ill.)	71,371	80
139.	Spokane (Wash.)	70,420	81
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	66,830	82
27.	Chattanooga (Tenn.)	65,919	83
15.	Beaumont-Port Arthur (Tex.)	64,986	84
93.	Mobile (Ala.)	64,546	85
40.	Des Moines (Iowa)	63,911	86
20.	Brockton (Mass.)	63,871	87
135.	Shreveport (La.)	63,240	88
46.	Erie (Pa.)	62,523	89
45.	El Paso (Tex.)	61,992	90
133.	Scranton (Pa.)	61,247	91
144.	Stockton (Cal.)	60,701	92
65.	Huntington-Ashland (W. Va.-Ky.)	58,914	93
70.	Johnstown (Pa.)	58,693	94
204.	Fort Lauderdale (Fla.)	58,199	95
76.	Lansing (Mich.)	57,287	96
75.	Lancaster (Pa.)	56,364	97
184.	Brownsville-Harlingen-McAllen (Tex.)	56,250	98
138.	South Bend (Ind.)	56,103	99
182.	Tucson (Ariz.)	56,064	100
16.	Binghamton (N. Y.)	53,429	101
59.	Greensboro-High Point (N. C.)	52,777	102
10.	Augusta (Ga.)	52,713	103
47.	Evansville (Ind.)	52,636	104
34.	Corpus Christi (Tex.)	52,597	105
82.	Lorain-Elyria (Ohio)	52,526	106
88.	Manchester (N. H.)	52,477	107
81.	Little Rock-North Little Rock (Ark.)	50,084	108
165.	York (Pa.)	49,929	109
104.	Orlando (Fla.)	48,570	110
9.	Atlantic City (N. J.)	48,370	111
3.	Albuquerque (N. M.)	47,856	112
26.	Charlotte (N. C.)	46,603	113
67.	Madison (Wisc.)	46,507	114
286.	West Palm Beach (Fla.)	46,382	115
110.	Portland (Me.)	46,367	116
120.	Rockford (Ill.)	45,802	117
61.	Hampton-Newport News-Warwick (Va.)	45,042	118
180.	Eugene (Ore.)	44,849	119
51.	Fort Wayne (Ind.)	44,345	120
232.	New London-Norwich (Conn.)	44,145	121
60.	Hamilton-Middletown (Ohio)	43,157	122
11.	Austin (Tex.)	42,489	123
170.	Ann Arbor (Mich.)	42,448	124
217.	Lakeland (Fla.)	42,151	125
89.	Greenville (S. C.)	41,804	126
228.	Modesto (Cal.)	41,536	127
230.	Muskegon (Mich.)	41,196	128
24.	Charleston (S. C.)	41,121	129
13.	Baton Rouge (La.)	40,750	130
32.	Columbus (Ga.)	40,166	131
122.	Saginaw (Mich.)	40,088	132
210.	Jamestown (N. Y.)	39,791	133
109.	Pittsfield (Mass.)	39,341	134
176.	Battle Creek (Mich.)	38,159	135
71.	Kalamazoo (Mich.)	37,717	136
192.	Danville (Ill.)	37,667	137
259.	Yakima (Wash.)	37,604	138
86.	Macon (Ga.)	36,696	139
140.	Springfield (Ill.)	36,632	140
85.	Lubbock (Tex.)	36,488	141
224.	Mansfield (Ohio)	36,387	142
132.	Savannah (Ga.)	36,102	143
155.	Waco (Tex.)	35,700	144
200.	Everett (Wash.)	35,673	145
114.	Racine (Wisc.)	35,137	146
115.	Raleigh (N. C.)	34,974	147
249.	Santa Barbara (Cal.)	34,735	148
68.	Jackson (Miss.)	34,725	149
118.	Roanoke (Va.)	34,123	150
5.	Altoona (Pa.)	33,945	151
163.	Winston-Salem (N. C.)	33,619	152
218.	Las Vegas (Nev.)	33,366	153
31.	Columbia (S. C.)	33,309	154
6.	Amarillo (Tex.)	33,087	155
55.	Galveston (Tex.)	33,037	156
240.	Port Huron (Mich.)	32,711	157
150.	Topeka (Kans.)	32,654	158
143.	Springfield (Ohio)	32,550	159
67.	Jackson (Mich.)	32,355	160
94.	Montgomery (Ala.)	32,189	161
181.	Boise (Idaho)	32,036	162
183.	Bristol (Tenn.-Va.)	31,931	163
174.	Bangor (Me.)	31,356	164
38.	Decatur (Ill.)	30,875	165
190.	Colorado Springs (Colo.)	30,553	166
160.	Anderson (Ind.)	29,732	167
238.	Pensacola (Fla.)	29,380	168
23.	Cedar Rapids (Iowa)	28,516	169
160.	Wichita Falls (Tex.)	28,437	170
233.	New Castle (Pa.)	28,234	171
113.	Pueblo (Colo.)	28,072	172
251.	Spartanburg (S. C.)	27,778	173
237.	Pasco-Kennewick-Richland (Wash.)	27,625	174
57.	Green Bay (Wisc.)	27,346	175
7.	Asheville (N. C.)	26,603	176
80.	Lincoln (Nebr.)	26,353	177
157.	Waterloo (Iowa)	26,318	178
136.	Sioux City (Iowa)	26,112	179
95.	Muncie (Ind.)	25,910	180
196.	Elkhart (Ind.)	25,472	181
142.	Springfield (Mo.)	25,455	182
78.	Lexington (Ky.)	25,256	183
79.	Lima (Ohio)	25,186	184
14.	Bay City (Mich.)	25,151	185
211.	Joplin (Mo.)	25,080	186
258.	Williamsport (Pa.)	25,060	186
187.	Champaign-Urbana (Ill.)	25,020	188
167.	Elmira (N. Y.)	24,946	189
73.	Kenosha (Wisc.)	24,804	190
235.	Oshkosh (Wisc.)	24,661	191
206.	Gastonia (N. C.)	24,257	192
148.	Terre Haute (Ind.)	24,194	193
238.	Petersburg-Hopewell (Va.)	23,894	194
123.	St. Joseph (Mo.)	23,867	195
101.	Ogden (Utah)	23,542	196
191.	Cumberland (Md.)	23,259	197
194.	Daytona Beach (Fla.)	23,180	198
182.	Bremerton (Wash.)	23,132	199
249.	Salem (Ore.)	22,905	200
212.	Kankakee (Ill.)	22,813	201
186.	Butte-Anaconda (Mont.)	22,696	202
221.	Lewiston-Auburn (Me.)	22,679	203
44.	Durham (N. C.)	22,065	204
54.	Gadsden (Ala.)	22,047	205
179.	Biloxi-Gulfport (Miss.)	22,013	206
255.	Watertown (N. Y.)	22,001	207
234.	Odessa (Tex.)	21,937	208
172.	Appleton (Wisc.)	21,809	209
241.	Portsmouth (Ohio)	21,764	210
216.	Lake Charles (La.)	21,752	211
202.	Fayetteville (N. C.)	21,162	212
231.	Newark (Ohio)	21,123	213
167.	Abilene (Tex.)	20,815	214
226.	Middletown (Conn.)	20,333	215
220.	Lebanon (Pa.)	20,238	216
208.	Hagerstown (Md.)	20,198	217
198.	Enid (Okla.)	20,153	218
256.	Sheboygan (Wisc.)	20,089	219
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	19,953	220
254.	Tyler (Tex.)	19,913	221
195.	Eau Claire (Wisc.)	19,910	222
180.	Bloomington (Ill.)	19,834	223
260.	Zanesville (Ohio)	19,527	224
222.	Lynchburg (Va.)	19,178	225
126.	San Angelo (Tex.)	19,045	226
229.	Monroe-West Monroe (La.)	18,854	227
189.	Clarksburg (W. Va.)	18,831	228
193.	Danville (Va.)	18,707	229
246.	Reno (Nev.)	18,697	230
178.	Billings (Mont.)	18,641	231
247.	Richmond (Ind.)	18,616	232
171.	Anniston (Ala.)	18,599	233
214.	La Crosse (Wisc.)	18,417	234
243.	Provo (Utah)	18,338	235
42.	Dubuque (Iowa)	18,266	236
252.	Temple (Tex.)	18,221	237
50.	Fort Smith (Ark.)	18,204	238
173.	Auburn (N. Y.)	18,033	239
215.	Lafayette (Ind.)	17,999	240
253.	Texarkana (Tex.-Ark.)	17,703	241
257.	Wilmington (N. C.)	17,624	242
137.	Sioux Falls (S. D.)	17,522	243
186.	Burlington (Vt.)	16,754	244
223.	Manitowoc-Two Rivers (Wisc.)	16,537	245
177.	Bellingham (Wash.)	16,326	246
244.	Quincy (Ill.)	16,323	247
227.	Midland (Tex.)	16,319	248
168.	Alexandria (La.)	16,200	249
236.	Paducah (Ky.)	16,040	250
207.	Great Falls (Mont.)	15,976	251
225.	Marion (Ind.)	15,683	252
213.	Kokomo (Ind.)	15,324	253
205.	Galesburg (Ill.)	14,814	254
209.	Hutchinson (Kans.)	14,784	255
188.	Cheyenne (Wyo.)	14,675	256
201.	Fargo (N. D.)	14,260	257
219.	Lawton (Okla.)	13,204	258
77.	Laredo (Tex.)	12,101	259
245.	Rapid City (S. D.)	11,472	260

Total Above Metropolitan Areas....30,067,298

Beloit-Janesville, with 25,314 thousand, would rank 183 if included above. See footnote to pages 180, 190.

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15th Market in The South

89th in the Nation

FOOD STORE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 9 LARGER and 147 other METROPOLITAN MARKETS!

Over **100,000** Circulation Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Food Store Sales (000)	Food Store Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
110	56.5	GREENSBORO, N. C.	$52,777	102	$4,395	$19,016
92	70.4	Augusta, Ga.	52,713	103	884	28,015
97	66.1	Evansville, Ind.	52,636	104	2,405	14,924
103	62.4	Corpus Christi, Tex.	52,597	105	1,056	21,479
90	72.4	Little Rock, N. Little Rock, Ark.	50,084	108	3,002	17,124
99	64.2	York, Pa.	49,929	109	2,148	7,655
109	58.4	Albuquerque, N. M.	47,856	112	2,448	21,950
105	61.6	Charlotte, N. C.	46,603	113	3,002	12,015
100	63.9	Ft. Wayne, Ind.	44,345	120	4,347	3,810
107	59.2	Baton Rouge, La.	40,750	130	1,970	14,795

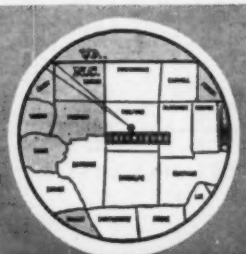
. . . 1st in the CAROLINAS' Metropolitan Markets

Over **400,000** Readers Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Food Store Sales (000)	1955 Food Store Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
110	56.5	GREENSBORO, N. C.	$52,777	102	$4,395	$19,016
105	61.6	Charlotte, N. C.	46,603	113	3,002	12,015
118	50.9	Greenville, S. C.	41,804	126	2,517	12,151
116	51.7	Charleston, S. C.	41,121	129	2,399	11,193
159	38.3	Raleigh, N. C.	34,974	147	2,634	15,823
130	46.4	Winston-Salem, N. C.	33,619	152	1,048	13,277
142	42.8	Columbia, S. C.	33,309	154	1,280	11,342
151	41.5	Spartanburg, S. C.	27,778	173	547	4,890
168	35.5	Asheville, N. C.	26,603	176	485	7,306
183	31.0	Gastonia, N. C.	24,257	192	1,674	6,557
196	29.0	Durham, N. C.	22,065	204	732	5,225
212	25.6	Fayetteville, N. C.	21,162	212	470	10,199
249	20.3	Wilmington, N. C.	17,624	242	772	4,967

*U. S. Bureau of Census figures 1954 and 1948. All other figures Sales Management Survey of Buying Power, 1956.

. . . . . $148,180,000 FOOD SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1955, for GEN'L. MDSE. STORE SALES in Descending Order

Code Number	AREA and STATE	GENERAL MDSE. STORE SALES (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	1,964,292	1
28.	Chicago (Ill.)	1,557,252	2
83.	Los Angeles-Long Beach (Cal.)	1,035,345	3
106.	Philadelphia (Pa.)	756,802	4
41.	Detroit (Mich.)	683,916	5
18.	Boston (Mass.)	618,729	6
130.	San Francisco-Oakland (Cal.)	431,210	7
100.	Pittsburgh (Pa.)	404,283	8
30.	Cleveland (Ohio)	361,777	9
92.	Minneapolis-St. Paul (Minn.)	340,741	10
124.	St. Louis (Mo.)	339,279	11
156.	Washington (D. C.)	327,667	12
12.	Baltimore (Md.)	313,025	13
72.	Kansas City (Mo.)	308,658	14
8.	Atlanta (Ga.)	257,055	15
35.	Dallas (Tex.)	225,365	16
134.	Seattle (Wash.)	216,567	17
91.	Milwaukee (Wisc.)	209,299	18
21.	Buffalo (N. Y.)	197,575	19
29.	Cincinnati (Ohio)	193,696	20
64.	Houston (Tex.)	191,630	21
66.	Indianapolis (Ind.)	178,210	22
111.	Portland (Ore.)	173,451	23
39.	Denver (Colo.)	163,536	24
96.	New Orleans (La.)	162,878	25
82.	Fort Worth (Tex.)	140,651	26
89.	Memphis (Tenn.)	139,371	27
33.	Columbus (Ohio)	130,323	28
2.	Albany-Schenectady-Troy (N. Y.)	117,305	29
63.	Hartford-New Britain (Conn.)	116,762	30
90.	Miami (Fla.)	114,689	31
112.	Providence-Pawtucket (R. I.)	108,911	32
37.	Dayton (Ohio)	105,980	33
129.	San Diego (Cal.)	104,222	34
84.	Louisville (Ky.)	103,412	35
1.	Akron (Ohio)	101,927	36
147.	Tampa-St. Petersburg (Fla.)	101,456	37
119.	Rochester (N. Y.)	99,522	38
166.	Youngstown (Ohio)	96,786	39
117.	Richmond (Va.)	95,753	40
127.	San Antonio (Tex.)	95,334	41
102.	Oklahoma City (Okla.)	94,149	42
17.	Birmingham (Ala.)	92,620	43
149.	Toledo (Ohio)	90,191	44
4.	Allentown-Bethlehem-Easton (Pa.)	83,484	45
19.	Bridgeport-Stamford-Norwalk (Conn.)	74,623	46
100.	Norfolk-Portsmouth (Va.)	71,395	47
141.	Springfield-Holyoke (Mass.)	69,799	48
97.	New Haven-Waterbury (Conn.)	69,671	49
58.	Greensboro-High Point (N. C.)	69,423	50
125.	Salt Lake City (Utah)	69,196	51
145.	Syracuse (N. Y.)	67,627	52
56.	Grand Rapids (Mich.)	66,534	53
128.	San Bernardino-Riverside-Ontario (Cal.)	66,423	54
103.	Omaha (Nebr.)	65,033	55
121.	Sacramento (Cal.)	63,113	56
74.	Knoxville (Tenn.)	61,400	57
99.	Nashville (Tenn.)	60,919	58
158.	Wheeling-Steubenville (W. Va.-Ohio)	59,400	59
164.	Worcester (Mass.)	59,020	60
139.	Spokane (Wash.)	58,581	61
62.	Harrisburg (Pa.)	55,596	62
153.	Tulsa (Okla.)	53,550	63
162.	Wilmington (Del.)	53,234	64
51.	Fort Wayne (Ind.)	53,150	65
159.	Wichita (Kans.)	53,127	66
131.	San Jose (Cal.)	52,975	67
107.	Phoenix (Ariz.)	52,635	68
161.	Wilkes-Barre-Hazleton (Pa.)	51,595	69
108.	Peoria (Ill.)	50,905	70
25.	Charleston (W. Va.)	50,653	71
26.	Charlotte (N. C.)	50,546	72
40.	Des Moines (Iowa)	50,409	73
151.	Trenton (N. J.)	50,239	74
49.	Flint (Mich.)	49,166	75
45.	El Paso (Tex.)	47,330	76
70.	Johnstown (Pa.)	45,054	77
146.	Tacoma (Wash.)	44,104	78
60.	Jacksonville (Fla.)	43,937	79
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	43,810	80
142.	Poughkeepsie-Newburgh-Beacon (N. Y.)	43,373	81
81.	Little Rock-North Little Rock (Ark.)	43,052	82
43.	Duluth-Superior (Minn.-Wisc.)	42,152	83
76.	Lansing (Mich.)	41,077	84
138.	South Bend (Ind.)	39,809	85
22.	Canton (Ohio)	39,679	86
165.	York (Pa.)	38,947	87
46.	Erie (Pa.)	38,484	88
116.	Reading (Pa.)	38,375	89
175.	Bakersfield (Cal.)	37,690	90
27.	Chattanooga (Tenn.)	37,580	91
16.	Binghamton (N. Y.)	37,541	92
75.	Lancaster (Pa.)	37,479	93
65.	Huntington-Ashland (W. Va.-Ky.)	37,222	94
53.	Fresno (Cal.)	36,377	95
80.	Lincoln (Nebr.)	36,062	96
133.	Scranton (Pa.)	34,546	97
15.	Beaumont-Port Arthur (Tex.)	33,460	98
48.	Fall River-New Bedford (Mass.)	33,099	99
93.	Mobile (Ala.)	32,915	100
3.	Albuquerque (N. M.)	32,629	101
47.	Evansville (Ind.)	32,099	102
135.	Shreveport (La.)	31,414	103
154.	Utica-Rome (N. Y.)	30,787	104
59.	Greenville (S. C.)	30,592	105
34.	Corpus Christi (Tex.)	30,467	106
13.	Baton Rouge (La.)	29,978	107
104.	Orlando (Fla.)	29,448	108
110.	Portland (Me.)	28,756	109
85.	Lubbock (Tex.)	28,750	110
184.	Brownsville-Harlingen-McAllen (Tex.)	28,650	111
120.	Rockford (Ill.)	28,642	112
115.	Raleigh (N. C.)	27,826	113
140.	Springfield (Ill.)	27,796	114
148.	Terre Haute (Ind.)	27,691	115
10.	Augusta (Ga.)	27,425	116
144.	Stockton (Cal.)	26,732	117
181.	Boise (Idaho)	26,400	118
163.	Winston-Salem (N. C.)	25,351	119
182.	Tucson (Ariz.)	25,209	120
136.	Sioux City (Iowa)	25,058	121
11.	Austin (Tex.)	25,890	122
87.	Madison (Wisc.)	25,628	123
32.	Columbus (Ga.)	25,223	124
122.	Saginaw (Mich.)	24,383	125
94.	Montgomery (Ala.)	24,286	126
118.	Roanoke (Va.)	23,967	127
6.	Amarillo (Tex.)	23,867	128
78.	Lexington (Ky.)	22,587	129
143.	Springfield (Ohio)	22,492	130
155.	Waco (Tex.)	22,412	131
204.	Fort Lauderdale (Fla.)	22,350	132
24.	Charleston (S. C.)	22,256	133
38.	Decatur (Ill.)	22,208	134
31.	Columbia (S. C.)	22,132	135
259.	Yakima (Wash.)	22,131	136
7.	Asheville (N. C.)	22,119	137
86.	Macon (Ga.)	22,100	138
20.	Brockton (Mass.)	21,542	139
88.	Manchester (N. H.)	20,920	140
68.	Jackson (Miss.)	20,720	141
80.	Hamilton-Middletown (Ohio)	20,668	142
187.	Champaign-Urbana (Ill.)	20,377	143
150.	Topeka (Kans.)	20,301	144
230.	Muskegon (Mich.)	20,166	145
132.	Savannah (Ga.)	20,049	146
82.	Lorain-Elyria (Ohio)	19,931	147
9.	Atlantic City (N. J.)	19,902	148
174.	Bangor (Me.)	19,874	149
79.	Lima (Ohio)	19,697	150
57.	Green Bay (Wisc.)	19,602	151
61.	Hampton-Newport News-Warwick (Va.)	19,598	152
23.	Cedar Rapids (Iowa)	18,784	153
235.	Oshkosh (Wisc.)	18,643	154
172.	Appleton (Wisc.)	18,494	155
109.	Pittsfield (Mass.)	18,470	156
157.	Waterloo (Iowa)	18,458	157
183.	Bristol (Tenn.-Va.)	18,392	158
71.	Kalamazoo (Mich.)	18,087	159
199.	Eugene (Ore.)	18,087	160
5.	Altoona (Pa.)	17,994	161
142.	Springfield (Mo.)	17,569	162
210.	Jamestown (N. Y.)	17,437	163
192.	Danville (Ill.)	17,289	164
228.	Modesto (Cal.)	17,041	165
176.	Battle Creek (Mich.)	16,760	166
232.	New London-Norwich (Conn.)	16,610	167
67.	Jackson (Mich.)	16,607	168
195.	Eau Claire (Wisc.)	16,603	169
224.	Mansfield (Ohio)	15,962	170
44.	Durham (N. C.)	15,858	171
250.	Sheboygan (Wisc.)	15,776	172
170.	Ann Arbor (Mich.)	15,716	173
160.	Wichita Falls (Tex.)	15,627	174
137.	Sioux Falls (S. D.)	15,501	175
202.	Fayetteville (N. C.)	15,511	176
42.	Dubuque (Iowa)	14,905	177
206.	Gastonia (N. C.)	14,805	178
216.	Lake Charles (La.)	14,790	179
257.	Spartanburg (S. C.)	14,772	180
168.	Alexandria (La.)	14,604	181
222.	Lynchburg (Va.)	14,558	182
255.	Williamsport (Pa.)	14,488	183
211.	Joplin (Mo.)	14,033	184
123.	St. Joseph (Mo.)	13,733	185
256.	West Palm Beach (Fla.)	13,655	186
218.	Las Vegas (Nev.)	13,567	187
200.	Everett (Wash.)	13,470	188
215.	Lafayette (Ind.)	13,432	189
238.	Pensacola (Fla.)	13,246	190
248.	Reno (Nev.)	13,158	191
190.	Colorado Springs (Colo.)	13,125	192
214.	La Crosse (Wisc.)	13,079	193
193.	Danville (Va.)	12,998	194
180.	Bloomington (Ill.)	12,958	195
229.	Monroe-West Monroe (La.)	12,953	196
14.	Bay City (Mich.)	12,902	197
233.	New Castle (Pa.)	12,834	198
55.	Galveston (Tex.)	12,677	199
207.	Great Falls (Mont.)	12,631	200
255.	Watertown (N. Y.)	12,593	201
243.	Provo (Utah)	12,564	202
169.	Anderson (Ind.)	12,515	203
50.	Fort Smith (Ark.)	12,478	204
167.	Abilene (Tex.)	12,371	205
217.	Lakeland (Fla.)	12,326	206
95.	Muncie (Ind.)	12,262	207
201.	Fargo (N. D.)	12,159	208
114.	Racine (Wisc.)	12,049	209
113.	Pueblo (Colo.)	11,941	210
248.	Salem (Ore.)	11,920	211
253.	Texarkana (Tex.-Ark.)	11,877	212
221.	Lewiston-Auburn (Me.)	11,494	213
205.	Hagerstown (Md.)	11,471	214
209.	Hutchinson (Kans.)	11,417	215
179.	Biloxi-Gulfport (Miss.)	11,285	216
212.	Kankakee (Ill.)	11,238	217
196.	Elkhart (Ind.)	11,218	218
185.	Burlington (Vt.)	11,160	219
241.	Portsmouth (Ohio)	11,137	220
194.	Daytona Beach (Fla.)	11,120	221
197.	Elmira (N. Y.)	11,020	222
244.	Quincy (Ill.)	10,820	223
252.	Temple (Tex.)	10,728	224
126.	San Angelo (Tex.)	10,664	225
240.	Port Huron (Mich.)	10,602	226
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	10,524	227
186.	Butte-Anaconda (Mont.)	10,432	228
239.	Petersburg-Hopewell (Va.)	10,299	229
54.	Gadsden (Ala.)	10,022	230
191.	Cumberland (Md.)	10,003	231
178.	Billings (Mont.)	9,876	232
189.	Clarksburg (W. Va.)	9,752	233
234.	Odessa (Tex.)	9,643	234
237.	Pasco-Kennewick-Richland (Wash.)	9,456	235
182.	Bremerton (Wash.)	9,303	236
220.	Lebanon (Pa.)	9,023	237
213.	Kokomo (Ind.)	9,005	238
247.	Richmond (Ind.)	8,969	239
171.	Anniston (Ala.)	8,914	240
236.	Paducah (Ky.)	8,885	241
198.	Enid (Okla.)	8,815	242
257.	Wilmington (N. C.)	8,788	243
177.	Bellingham (Wash.)	8,562	244
101.	Ogden (Utah)	8,539	245
223.	Manitowoc-Two Rivers (Wisc.)	8,473	246
254.	Tyler (Tex.)	8,384	247
249.	Santa Barbara (Cal.)	8,374	248
226.	Middletown (Conn.)	8,252	249
260.	Zanesville (Ohio)	8,047	250
205.	Galesburg (Ill.)	7,924	251
77.	Laredo (Tex.)	7,719	252
73.	Kenosha (Wisc.)	7,673	253
225.	Marion (Ind.)	7,650	254
219.	Lawton (Okla.)	7,581	255
231.	Newark (Ohio)	6,918	256
173.	Auburn (N. Y.)	6,422	257
245.	Rapid City (S. D.)	5,345	258
188.	Cheyenne (Wyo.)	5,135	259
227.	Midland (Tex.)	3,631	260

Total Above Metropolitan Areas....19,136,923

Beloit-Janesville, with 14,313 thousand, would rank 184 if included above. See footnote to pages 180, 190.

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15th Market in The South

89th in the Nation

GENERAL MERCHANDISE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 60 LARGER and 150 other METROPOLITAN MARKETS!

Over 100,000 Circulation Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Gen. Mdse. Sales (000)	Gen. Mdse. Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
110	56.5	GREENSBORO, N. C.	$69,423	50	$43,340	$20,437
72	90.7	Salt Lake City, Utah	69,196	51	11,629	19,154
57	112.3	Syracuse, N. Y.	67,627	52	14,519	18,848
63	98.8	Grand Rapids, Mich.	66,534	53	14,171	24,697
29	197.1	San Bernardino, Cal.	66,423	54	13,768	28,007
53	122.4	Omaha, Neb.	65,033	55	8,062	17,779
54	122.1	Sacramento, Cal.	63,113	56	15,140	27,561
66	96.8	Knoxville, Tenn.	61,400	57	9,943	20,328
61	100.4	Nashville, Tenn.	60,919	58	14,467	19,359
60	103.0	Wheeling-St'benville, W. Va.-O.	59,400	59	——	26,825

. . . and 51 Other Larger Metropolitan Markets!

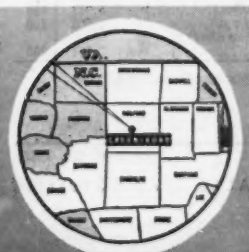
. . . 1st in the CAROLINAS' Metropolitan Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Gen. Mdse. Sales (000)	Gen. Mdse. Sales (000)	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
110	56.5	GREENSBORO, N. C.	$69,423	50	$43,340	$20,437
105	61.6	Charlotte, N. C.	50,546	72	12,437	20,380
118	50.9	Greenville, S. C.	30,582	105	4,573	9,539
159	38.3	Raleigh, N. C.	27,828	113	5,773	13,128
130	46.4	Winston-Salem, N. C.	26,351	119	4,470	11,218
116	51.7	Charleston, S. C.	22,256	133	3,066	11,047
142	42.8	Columbia, S. C.	22,132	135	3,422	7,973
168	35.5	Asheville, N. C.	22,119	137	2,293	5,619
196	29.0	Durham, N. C.	15,858	171	2,118	1,378
212	25.6	Fayetteville, N. C.	15,511	176	2,230	6,637
183	31.0	Gastonia, N. C.	14,805	178	7,881	7,679
151	41.5	Spartanburg, S. C.	14,772	180	1,982	244
249	20.3	Wilmington, N. C.	8,789	243	1,082	3,098

*U. S. Bureau of Census figures 1948 and 1954. All other figures Sales Management Survey of Buying Power 1956.

. . . $109,342,000 General Merchandise Sales IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1955, for APPAREL STORE SALES in Descending Order

Code Number	AREA and STATE	APPAREL STORE SALES (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	1,889,512	1
29.	Chicago (Ill.)	641,127	2
83.	Los Angeles-Long Beach (Cal.)	500,490	3
108.	Philadelphia (Pa.)	352,077	4
41.	Detroit (Mich.)	302,866	5
18.	Boston (Mass.)	279,367	6
130.	San Francisco-Oakland (Cal.)	238,691	7
109.	Pittsburgh (Pa.)	166,776	8
156.	Washington (D. C.)	147,640	9
30.	Cleveland (Ohio)	121,229	10
124.	St. Louis (Mo.)	119,063	11
21.	Buffalo (N. Y.)	117,189	12
92.	Minneapolis-St. Paul (Minn.)	111,779	13
90.	Miami (Fla.)	109,361	14
12.	Baltimore (Md.)	92,312	15
72.	Kansas City (Mo.)	84,840	16
64.	Houston (Tex.)	83,170	17
35.	Dallas (Tex.)	81,203	18
91.	Milwaukee (Wisc.)	78,568	19
29.	Cincinnati (Ohio)	77,609	20
97.	New Haven-Waterbury (Conn.)	69,719	21
112.	Providence-Pawtucket (R. I.)	68,487	22
98.	New Orleans (La.)	64,899	23
2.	Albany-Schenectady-Troy (N. Y.)	62,053	24
8.	Atlanta (Ga.)	61,137	25
19.	Bridgeport-Stamford-Norwalk (Conn.)	56,886	26
134.	Seattle (Wash.)	56,414	27
129.	San Diego (Cal.)	55,568	28
63.	Hartford-New Britain (Conn.)	53,987	29
127.	San Antonio (Tex.)	53,681	30
33.	Columbus (Ohio)	51,461	31
84.	Louisville (Ky.)	49,424	32
100.	Norfolk-Portsmouth (Va.)	48,369	33
119.	Rochester (N. Y.)	47,839	34
39.	Denver (Colo.)	47,274	35
111.	Portland (Ore.)	46,169	36
164.	Worcester (Mass.)	44,670	37
89.	Memphis (Tenn.)	43,396	38
17.	Birmingham (Ala.)	43,164	39
96.	Nashville (Tenn.)	41,800	40
141.	Springfield-Holyoke (Mass.)	40,268	41
37.	Dayton (Ohio)	39,590	42
66.	Indianapolis (Ind.)	38,359	43
131.	San Jose (Cal.)	38,138	44
166.	Youngstown (Ohio)	37,828	45
48.	Fall River-New Bedford (Mass.)	37,425	46
69.	Jacksonville (Fla.)	36,644	47
145.	Syracuse (N. Y.)	35,973	48
147.	Tampa-St. Petersburg (Fla.)	35,756	49
4.	Allentown-Bethlehem-Easton (Pa.)	35,447	50
128.	San Bernardino-Riverside-Ontario (Cal.)	33,639	51
103.	Omaha (Nebr.)	33,567	52
49.	Flint (Mich.)	32,152	53
102.	Oklahoma City (Okla.)	31,955	54
149.	Toledo (Ohio)	31,944	55
153.	Tulsa (Okla.)	30,834	56
162.	Wilmington (Del.)	29,019	57
52.	Fort Worth (Tex.)	28,294	58
151.	Trenton (N. J.)	27,977	59
121.	Sacramento (Cal.)	27,759	60
104.	Orlando (Fla.)	27,672	61
150.	Wichita (Kans.)	26,530	62
117.	Richmond (Va.)	26,162	63
62.	Harrisburg (Pa.)	26,083	64
161.	Wilkes-Barre-Hazleton (Pa.)	25,644	65
1.	Akron (Ohio)	25,319	66
58.	Grand Rapids (Mich.)	25,126	67
107.	Phoenix (Ariz.)	24,922	68
53.	Fresno (Cal.)	24,728	69
204.	Fort Lauderdale (Fla.)	24,249	70
22.	Canton (Ohio)	24,215	71
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	23,603	72
135.	Shreveport (La.)	23,571	73
256.	West Palm Beach (Fla.)	22,934	74
154.	Utica-Rome (N. Y.)	22,459	75
158.	Wheeling-Steubenville (W. Va.-Ohio)	22,336	76
47.	Evansville (Ind.)	22,061	77
116.	Reading (Pa.)	20,824	78
125.	Salt Lake City (Utah)	20,745	79
40.	Des Moines (Iowa)	20,321	80
45.	El Paso (Tex.)	20,130	81
43.	Duluth-Superior (Minn.-Wisc.)	19,971	82
133.	Scranton (Pa.)	19,688	83
27.	Chattanooga (Tenn.)	19,358	84
138.	South Bend (Ind.)	19,131	85
26.	Charlotte (N. C.)	19,070	86
93.	Mobile (Ala.)	19,028	87
15.	Beaumont-Port Arthur (Tex.)	18,740	88
9.	Atlantic City (N. J.)	18,571	89
56.	Greensboro-High Point (N. C.)	18,456	90
25.	Charleston (W. Va.)	18,118	91
51.	Fort Wayne (Ind.)	17,797	92
11.	Austin (Tex.)	17,579	93
105.	Peoria (Ill.)	17,496	94
139.	Spokane (Wash.)	17,222	95
144.	Stockton (Cal.)	17,097	96
74.	Knoxville (Tenn.)	17,073	97
6.	Amarillo (Tex.)	16,977	98
76.	Lansing (Mich.)	16,870	99
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	16,847	100
13.	Baton Rouge (La.)	16,819	101
46.	Erie (Pa.)	16,707	102
87.	Madison (Wisc.)	16,623	103
65.	Huntington-Ashland (W. Va.-Ky.)	16,097	104
122.	Saginaw (Mich.)	15,861	105
165.	York (Pa.)	15,666	106
152.	Tucson (Ariz.)	15,169	107
88.	Manchester (N. H.)	15,131	108
118.	Roanoke (Va.)	14,885	109
75.	Lancaster (Pa.)	14,638	110
16.	Binghamton (N. Y.)	14,606	111
20.	Brockton (Mass.)	14,492	112
184.	Brownsville-Harlingen-McAllen (Tex.)	14,396	113
3.	Albuquerque (N. M.)	14,278	114
120.	Rockford (Ill.)	14,154	115
24.	Charleston (S. C.)	14,151	116
132.	Savannah (Ga.)	14,137	117
163.	Winston-Salem (N. C.)	14,127	118
94.	Montgomery (Ala.)	14,090	119
31.	Columbia (S. C.)	14,032	120
32.	Columbus (Ga.)	13,892	121
170.	Ann Arbor (Mich.)	13,696	122
146.	Tacoma (Wash.)	13,600	123
175.	Bakersfield (Cal.)	13,522	124
78.	Lexington (Ky.)	13,202	125
68.	Jackson (Miss.)	13,084	126
81.	Little Rock-North Little Rock (Ark.)	12,806	127
82.	Lorain-Elyria (Ohio)	12,533	128
10.	Augusta (Ga.)	12,382	129
110.	Portland (Me.)	12,321	130
61.	Hampton-Newport News-Warwick (Va.)	12,063	131
140.	Springfield (Ill.)	11,964	132
109.	Pittsfield (Mass.)	11,890	133
86.	Macon (Ga.)	11,878	134
249.	Santa Barbara (Cal.)	11,748	135
23.	Cedar Rapids (Iowa)	11,698	136
218.	Las Vegas (Nev.)	11,613	137
34.	Corpus Christi (Tex.)	11,496	138
115.	Raleigh (N. C.)	11,226	139
59.	Greenville (S. C.)	11,081	140
228.	Modesto (Cal.)	11,068	141
80.	Lincoln (Nebr.)	11,048	142
210.	Jamestown (N. Y.)	10,904	143
70.	Johnstown (Pa.)	10,841	144
190.	Colorado Springs (Colo.)	10,838	145
60.	Hamilton-Middletown (Ohio)	10,793	146
71.	Kalamazoo (Mich.)	10,648	147
85.	Lubbock (Tex.)	10,603	148
232.	New London-Norwich (Conn.)	10,381	149
55.	Galveston (Tex.)	10,360	150
150.	Topeka (Kans.)	10,180	151
160.	Wichita Falls (Tex.)	9,994	152
67.	Jackson (Mich.)	9,852	153
217.	Lakeland (Fla.)	9,825	154
238.	Pensacola (Fla.)	9,720	155
195.	Eau Claire (Wisc.)	9,092	156
176.	Battle Creek (Mich.)	8,968	157
169.	Anderson (Ind.)	8,898	158
57.	Green Bay (Wisc.)	8,879	159
197.	Elmira (N. Y.)	8,832	160
183.	Bristol (Tenn.-Va.)	8,821	161
114.	Racine (Wisc.)	8,343	162
246.	Reno (Nev.)	8,310	163
101.	Ogden (Utah)	8,231	164
77.	Laredo (Tex.)	8,184	165
38.	Decatur (Ill.)	8,153	166
199.	Eugene (Ore.)	8,114	167
142.	Springfield (Mo.)	8,092	168
157.	Waterloo (Iowa)	7,986	169
174.	Bangor (Me.)	7,922	170
123.	St. Joseph (Mo.)	7,916	171
254.	Tyler (Tex.)	7,794	172
167.	Abilene (Tex.)	7,715	173
138.	Sioux City (Iowa)	7,665	174
44.	Durham (N. C.)	7,530	175
5.	Altoona (Pa.)	7,496	176
194.	Daytona Beach (Fla.)	7,389	177
202.	Fayetteville (N. C.)	7,343	178
229.	Monroe-West Monroe (La.)	7,293	179
255.	Watertown (N. Y.)	7,288	180
201.	Fargo (N. D.)	7,272	181
248.	Salem (Ore.)	7,241	182
143.	Springfield (Ohio)	7,227	183
258.	Williamsport (Pa.)	7,215	184
224.	Mansfield (Ohio)	7,158	185
215.	Lafayette (Ind.)	7,068	186
113.	Pueblo (Colo.)	7,000	187
178.	Biloxi-Gulfport (Miss.)	6,938	188
216.	Lake Charles (La.)	6,934	189
95.	Muncie (Ind.)	6,905	190
234.	Odessa (Tex.)	6,871	191
155.	Waco (Tex.)	6,776	192
230.	Muskegon (Mich.)	6,746	193
221.	Lewiston-Auburn (Me.)	6,688	194
189.	Clarksburg (W. Va.)	6,434	195
251.	Spartanburg (S. C.)	6,428	196
187.	Champaign-Urbana (Ill.)	6,419	197
208.	Hagerstown (Md.)	6,385	198
14.	Bay City (Mich.)	6,350	199
191.	Cumberland (Md.)	6,340	200
7.	Asheville (N. C.)	6,333	201
241.	Portsmouth (Ohio)	6,298	202
239.	Petersburg-Hopewell (Va.)	6,273	203
73.	Kenosha (Wisc.)	6,173	204
50.	Fort Smith (Ark.)	6,157	205
227.	Midland (Tex.)	6,130	206
233.	New Castle (Pa.)	6,120	207
196.	Elkhart (Ind.)	6,107	208
240.	Port Huron (Mich.)	6,085	209
181.	Boise (Idaho)	6,065	210
214.	La Crosse (Wisc.)	6,048	211
192.	Danville (Ill.)	6,025	212
257.	Wilmington (N. C.)	6,004	213
137.	Sioux Falls (S. D.)	5,996	214
79.	Lima (Ohio)	5,920	215
178.	Billings (Mont.)	5,783	216
222.	Lynchburg (Va.)	5,669	217
168.	Alexandria (La.)	5,639	218
259.	Yakima (Wash.)	5,593	219
173.	Auburn (N. Y.)	5,578	220
148.	Terre Haute (Ind.)	5,522	221
54.	Gadsden (Ala.)	5,437	222
253.	Texarkana (Tex.-Ark.)	5,335	223
200.	Everett (Wash.)	5,335	223
211.	Joplin (Mo.)	5,334	225
206.	Gastonia (N. C.)	5,316	226
247.	Richmond (Ind.)	5,222	227
185.	Burlington (Vt.)	5,154	228
235.	Oshkosh (Wisc.)	5,104	229
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	5,067	230
171.	Anniston (Ala.)	5,064	231
207.	Great Falls (Mont.)	5,062	232
226.	Middletown (Conn.)	5,054	233
172.	Appleton (Wisc.)	4,938	234
237.	Pasco-Kennewick-Richland (Wash.)	4,915	235
188.	Cheyenne (Wyo.)	4,859	236
186.	Bloomington (Ill.)	4,802	237
252.	Temple (Tex.)	4,788	238
220.	Lebanon (Pa.)	4,772	239
193.	Danville (Va.)	4,746	240
231.	Newark (Ohio)	4,603	241
198.	Enid (Okla.)	4,511	242
228.	Marion (Ind.)	4,436	243
212.	Kankakee (Ill.)	4,428	244
186.	Butte-Anaconda (Mont.)	4,402	245
209.	Hutchinson (Kans.)	4,328	246
126.	San Angelo (Tex.)	4,317	247
177.	Bellingham (Wash.)	4,290	248
260.	Zanesville (Ohio)	4,229	249
236.	Paducah (Ky.)	4,227	250
205.	Galesburg (Ill.)	4,150	251
219.	Lawton (Okla.)	4,127	252
42.	Dubuque (Iowa)	3,993	253
244.	Quincy (Ill.)	3,956	254
213.	Kokomo (Ind.)	3,949	255
243.	Provo (Utah)	3,532	256
245.	Rapid City (S. D.)	3,230	257
250.	Sheboygan (Wisc.)	3,037	258
182.	Bremerton (Wash.)	2,955	259
223	Manitowoc-Two Rivers (Wisc.)	2,819	260

Total Above Metropolitan Areas....9,533,068

Beloit-Janesville, with 7,649 thousand, would rank 175 if included above. See footnote to pages 180, 190.

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15th Market in The South

89th in the Nation

APPAREL SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 23 LARGER and 147 other METROPOLITAN MARKETS!

Over **100,000** Circulation Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Apparel Sales (000)	Apparel Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
110	56.5	GREENSBORO, N. C.	$18,456	90	$——	$3,450
74	86.9	Charleston, W. Va.	18,118	91	433	—2,965
77	85.2	Peoria, Ill.	17,486	94	1,495	3,127
76	85.3	Spokane, Wash.	17,222	95	957	4,007
66	96.8	Knoxville, Tenn.	17,073	97	626	847
83	77.9	Davenport-Rock I.-Moline,Ia-Ill.	16,847	100	888	3,054
89	72.6	Huntington-Ashland, W. Va.-Ky.	16,097	104	731	—1,513
75	85.8	Browns-Hrlng.-McAln, Tex.	14,398	113	1,310	4,552
70	90.8	Tacoma, Wash.	13,600	123	1,013	1,205
81	79.2	Johnstown, Pa.	10,841	144	782	—866

. . . and 14 Other Larger Metropolitan Markets, including Lancaster and Erie, Pa., Lansing Mich., and Stockton, Cal.

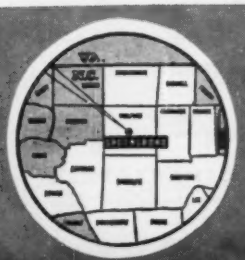
. . . 2nd in the CAROLINAS' Metropolitan Markets

Over **400,000** Readers Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Apparel Sales (000)	Apparel Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
105	61.6	Charlotte, N. C.	$19,070	86	$1,520	$2,881
110	56.5	GREENSBORO, N. C.	18,456	90	——	3,450
116	51.7	Charleston, S. C.	14,151	116	1,044	4,031
130	46.4	Winston-Salem, N. C.	14,127	118	664	1,033
142	42.8	Columbia, S. C.	14,032	120	761	2,557
159	38.3	Raleigh, N. C.	11,226	139	1,015	1,222
118	50.9	Greenville, S. C.	11,081	140	838	1,742
196	29.0	Durham, N. C.	7,530	175	369	577
212	25.6	Fayetteville, N. C.	7,343	178	281	3,247
151	41.5	Spartanburg, S. C.	6,428	196	230	—4,515
168	35.5	Asheville, N. C.	6,333	201	217	—831
249	20.3	Wilmington, N. C.	6,004	213	357	1,509
183	31.0	Gastonia, N. C.	5,318	226	448	500

*U. S. Bureau of Census figures 1948 and 1954. All other figures Sales Management Survey of Buying Power, 1956.

. . . $44,603,000 APPAREL SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1955, for FURN.-HOUSE.-RADIO STORE SALES, in Descending Order

Code Number	AREA and STATE	F-H-R STORE SALES (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	1,079,382	1
83.	Los Angeles-Long Beach (Cal.)	523,854	2
28.	Chicago (Ill.)	384,347	3
106.	Philadelphia (Pa.)	243,703	4
41.	Detroit (Mich.)	241,799	5
130.	San Francisco-Oakland (Cal.)	216,941	6
18.	Boston (Mass.)	165,570	7
108.	Pittsburgh (Pa.)	143,391	8
124.	St. Louis (Mo.)	117,499	9
30.	Cleveland (Ohio)	109,221	10
156.	Washington (D. C.)	96,749	11
92.	Minneapolis-St. Paul (Minn.)	85,093	12
12.	Baltimore (Md.)	82,337	13
21.	Buffalo (N. Y.)	73,696	14
64.	Houston (Tex.)	68,187	15
90.	Miami (Fla.)	66,551	16
29.	Cincinnati (Ohio)	63,578	17
91.	Milwaukee (Wisc.)	63,536	18
72.	Kansas City (Mo.)	59,340	19
129.	San Diego (Cal.)	56,842	20
39.	Denver (Colo.)	54,134	21
97.	New Haven-Waterbury (Conn.)	48,881	22
134.	Seattle (Wash.)	48,390	23
96.	New Orleans (La.)	46,663	24
66.	Indianapolis (Ind.)	46,605	25
111.	Portland (Ore.)	46,540	26
63.	Hartford-New Britain (Conn.)	46,201	27
19.	Bridgeport-Stamford-Norwalk (Conn.)	45,876	28
8.	Atlanta (Ga.)	45,760	29
36.	Dallas (Tex.)	45,637	30
121.	Sacramento (Cal.)	44,542	31
166.	Youngstown (Ohio)	41,570	32
128.	San Bernardino-Riverside-Ontario (Cal.)	39,636	33
131.	San Jose (Cal.)	38,421	34
119.	Rochester (N. Y.)	36,536	35
2.	Albany-Schenectady-Troy (N. Y.)	36,405	36
84.	Louisville (Ky.)	36,327	37
112.	Providence-Pawtucket (R. I.)	35,824	38
107.	Phoenix (Ariz.)	35,405	39
37.	Dayton (Ohio)	35,096	40
100.	Norfolk-Portsmouth (Va.)	35,067	41
49.	Flint (Mich.)	34,751	42
33.	Columbus (Ohio)	34,428	43
164.	Worcester (Mass.)	33,586	44
147.	Tampa-St. Petersburg (Fla.)	32,363	45
149.	Toledo (Ohio)	31,924	46
4.	Allentown-Bethlehem-Easton (Pa.)	30,924	47
141.	Springfield-Holyoke (Mass.)	29,366	48
89.	Memphis (Tenn.)	29,327	49
17.	Birmingham (Ala.)	29,266	50
103.	Omaha (Nebr.)	27,728	51
1.	Akron (Ohio)	27,285	52
53.	Fresno (Cal.)	26,717	53
99.	Jacksonville (Fla.)	25,976	54
127.	San Antonio (Tex.)	25,085	55
162.	Wilmington (Del.)	24,881	56
102.	Oklahoma City (Okla.)	24,860	57
22.	Canton (Ohio)	24,556	58
48.	Fall River-New Bedford (Mass.)	23,499	59
159.	Wichita (Kans.)	23,386	60
153.	Tulsa (Okla.)	22,383	61
52.	Fort Worth (Tex.)	22,337	62
125.	Salt Lake City (Utah)	21,997	63
56.	Grand Rapids (Mich.)	21,883	64
151.	Trenton (N. J.)	21,200	65
117.	Richmond (Va.)	20,388	66
158.	Wheeling-Steubenville (W. Va.-Ohio)	20,241	67
161.	Wilkes-Barre-Hazleton (Pa.)	19,941	68
204.	Fort Lauderdale (Fla.)	19,458	69
145.	Syracuse (N. Y.)	19,183	70
62.	Harrisburg (Pa.)	19,124	71
96.	Nashville (Tenn.)	18,624	72
256.	West Palm Beach (Fla.)	18,042	73
116.	Reading (Pa.)	18,020	74
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	17,730	75
165.	York (Pa.)	17,757	76
45.	El Paso (Tex.)	17,611	77
146.	Tacoma (Wash.)	17,418	78
154.	Utica-Rome (N. Y.)	17,034	79
40.	Des Moines (Iowa)	16,982	80
74.	Knoxville (Tenn.)	16,937	81
175.	Bakersfield (Cal.)	16,850	82
105.	Peoria (Ill.)	16,776	83
139.	Spokane (Wash.)	16,713	84
138.	South Bend (Ind.)	16,607	85
120.	Rockford (Ill.)	16,418	86
27.	Chattanooga (Tenn.)	16,341	87
133.	Scranton (Pa.)	15,453	88
135.	Shreveport (La.)	15,375	89
25.	Charleston (W. Va.)	15,367	90
47.	Evansville (Ind.)	15,034	91
43.	Duluth-Superior (Minn.-Wisc.)	14,927	92
75.	Lancaster (Pa.)	14,893	93
51.	Fort Wayne (Ind.)	14,878	94
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	14,769	95
144.	Stockton (Cal.)	14,739	96
93.	Mobile (Ala.)	14,719	97
3.	Albuquerque (N. M.)	14,715	98
46.	Erie (Pa.)	14,670	99
31.	Columbia (S. C.)	14,557	100
65.	Huntington-Ashland (W. Va.-Ky.)	14,269	101
15.	Beaumont-Port Arthur (Tex.)	14,094	102
104.	Orlando (Fla.)	13,960	103
61.	Hampton-Newport News-Warwick (Va.)	13,866	104
58.	Greensboro-High Point (N. C.)	13,727	105
13.	Baton Rouge (La.)	13,673	106
180.	Topeka (Kans.)	13,259	107
26.	Charlotte (N. C.)	13,080	108
82.	Lorain-Elyria (Ohio)	12,946	109
59.	Greenville (S. C.)	12,770	110
23.	Cedar Rapids (Iowa)	12,736	111
24.	Charleston (S. C.)	12,523	112
11.	Austin (Tex.)	12,306	113
71.	Kalamazoo (Mich.)	12,300	114
140.	Springfield (Ill.)	12,022	115
60.	Hamilton-Middletown (Ohio)	11,992	116
152.	Tucson (Ariz.)	11,964	117
87.	Madison (Wisc.)	11,830	118
81.	Little Rock-North Little Rock (Ark.)	11,792	119
16.	Binghamton (N. Y.)	11,503	120
32.	Columbus (Ga.)	11,216	121
10.	Augusta (Ga.)	11,036	122
249.	Santa Barbara (Cal.)	10,870	123
76.	Lansing (Mich.)	10,610	124
122.	Saginaw (Mich.)	10,498	125
70.	Johnstown (Pa.)	10,367	126
184.	Brownsville-Harlingen-McAllen (Tex.)	10,339	127
217.	Lakeland (Fla.)	10,107	128
118.	Roanoke (Va.)	10,088	129
34.	Corpus Christi (Tex.)	10,066	130
163.	Winston-Salem (N. C.)	10,059	131
132.	Savannah (Ga.)	9,986	132
232.	New London-Norwich (Conn.)	9,914	133
199.	Eugene (Ore.)	9,830	134
85.	Lubbock (Tex.)	9,808	135
190.	Colorado Springs (Colo.)	9,742	136
183.	Bristol (Tenn.-Va.)	9,723	137
94.	Montgomery (Ala.)	9,650	138
6.	Amarillo (Tex.)	9,650	138
9.	Atlantic City (N. J.)	9,612	140
14.	Bay City (Mich.)	9,580	141
88.	Manchester (N. H.)	9,431	142
20.	Brockton (Mass.)	9,306	143
110.	Portland (Me.)	8,922	144
114.	Racine (Wisc.)	8,753	145
157.	Waterloo (Iowa)	8,570	146
176.	Battle Creek (Mich.)	8,469	147
181.	Boise (Idaho)	8,448	148
115.	Raleigh (N. C.)	8,384	149
170.	Ann Arbor (Mich.)	8,361	150
68.	Jackson (Miss.)	8,332	151
80.	Lincoln (Nebr.)	8,326	152
230.	Muskegon (Mich.)	8,318	153
233.	New Castle (Pa.)	8,299	154
109.	Pittsfield (Mass.)	8,183	155
228.	Modesto (Cal.)	8,142	156
86.	Macon (Ga.)	8,011	157
5.	Altoona (Pa.)	8,001	158
238.	Pensacola (Fla.)	7,943	159
142.	Springfield (Mo.)	7,929	160
155.	Waco (Tex.)	7,892	161
259.	Yakima (Wash.)	7,839	162
123.	St. Joseph (Mo.)	7,832	163
210.	Las Vegas (Nev.)	7,742	164
95.	Muncie (Ind.)	7,723	165
57.	Green Bay (Wisc.)	7,718	166
44.	Durham (N. C.)	7,701	167
257.	Wilmington (N. C.)	7,670	168
38.	Decatur (Ill.)	7,597	169
67.	Jackson (Mich.)	7,475	170
169.	Anderson (Ind.)	7,368	171
194.	Daytona Beach (Fla.)	7,258	172
55.	Galveston (Tex.)	7,247	173
143.	Springfield (Ohio)	7,180	174
113.	Pueblo (Colo.)	7,130	175
251.	Spartanburg (S. C.)	7,129	176
178.	Billings (Mont.)	7,040	177
222.	Lynchburg (Va.)	7,025	178
160.	Wichita Falls (Tex.)	6,968	179
224.	Mansfield (Ohio)	6,941	180
78.	Lexington (Ky.)	6,877	181
200.	Everett (Wash.)	6,804	182
101.	Ogden (Utah)	6,730	183
210.	Jamestown (N. Y.)	6,722	184
248.	Reno (Nev.)	6,643	185
172.	Appleton (Wisc.)	6,458	186
235.	Oshkosh (Wisc.)	6,421	187
202.	Fayetteville (N. C.)	6,372	188
196.	Elkhart (Ind.)	6,224	189
167.	Abilene (Tex.)	6,220	190
192.	Danville (Ill.)	6,201	191
229.	Monroe-West Monroe (La.)	6,181	192
207.	Great Falls (Mont.)	6,108	193
234.	Odessa (Tex.)	6,091	194
197.	Elmira (N. Y.)	6,046	195
7.	Asheville (N. C.)	6,037	196
247.	Richmond (Ind.)	6,015	197
260.	Zanesville (Ohio)	5,980	198
212.	Kankakee (Ill.)	5,886	199
79.	Lima (Ohio)	5,831	200
148.	Terre Haute (Ind.)	5,624	201
179.	Biloxi-Gulfport (Miss.)	5,616	202
187.	Champaign-Urbana (Ill.)	5,588	203
254.	Tyler (Tex.)	5,513	204
258.	Williamsport (Pa.)	5,446	205
241.	Portsmouth (Ohio)	5,396	206
206.	Gastonia (N. C.)	5,389	207
136.	Sioux City (Iowa)	5,378	208
248.	Salem (Ore.)	5,373	209
220.	Lebanon (Pa.)	5,361	210
185.	Burlington (Vt.)	5,356	211
216.	Lake Charles (La.)	5,225	212
180.	Bloomington (Ill.)	5,148	213
240.	Port Huron (Mich.)	5,143	214
171.	Anniston (Ala.)	5,077	215
174.	Bangor (Me.)	5,069	216
54.	Gadsden (Ala.)	5,055	217
239.	Petersburg-Hopewell (Va.)	5,039	218
244.	Quincy (Ill.)	5,035	219
73.	Kenosha (Wisc.)	5,029	220
126.	San Angelo (Tex.)	4,882	221
137.	Sioux Falls (S. D.)	4,840	222
173.	Auburn (N. Y.)	4,699	223
214.	La Crosse (Wisc.)	4,696	224
195.	Eau Claire (Wisc.)	4,687	225
237.	Pasco-Kennewick-Richland (Wash.)	4,637	226
205.	Galesburg (Ill.)	4,616	227
188.	Alexandria (La.)	4,605	228
215.	Lafayette (Ind.)	4,603	229
186.	Butte-Anaconda (Mont.)	4,578	230
211.	Joplin (Mo.)	4,444	231
42.	Dubuque (Iowa)	4,430	232
228.	Middletown (Conn.)	4,413	233
188.	Cheyenne (Wyo.)	4,388	234
208.	Hagerstown (Md.)	4,305	235
209.	Hutchinson (Kans.)	4,226	236
201.	Fargo (N. D.)	4,215	237
182.	Bremerton (Wash.)	4,214	238
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	4,195	239
223.	Manitowoc-Two Rivers (Wisc.)	4,193	240
50.	Fort Smith (Ark.)	4,189	241
191.	Cumberland (Md.)	4,112	242
233.	Texarkana (Tex.-Ark.)	4,044	243
243.	Provo (Utah)	4,019	244
282.	Temple (Tex.)	3,965	245
250.	Sheboygan (Wisc.)	3,844	246
213.	Kokomo (Ind.)	3,808	247
227.	Midland (Tex.)	3,806	248
189.	Clarksburg (W. Va.)	3,788	249
221.	Lewiston-Auburn (Me.)	3,700	250
219.	Lawton (Okla.)	3,684	251
225.	Marion (Ind.)	3,599	252
231.	Newark (Ohio)	3,543	253
255.	Watertown (N. Y.)	3,469	254
198.	Enid (Okla.)	3,348	255
177.	Bellingham (Wash.)	3,192	256
193.	Danville (Va.)	3,115	257
245.	Rapid City (S. D.)	2,843	258
236.	Paducah (Ky.)	2,770	259
77.	Laredo (Tex.)	1,915	260

Total Above Metropolitan Areas...7,238,527

Beloit-Janesville, with 7,036 thousand, would rank 178 if included above. See footnote to pages 180, 190.

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15th Market in The South

89th in the Nation

FURN.-HOUSE-RADIO STORE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 11 LARGER and 144 other METROPOLITAN MARKETS!

Over 100,000 Circulation Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Furn.-House Radio Sales (000)	Fur.-House. Radio Store Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
110	56.5	GREENSBORO, N. C.	$13,727	105	$1,792	$1,670
104	62.3	Tucson, Ariz.	11,964	117	1,798	2,672
90	72.4	Little Rock-N. Little Rock, Ark.	11,036	122	807	5,750
108	58.8	Binghamton, N. Y.	11,503	120	869	456
92	70.4	Augusta, Ga.	11,036	122	807	5,750
106	59.6	Lansing, Mich.	10,610	124	1,358	3,290
81	79.2	Johnstown, Pa.	10,367	126	1,085	—990
75	85.8	Browns.-Hrlng.-McAln, Tex.	10,339	127	1,331	1,308
103	62.4	Corpus Christi, Tex.	10,066	130	722	1,124
101	63.8	Brockton, Mass.	9,306	143	667	2,284

. . . And Charlotte, N. C. and Baton Rouge, La.

. . . 2nd in the CAROLINAS' Metropolitan Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Furn.-House Radio Sales (000)	Fur.-House. Radio Store Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
142	42.8	Columbia, S. C.	$14,557	100	$1,345	$7,921
110	56.5	GREENSBORO, N. C.	13,727	105	1,792	1,670
105	61.6	Charlotte, N. C.	13,080	108	1,474	2,985
118	50.9	Greenville, S. C.	12,770	110	1,441	3,527
116	51.7	Charleston, S. C.	12,523	112	1,392	5,218
130	46.4	Winston-Salem, N. C.	10,059	131	816	3,679
159	38.3	Raleigh, N. C.	8,364	149	1,029	1,807
196	29.0	Durham, N. C.	7,701	167	639	1,333
249	20.3	Wilmington, N. C.	7,670	168	714	5,013
151	41.5	Spartanburg, S. C.	7,129	176	533	447
212	25.6	Fayetteville, N. C.	6,372	188	463	3,734
168	35.5	Asheville, N. C.	6,037	196	406	905
183	31.0	Gastonia, N. C.	5,389	207	631	735

*U. S. Bureau of Census figures 1948 and 1954. All other figures Sales Management Survey of Buying Power, 1956.

. . . . . $36,024,000 Furniture Sales IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Dollar Volume Ranking of Metropolitan County Areas

(SM) Estimates, 1955, for AUTOMOTIVE DEALERS & STORE SALES in Descending Order

Code Number	AREA and STATE	AUTOMOTIVE STORE SALES (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	2,243,498	1
83.	Los Angeles-Long Beach (Cal.)	1,895,823	2
28.	Chicago (Ill.)	1,344,473	3
41.	Detroit (Mich.)	1,115,412	4
106.	Philadelphia (Pa.)	795,007	5
16.	Boston (Mass.)	596,532	6
136.	San Francisco-Oakland (Cal.)	580,360	7
108.	Pittsburgh (Pa.)	456,532	8
124.	St. Louis (Mo.)	425,952	9
156.	Washington (D. C.)	420,335	10
30.	Cleveland (Ohio)	402,092	11
35.	Dallas (Tex.)	306,086	12
92.	Minneapolis-St. Paul (Minn.)	290,446	13
64.	Houston (Tex.)	281,344	14
21.	Buffalo (N. Y.)	263,038	15
12.	Baltimore (Md.)	254,051	16
72.	Kansas City (Mo.)	253,046	17
29.	Cincinnati (Ohio)	233,243	18
90.	Miami (Fla.)	230,577	19
91.	Milwaukee (Wisc.)	216,440	20
39.	Denver (Colo.)	214,609	21
8.	Atlanta (Ga.)	201,453	22
66.	Indianapolis (Ind.)	195,367	23
111.	Portland (Ore.)	185,512	24
129.	San Diego (Cal.)	182,503	25
84.	Louisville (Ky.)	168,858	26
134.	Seattle (Wash.)	165,873	27
112.	Providence-Pawtucket (R. I.)	150,484	28
89.	Memphis (Tenn.)	148,541	29
82.	Fort Worth (Tex.)	147,269	30
63.	Hartford-New Britain (Conn.)	146,483	31
17.	Birmingham (Ala.)	141,745	32
33.	Columbus (Ohio)	140,831	33
147.	Tampa-St. Petersburg (Fla.)	138,822	34
37.	Dayton (Ohio)	138,619	35
19.	Bridgeport-Stamford-Norwalk (Conn.)	138,244	36
97.	New Haven-Waterbury (Conn.)	138,194	37
119.	Rochester (N. Y.)	137,961	38
126.	San Bernardino-Riverside-Ontario (Cal.)	129,375	39
98.	New Orleans (La.)	129,261	40
49.	Flint (Mich.)	128,181	41
69.	Jacksonville (Fla.)	128,091	42
127.	San Antonio (Tex.)	126,944	43
166.	Youngstown (Ohio)	126,796	44
1.	Akron (Ohio)	122,901	45
104.	Worcester (Mass.)	116,168	46
2.	Albany-Schenectady-Troy (N. Y.)	115,681	47
149.	Toledo (Ohio)	106,140	48
103.	Omaha (Nebr.)	107,142	49
102.	Oklahoma City (Okla.)	106,755	50
100.	Norfolk-Portsmouth (Va.)	105,892	51
107.	Phoenix (Ariz.)	104,208	52
141.	Springfield-Holyoke (Mass.)	102,613	53
145.	Syracuse (N. Y.)	101,079	54
153.	Tulsa (Okla.)	100,676	55
131.	San Jose (Cal.)	95,126	56
159.	Wichita (Kans.)	93,736	57
4.	Allentown-Bethlehem-Easton (Pa.)	93,631	58
96.	Nashville (Tenn.)	89,832	59
56.	Grand Rapids (Mich.)	84,854	60
121.	Sacramento (Cal.)	84,562	61
62.	Harrisburg (Pa.)	83,979	62
125.	Salt Lake City (Utah)	83,908	63
40.	Des Moines (Iowa)	79,992	64
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	79,066	65
22.	Canton (Ohio)	77,823	66
74.	Knoxville (Tenn.)	75,565	67
117.	Richmond (Va.)	71,562	68
48.	Fall River-New Bedford (Mass.)	70,621	69
105.	Peoria (Ill.)	69,826	70
76.	Lansing (Mich.)	67,972	71
25.	Charleston (W. Va.)	66,647	72
116.	Reading (Pa.)	62,724	73
75.	Lancaster (Pa.)	62,180	74
139.	Spokane (Wash.)	62,018	75
162.	Wilmington (Del.)	61,678	76
151.	Trenton (N. J.)	61,342	77
51.	Fort Wayne (Ind.)	61,299	78
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	61,016	79
46.	Erie (Pa.)	60,610	80
135.	Shreveport (La.)	60,262	81
158.	Wheeling-Steubenville (W. Va.-Ohio)	59,533	82
161.	Wilkes-Barre-Hazleton (Pa.)	58,321	83
154.	Utica-Rome (N. Y.)	58,211	84
81.	Little Rock-North Little Rock (Ark.)	58,045	85
53.	Fresno (Cal.)	57,821	86
45.	El Paso (Tex.)	57,067	87
43.	Duluth-Superior (Minn.-Wisc.)	56,556	88
175.	Bakersfield (Cal.)	56,186	89
204.	Fort Lauderdale (Fla.)	56,056	90
144.	Stockton (Cal.)	55,810	91
15.	Beaumont-Port Arthur (Tex.)	55,237	92
93.	Mobile (Ala.)	55,222	93
122.	Saginaw (Mich.)	55,046	94
3.	Albuquerque (N. M.)	54,566	95
6.	Amarillo (Tex.)	54,438	96
165.	York (Pa.)	54,014	97
26.	Charlotte (N. C.)	53,943	98
85.	Lubbock (Tex.)	52,842	99
148.	Tacoma (Wash.)	52,442	100
34.	Corpus Christi (Tex.)	51,908	101
104.	Orlando (Fla.)	51,725	102
27.	Chattanooga (Tenn.)	51,137	103
138.	†South Bend (Ind.)	50,673	104
58.	Greensboro-High Point (N. C.)	49,530	105
70.	Johnstown (Pa.)	49,159	106
13.	Baton Rouge (La.)	48,392	107
65.	Huntington-Ashland (W. Va.-Ky.)	48,302	108
184.	Brownsville-Harlingen-McAllen (Tex.)	45,953	109
87.	Madison (Wisc.)	45,725	110
18.	Binghamton (N. Y.)	45,694	111
256.	West Palm Beach (Fla.)	45,279	112
120.	Rockford (Ill.)	45,201	113
82.	Lorain-Elyria (Ohio)	44,202	114
68.	Jackson (Miss.)	43,698	115
10.	Augusta (Ga.)	43,452	116
170.	Ann Arbor (Mich.)	42,665	117
20.	Brockton (Mass.)	42,263	118
181.	Boise (Idaho)	41,676	119
94.	Montgomery (Ala.)	41,631	120
31.	Columbia (S. C.)	41,524	121
58.	Greenville (S. C.)	40,894	122
71.	Kalamazoo (Mich.)	40,806	123
80.	Hamilton-Middletown (Ohio)	40,204	124
61.	Hampton-Newport News-Warwick (Va.)	40,139	125
11.	Austin (Tex.)	39,506	126
47.	Evansville (Ind.)	39,480	127
152.	Tucson (Ariz.)	39,356	128
133.	Scranton (Pa.)	38,695	129
115.	Raleigh (N. C.)	36,989	130
217.	Lakeland (Fla.)	36,710	131
160.	Wichita Falls (Tex.)	36,495	132
155.	Waco (Tex.)	36,282	133
110.	Portland (Me.)	35,922	134
32.	Columbus (Ga.)	35,608	135
86.	Macon (Ga.)	35,083	136
199.	Eugene (Ore.)	34,881	137
232.	New London-Norwich (Conn.)	34,605	138
88.	Manchester (N. H.)	34,577	139
140.	Springfield (Ill.)	33,782	140
38.	Decatur (Ill.)	33,615	141
226.	Modesto (Cal.)	33,453	142
136.	Sioux City (Iowa)	33,023	143
269.	Yakima (Wash.)	32,971	144
238.	Pensacola (Fla.)	32,940	145
150.	Topeka (Kans.)	32,831	146
230.	Muskegon (Mich.)	32,804	147
211.	Joplin (Mo.)	32,694	148
132.	Savannah (Ga.)	32,666	149
210.	Jamestown (N. Y.)	32,660	150
118.	Roanoke (Va.)	32,782	151
163.	Winston-Salem (N. C.)	32,528	152
24.	Charleston (S. C.)	32,097	153
67.	Jackson (Mich.)	31,500	154
23.	Cedar Rapids (Iowa)	30,270	155
218.	Las Vegas (Nev.)	30,029	156
174.	Bangor (Me.)	29,974	157
100.	Pittsfield (Mass.)	29,899	158
176.	Battle Creek (Mich.)	29,812	159
143.	Springfield (Ohio)	29,690	160
169.	Anderson (Ind.)	29,385	161
190.	Colorado Springs (Colo.)	29,289	162
196.	Elkhart (Ind.)	29,065	163
183.	Bristol (Tenn.-Va.)	28,909	164
157.	Waterloo (Iowa)	28,789	165
142.	Springfield (Mo.)	27,979	166
9.	Atlantic City (N. J.)	27,574	167
220.	Lebanon (Pa.)	27,375	168
80.	Lincoln (Nebr.)	27,126	169
200.	Everett (Wash.)	26,855	170
5.	Altoona (Pa.)	26,702	171
167.	Champaign-Urbana (Ill.)	26,540	172
148.	Terre Haute (Ind.)	26,498	173
114.	Racine (Wisc.)	26,248	174
137.	Sioux Falls (S. D.)	25,961	175
248.	Salem (Ore.)	25,956	176
202.	Fayetteville (N. C.)	25,846	177
167.	Abilene (Tex.)	25,682	178
178.	Billings (Mont.)	25,534	179
251.	Spartanburg (S. C.)	25,265	180
224.	Mansfield (Ohio)	25,250	181
113.	Pueblo (Colo.)	25,249	182
249.	Santa Barbara (Cal.)	25,167	183
246.	Reno (Nev.)	24,676	184
240.	Port Huron (Mich.)	24,414	185
95.	Muncie (Ind.)	24,367	186
216.	Lake Charles (La.)	24,284	187
50.	Fort Smith (Ark.)	23,990	188
201.	Fargo (N. D.)	23,776	189
234.	Odessa (Tex.)	23,337	190
44.	Durham (N. C.)	23,026	191
57.	Green Bay (Wisc.)	22,977	192
78.	Lexington (Ky.)	22,827	193
123.	St. Joseph (Mo.)	22,730	194
192.	Danville (Ill.)	22,311	195
282.	Temple (Tex.)	22,264	196
255.	Watertown (N. Y.)	22,144	197
126.	San Angelo (Tex.)	21,926	198
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	21,829	199
258.	Williamsport (Pa.)	21,777	200
14.	Bay City (Mich.)	21,766	201
195.	Eau Claire (Wisc.)	21,489	202
254.	Tyler (Tex.)	21,472	203
197.	Elmira (N. Y.)	21,357	204
245.	Rapid City (S. D.)	21,343	205
226.	Middletown (Conn.)	21,339	206
78.	Lima (Ohio)	21,205	207
208.	Hagerstown (Md.)	21,027	208
227.	Midland (Tex.)	20,869	209
237.	Pasco-Kennewick-Richland (Wash.)	20,714	210
194.	Daytona Beach (Fla.)	20,713	211
179.	Biloxi-Gulfport (Miss.)	20,693	212
206.	Gastonia (N. C.)	20,429	213
172.	Appleton (Wisc.)	20,167	214
233.	New Castle (Pa.)	19,900	215
241.	Portsmouth (Ohio)	19,735	216
247.	Richmond (Ind.)	19,726	217
7.	Asheville (N. C.)	19,414	218
229.	Monroe-West Monroe (La.)	19,204	219
55.	Galveston (Tex.)	18,505	220
209.	Hutchinson (Kans.)	18,421	221
171.	Anniston (Ala.)	18,410	222
239.	Petersburg-Hopewell (Va.)	18,378	223
212.	Kankakee (Ill.)	18,287	224
207.	Great Falls (Mont.)	18,170	225
243.	Provo (Utah)	17,891	226
54.	Gadsden (Ala.)	17,667	227
180.	Bloomington (Ill.)	17,616	228
222.	Lynchburg (Va.)	17,557	229
219.	Lawton (Okla.)	17,543	230
188.	Cheyenne (Wyo.)	17,473	231
193.	Danville (Va.)	17,304	232
253.	Texarkana (Tex.-Ark.)	17,071	233
260.	Zanesville (Ohio)	17,046	234
231.	Newark (Ohio)	16,886	235
168.	Alexandria (La.)	16,741	236
221.	Lewiston-Auburn (Me.)	16,687	237
73.	Kenosha (Wisc.)	16,647	238
235.	Oshkosh (Wisc.)	16,631	239
215.	Lafayette (Ind.)	16,506	240
186.	Butte-Anaconda (Mont.)	16,228	241
205.	Galesburg (Ill.)	15,762	242
214.	La Crosse (Wisc.)	15,297	243
101.	Ogden (Utah)	15,242	244
189.	Clarksburg (W. Va.)	15,242	244
182.	Bremerton (Wash.)	15,226	246
42.	Dubuque (Iowa)	15,111	247
213.	Kokomo (Ind.)	14,904	248
223.	Manitowoc-Two Rivers (Wisc.)	14,787	249
173.	Auburn (N. Y.)	14,681	250
225.	Marion (Ind.)	14,583	251
250.	Sheboygan (Wisc.)	14,434	252
236.	Paducah (Ky.)	14,433	253
267.	Wilmington (N. C.)	14,148	254
185.	Burlington (Vt.)	14,140	255
191.	Cumberland (Md.)	13,843	256
198.	Enid (Okla.)	12,762	257
177.	Bellingham (Wash.)	11,943	258
244.	Quincy (Ill.)	11,770	259
77.	Laredo (Tex.)	8,076	260

Total Above Metropolitan Areas....24,804,064

† Information received too late for inclusion above indicates that through a Census Bureau error, automotive sales and total sales in South Bend in 1955 should be increased by $8 million, which would change the rank to 83.

Beloit-Janesville, with 25,391 thousand, would rank 180 if included above. See footnote to pages 180, 190.

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15th Market in The South

89th in the Nation

AUTOMOTIVE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 10 LARGER and 145 other METROPOLITAN MARKETS!

Over 100,000 Circulation Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Automotive Sales (000)	Automotive Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
110	56.5	GREENSBORO, N. C.	$49,530	105	$10,133	$23,524
81	79.2	Johnstown, Pa.	49,159	106	8,683	18,726
107	59.2	Baton Rouge, La.	48,392	107	8,389	25,066
89	72.6	Huntington-Ashland, W. Va.-Ky.	48,302	108	8,276	17,288
75	85.8	Browns.-Hrlng.-McAln, Tex.	45,953	109	8,216	16,227
92	70.4	Augusta, Ga.	43,452	116	6,376	25,352
101	63.8	Brockton, Mass.	42,263	118	6,069	19,989
97	66.1	Evansville, Ind	39,480	127	6,780	13,195
104	62.3	Tucson, Ariz.	39,356	128	8,399	21,456
86	73.8	Scranton, Pa.	38,695	129	5,386	16,774

. . . and Binghamton, N. Y.

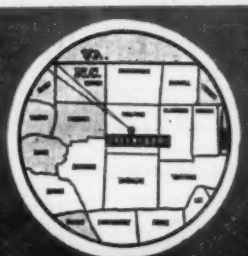
. . . 2nd in the CAROLINAS' Metropolitan Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Automotive Sales (000)	Automotive Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
105	61.6	Charlotte, N. C.	$53,943	98	$10,153	$24,420
110	56.5	GREENSBORO, N. C.	49,530	105	10,133	23,524
142	42.8	Columbia, S. C.	41,524	121	6,881	15,238
118	50.9	Greenville, S. C.	40,894	122	7,550	16,233
159	38.3	Raleigh, N. C.	36,989	130	7,311	17,544
130	46.4	Winston-Salem, N. C.	32,528	152	5,184	17,498
116	51.7	Charleston, S. C.	32,097	153	5,874	11,326
212	25.6	Fayetteville, N. C.	25,846	177	3,919	16,386
151	41.5	Spartanburg, S. C.	25,265	180	3,776	6,035
196	29.0	Durham, N. C.	23,026	191	3,709	8,357
183	31.0	Gastonia, N. C.	20,429,	213	3,926	7,980
168	35.5	Asheville, N. C.	19,414	218	2,876	5,448
249	20.3	Wilmington, N. C.	14,148	254	2,410	5,128

*U. S. Bureau of Census figures 1948 and 1954. All other figures Sales Management Survey of Buying Power, 1956.

. . . $135,891,000 AUTOMOTIVE SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1955, for GASOLINE SERVICE STATION SALES, in Descending Order

Code Number	AREA and STATE	GASOLINE SERVICE STATION SALES (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	609,230	1
93.	Los Angeles-Long Beach (Cal.)	588,394	2
28.	Chicago (Ill.)	380,364	3
41.	Detroit (Mich.)	299,330	4
106.	Philadelphia (Pa.)	204,098	5
130.	San Francisco-Oakland (Cal.)	198,083	6
18.	Boston (Mass.)	187,363	7
124.	St. Louis (Mo.)	134,316	8
108.	Pittsburgh (Pa.)	133,202	9
156.	Washington (D. C.)	126,777	10
30.	Cleveland (Ohio)	115,564	11
92.	Minneapolis-St. Paul (Minn.)	90,540	12
91.	Milwaukee (Wisc.)	89,323	13
64.	Houston (Tex.)	85,618	14
12.	Baltimore (Md.)	84,274	15
21.	Buffalo (N. Y.)	76,174	16
128.	San Bernardino-Riverside-Ontario (Cal.)	74,485	17
72.	Kansas City (Mo.)	67,824	18
35.	Dallas (Tex.)	65,923	19
134.	Seattle (Wash.)	65,271	20
29.	Cincinnati (Ohio)	63,630	21
129.	San Diego (Cal.)	61,419	22
8.	Atlanta (Ga.)	60,994	23
39.	Denver (Colo.)	58,992	24
90.	Miami (Fla.)	58,223	25
111.	Portland (Ore.)	57,663	26
66.	Indianapolis (Ind.)	53,350	27
33.	Columbus (Ohio)	47,233	28
98.	New Orleans (La.)	46,847	29
84.	Louisville (Ky.)	45,786	30
63.	Hartford-New Britain (Conn.)	43,993	31
112.	Providence-Pawtucket (R. I.)	42,610	32
107.	Phoenix (Ariz.)	41,953	33
166.	Youngstown (Ohio)	41,598	34
131.	San Jose (Cal.)	41,052	35
97.	New Haven-Waterbury (Conn.)	39,955	36
127.	San Antonio (Tex.)	39,851	37
37.	Dayton (Ohio)	39,702	38
147.	Tampa-St. Petersburg (Fla.)	39,670	39
19.	Bridgeport-Stamford-Norwalk (Conn.)	37,930	40
164.	Worcester (Mass.)	37,592	41
149.	Toledo (Ohio)	37,263	42
89.	Memphis (Tenn.)	36,896	43
52.	Fort Worth (Tex.)	36,083	44
49.	Flint (Mich.)	35,697	45
1.	Akron (Ohio)	35,445	46
121.	Sacramento (Cal.)	33,772	47
2.	Albany-Schenectady-Troy (N. Y.)	33,378	48
17.	Birmingham (Ala.)	32,397	49
119.	Rochester (N. Y.)	31,201	50
102.	Oklahoma City (Okla.)	31,014	51
100.	Norfolk-Portsmouth (Va.)	30,004	52
4.	Allentown-Bethlehem-Easton (Pa.)	29,982	53
56.	Grand Rapids (Mich.)	29,382	54
103.	Omaha (Nebr.)	29,094	55
125.	Salt Lake City (Utah)	28,883	56
96.	Nashville (Tenn.)	28,878	57
176.	Bakersfield (Cal.)	28,744	58
74.	Knoxville (Tenn.)	28,027	59
59.	Fresno (Cal.)	27,517	60
117.	Richmond (Va.)	27,494	61
69.	Jacksonville (Fla.)	26,013	62
141.	Springfield-Holyoke (Mass.)	25,959	63
159.	Wichita (Kans.)	25,626	64
153.	Tulsa (Okla.)	24,812	65
162.	Wilmington (Del.)	24,001	66
62.	Harrisburg (Pa.)	23,893	67
145.	Syracuse (N. Y.)	23,490	68
22.	Canton (Ohio)	23,386	69
40.	Des Moines (Iowa)	23,050	70
26.	Charlotte (N. C.)	22,276	71
158.	Wheeling-Steubenville (W. Va.-Ohio)	22,090	72
48.	Fall River-New Bedford (Mass.)	21,817	73
148.	Tacoma (Wash.)	21,441	74
27.	Chattanooga (Tenn.)	21,117	75
105.	Peoria (Ill.)	20,724	76
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	20,296	77
154.	Utica-Rome (N. Y.)	20,251	78
139.	Spokane (Wash.)	19,822	79
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	19,765	80
181.	Trenton (N. J.)	19,357	81
25.	Charleston (W. Va.)	19,114	82
79.	Lansing (Mich.)	18,855	83
152.	Tucson (Ariz.)	18,417	84
144.	Stockton (Cal.)	18,397	85
3.	Albuquerque (N. M.)	18,194	86
104.	Orlando (Fla.)	18,048	87
43.	Duluth-Superior (Minn.-Wisc.)	17,900	88
15.	Beaumont-Port Arthur (Tex.)	17,680	89
61.	Fort Wayne (Ind.)	17,637	90
135.	Shreveport (La.)	17,616	91
138.	South Bend (Ind.)	17,456	92
58.	Greensboro-High Point (N. C.)	17,114	93
47.	Evansville (Ind.)	16,964	94
75.	Lancaster (Pa.)	16,903	95
34.	Corpus Christi (Tex.)	16,777	96
70.	Johnstown (Pa.)	16,505	97
161.	Wilkes-Barre-Hazleton (Pa.)	16,460	98
45.	El Paso (Tex.)	15,936	99
13.	Baton Rouge (La.)	15,501	100
116.	Reading (Pa.)	15,411	101
93.	Mobile (Ala.)	15,349	102
6.	Amarillo (Tex.)	15,274	103
81.	Little Rock-North Little Rock (Ark.)	15,241	104
10.	Augusta (Ga.)	15,173	105
65.	Huntington-Ashland (W. Va.-Ky.)	15,137	106
218.	Las Vegas (Nev.)	15,097	107
46.	Erie (Pa.)	15,074	108
165.	York (Pa.)	15,069	109
59.	Greenville (S. C.)	15,028	110
204.	Fort Lauderdale (Fla.)	14,710	111
199.	Eugene (Ore.)	14,694	112
87.	Madison (Wisc.)	14,644	113
11.	Austin (Tex.)	14,199	114
16.	Binghamton (N. Y.)	13,989	115
256.	West Palm Beach (Fla.)	13,940	116
184.	Brownsville-Harlingen-McAllen (Tex.)	13,786	117
120.	Rockford (Ill.)	13,750	118
20.	Brockton (Mass.)	13,614	119
228.	Modesto (Cal.)	13,566	120
140.	Springfield (Ill.)	13,564	121
170.	Ann Arbor (Mich.)	13,495	122
176.	Battle Creek (Mich.)	13,277	123
122.	Saginaw (Mich.)	13,214	124
217.	Lakeland (Fla.)	13,055	125
32.	Columbus (Ga.)	13,039	126
190.	Colorado Springs (Colo.)	12,963	127
181.	Boise (Idaho)	12,904	128
82.	Lorain-Elyria (Ohio)	12,903	129
31.	Columbia (S. C.)	12,492	130
85.	Lubbock (Tex.)	12,473	131
88.	Manchester (N. H.)	12,389	132
132.	Savannah (Ga.)	12,069	133
60.	Hamilton-Middletown (Ohio)	12,065	134
115.	Raleigh (N. C.)	12,060	135
232.	New London-Norwich (Conn.)	12,056	136
71.	Kalamazoo (Mich.)	12,044	137
86.	Macon (Ga.)	11,941	138
24.	Charleston (S. C.)	11,906	139
68.	Jackson (Miss.)	11,786	140
61.	Hampton-Newport News-Warwick (Va.)	11,781	141
110.	Portland (Me.)	11,698	142
249.	Santa Barbara (Cal.)	11,476	143
183.	Bristol (Tenn.-Va.)	11,243	144
211.	Joplin (Mo.)	11,185	145
80.	Lincoln (Nebr.)	11,151	146
94.	Montgomery (Ala.)	11,124	147
150.	Topeka (Kans.)	11,078	148
200.	Everett (Wash.)	11,069	149
230.	Muskegon (Mich.)	11,006	150
210.	Jamestown (N. Y.)	10,990	151
259.	Yakima (Wash.)	10,909	152
118.	Roanoke (Va.)	10,851	153
248.	Salem (Ore.)	10,843	154
133.	Scranton (Pa.)	10,752	155
67.	Jackson (Mich.)	10,611	156
163.	Winston-Salem (N. C.)	10,397	157
216.	Lake Charles (La.)	10,268	158
9.	Atlantic City (N. J.)	10,217	159
155.	Waco (Tex.)	10,214	160
160.	Wichita Falls (Tex.)	10,184	161
55.	Galveston (Tex.)	9,998	162
143.	Springfield (Ohio)	9,873	163
38.	Decatur (Ill.)	9,858	164
187.	Champaign-Urbana (Ill.)	9,840	165
114.	Racine (Wisc.)	9,583	166
237.	Pasco-Kennewick-Richland (Wash.)	9,501	167
194.	Daytona Beach (Fla.)	9,472	168
142.	Springfield (Mo.)	9,398	169
251.	Spartanburg (S. C.)	9,265	170
7.	Asheville (N. C.)	9,200	171
23.	Cedar Rapids (Iowa)	9,097	172
240.	Port Huron (Mich.)	9,045	173
169.	Anderson (Ind.)	8,556	174
202.	Fayetteville (N. C.)	8,518	175
245.	Reno (Nev.)	8,427	176
5.	Altoona (Pa.)	8,353	177
253.	Texarkana (Tex.-Ark.)	8,342	178
136.	Sioux City (Iowa)	8,270	179
100.	Pittsfield (Mass.)	8,244	180
193.	Danville (Va.)	8,199	181
78.	Lexington (Ky.)	8,187	182
174.	Bangor (Me.)	8,126	183
180.	Bloomington (Ill.)	8,115	184
179.	Biloxi-Gulfport (Miss.)	8,104	185
258.	Williamsport (Pa.)	8,087	186
241.	Portsmouth (Ohio)	8,079	187
224.	Mansfield (Ohio)	8,068	188
198.	Enid (Okla.)	8,045	189
157.	Waterloo (Iowa)	8,044	190
195.	Eau Claire (Wisc.)	8,030	191
238.	Pensacola (Fla.)	7,982	192
243.	Provo (Utah)	7,956	193
44.	Durham (N. C.)	7,801	194
196.	Elkhart (Ind.)	7,797	195
239.	Petersburg-Hopewell (Va.)	7,670	196
14.	Bay City (Mich.)	7,531	197
234.	Odessa (Tex.)	7,387	198
192.	Danville (Ill.)	7,368	199
233.	New Castle (Pa.)	7,361	200
148.	Terre Haute (Ind.)	7,321	201
167.	Abilene (Tex.)	7,308	202
79.	Lima (Ohio)	7,286	203
95.	Muncie (Ind.)	7,031	204
212.	Kankakee (Ill.)	7,022	205
168.	Alexandria (La.)	6,823	206
101.	Ogden (Utah)	6,796	207
206.	Gastonia (N. C.)	6,709	208
178.	Billings (Mont.)	6,556	209
229.	Monroe-West Monroe (La.)	6,419	210
73.	Kenosha (Wisc.)	6,414	211
57.	Green Bay (Wisc.)	6,359	212
113.	Pueblo (Colo.)	6,299	213
231.	Newark (Ohio)	6,262	214
235.	Oshkosh (Wisc.)	6,240	215
252.	Temple (Tex.)	6,224	216
208.	Hagerstown (Md.)	6,184	217
54.	Gadsden (Ala.)	6,183	218
137.	Sioux Falls (S. D.)	6,165	219
260.	Zanesville (Ohio)	6,108	220
220.	Lebanon (Pa.)	6,090	221
191.	Cumberland (Md.)	6,061	222
247.	Richmond (Ind.)	6,005	223
250.	Sheboygan (Wisc.)	5,985	224
255.	Watertown (N. Y.)	5,969	225
215.	Lafayette (Ind.)	5,837	226
222.	Lynchburg (Va.)	5,830	227
186.	Butte-Anaconda (Mont.)	5,829	228
123.	St. Joseph (Mo.)	5,798	229
42.	Dubuque (Iowa)	5,764	230
226.	Middletown (Conn.)	5,748	231
50.	Fort Smith (Ark.)	5,719	232
254.	Tyler (Tex.)	5,711	233
126.	San Angelo (Tex.)	5,671	234
172.	Appleton (Wisc.)	5,574	235
182.	Bremerton (Wash.)	5,425	236
189.	Clarksburg (W. Va.)	5,264	237
225.	Marion (Ind.)	5,277	238
171.	Anniston (Ala.)	5,269	239
201.	Fargo (N. D.)	5,247	240
207.	Great Falls (Mont.)	5,235	241
197.	Elmira (N. Y.)	5,118	242
257.	Wilmington (N. C.)	5,064	243
214.	La Crosse (Wisc.)	4,969	244
236.	Paducah (Ky.)	4,919	245
205.	Galesburg (Ill.)	4,901	246
245.	Rapid City (S. D.)	4,885	247
221.	Lewiston-Auburn (Me.)	4,842	248
227.	Midland (Tex.)	4,824	249
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	4,566	250
188.	Cheyenne (Wyo.)	4,474	251
209.	Hutchinson (Kans.)	4,259	252
219.	Lawton (Okla.)	4,199	253
177.	Bellingham (Wash.)	4,066	254
223.	Manitowoc-Two Rivers (Wisc.)	3,959	255
185.	Burlington (Vt.)	3,751	256
173.	Auburn (N. Y.)	3,534	257
213.	Kokomo (Ind.)	3,391	258
244.	Quincy (Ill.)	3,355	259
77.	Laredo (Tex.)	3,327	260

Total Above Metropolitan Areas....7,497,097

Beloit-Janesville, with 7,079 thousand, would rank 204 if included above. See footnote to pages 180, 190.

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15th Market in The South

89th in the Nation

GASOLINE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 17 LARGER and 150 other METROPOLITAN MARKETS!

Over **100,000** Circulation Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Gasoline Sales (000)	Gasoline Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
110	56.5	GREENSBORO, N. C.	$17,114	93	$1,921	$8,272
97	66.1	Evansville, Ind.	16,964	94	1,289	9,207
94	69.8	Lancaster, Pa.	16,903	95	1,143	7,931
81	79.2	Johnstown, Pa.	16,505	97	1,305	6,568
58	106.5	Wilkes-Barre-Hazelton, Pa.	16,469	98	721	5,359
102	63.5	El Paso, Tex.	15,936	99	1,983	10,091
84	77.5	Reading, Pa.	15,411	101	1,774	5,477
87	73.7	Mobile, Ala.	15,349	102	1,592	6,741
90	72.4	Little Rock-N. Little Rock, Ark.	15,241	104	1,412	5,582
89	72.6	Huntington-Ashland, W. Va.-Ky.	15,137	106	1,326	7,836

. . . and 8 Other Larger Metropolitan Markets, including Brownsville-Harlingen-McAllen, Tex., and York, Pa.

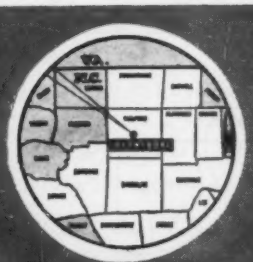
. . . 2nd in the CAROLINAS' Metropolitan Markets

Over **400,000** Readers Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Gasoline Sales (000)	Gasoline Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
105	61.6	Charlotte, N. C.	$22,276	71	$2,094	$13,255
110	56.5	GREENSBORO, N. C.	17,114	93	1,921	8,272
118	50.9	Greenville, S. C.	15,026	110	1,329	8,223
142	42.8	Columbia, S. C.	12,492	130	841	5,947
159	38.3	Raleigh, N. C.	12,060	135	1,261	6,404
116	51.7	Charleston, S. C.	11,908	139	1,032	6,475
130	46.4	Winston-Salem, N. C.	10,397	157	643	6,258
151	41.5	Spartanburg, S. C.	9,265	170	456	3,852
168	35.5	Asheville, N. C.	9,200	171	453	4,108
212	25.6	Fayetteville, N. C.	8,518	175	452	4,588
196	29.0	Durham, N. C.	7,801	194	497	3,337
183	31.0	Gastonia, N. C.	6,709	208	660	3,311
249	20.3	Wilmington, N. C.	5,064	243	375	1,769

*U. S. Bureau of Census figures 1948 and 1954. All other figures Sales Management Survey of Buying Power, 1956.

. . . $52,668,000 GASOLINE SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1955, for DRUG STORE SALES in Descending Order

Code Number	AREA and STATE	DRUG STORE SALES (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	423,332	1
29.	Chicago (Ill.)	255,124	2
83.	Los Angeles-Long Beach (Cal.)	254,796	3
41.	Detroit (Mich.)	193,768	4
106.	Philadelphia (Pa.)	130,616	5
18.	Boston (Mass.)	114,673	6
130.	San Francisco-Oakland (Cal.)	102,169	7
156.	Washington (D. C.)	98,952	8
108.	Pittsburgh (Pa.)	78,806	9
30.	Cleveland (Ohio)	76,207	10
124.	St. Louis (Mo.)	72,618	11
12.	Baltimore (Md.)	66,537	12
72.	Kansas City (Mo.)	65,660	13
92.	Minneapolis-St. Paul (Minn.)	54,010	14
39.	Denver (Colo.)	46,729	15
21.	Buffalo (N. Y.)	40,931	16
64.	Houston (Tex.)	40,807	17
66.	Indianapolis (Ind.)	40,274	18
90.	Miami (Fla.)	39,813	19
29.	Cincinnati (Ohio)	39,028	20
35.	Dallas (Tex.)	36,357	21
91.	Milwaukee (Wisc.)	35,952	22
8.	Atlanta (Ga.)	35,606	23
134.	Seattle (Wash.)	32,967	24
98.	New Orleans (La.)	32,520	25
84.	Louisville (Ky.)	30,701	26
112.	Providence-Pawtucket (R. I.)	29,233	27
63.	Hartford-New Britain (Conn.)	28,417	28
129.	San Diego (Cal.)	26,708	29
33.	Columbus (Ohio)	25,718	30
97.	New Haven-Waterbury (Conn.)	24,124	31
111.	Portland (Ore.)	23,877	32
147.	Tampa-St. Petersburg (Fla.)	23,756	33
19.	Bridgeport-Stamford-Norwalk (Conn.)	23,656	34
52.	Fort Worth (Tex.)	23,359	35
37.	Dayton (Ohio)	21,540	36
128.	San Bernardino-Riverside-Ontario (Cal.)	21,030	37
149.	Toledo (Ohio)	20,129	38
56.	Grand Rapids (Mich.)	19,875	39
107.	Phoenix (Ariz.)	19,707	40
119.	Rochester (N. Y.)	19,338	41
164.	Worcester (Mass.)	18,899	42
49.	Flint (Mich.)	18,709	43
141.	Springfield-Holyoke (Mass.)	18,575	44
89.	Memphis (Tenn.)	18,391	45
102.	Oklahoma City (Okla.)	18,321	46
1.	Akron (Ohio)	17,792	47
131.	San Jose (Cal.)	17,606	48
166.	Youngstown (Ohio)	17,517	49
127.	San Antonio (Tex.)	17,422	50
100.	Norfolk-Portsmouth (Va.)	17,349	51
103.	Omaha (Nebr.)	16,744	52
17.	Birmingham (Ala.)	16,699	53
69.	Jacksonville (Fla.)	16,499	54
2.	Albany-Schenectady-Troy (N. Y.)	16,380	55
159.	Wichita (Kans.)	15,716	56
121.	Sacramento (Cal.)	15,574	57
125.	Salt Lake City (Utah)	14,874	58
117.	Richmond (Va.)	14,553	59
153.	Tulsa (Okla.)	13,693	60
53.	Fresno (Cal.)	13,284	61
4.	Allentown-Bethlehem-Easton (Pa.)	12,871	62
48.	Fall River-New Bedford (Mass.)	12,609	63
145.	Syracuse (N. Y.)	12,395	64
162.	Wilmington (Del.)	12,245	65
40.	Des Moines (Iowa)	11,391	66
26.	Charlotte (N. C.)	11,048	67
74.	Knoxville (Tenn.)	11,033	68
62.	Harrisburg (Pa.)	11,030	69
96.	Nashville (Tenn.)	11,005	70
204.	Fort Lauderdale (Fla.)	10,468	71
139.	Spokane (Wash.)	10,059	72
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	10,049	73
146.	Tacoma (Wash.)	10,001	74
22.	Canton (Ohio)	9,636	75
105.	Peoria (Ill.)	9,474	76
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	9,331	77
93.	Mobile (Ala.)	9,177	78
76.	Lansing (Mich.)	9,122	79
246.	Reno (Nev.)	9,073	80
135.	Shreveport (La.)	8,983	81
175.	Bakersfield (Cal.)	8,858	82
158.	Wheeling-Steubenville (W. Va.-Ohio)	8,708	83
15.	Beaumont-Port Arthur (Tex.)	8,475	84
25.	Charleston (W. Va.)	8,404	85
45.	El Paso (Tex.)	8,357	86
138.	South Bend (Ind.)	8,342	87
43.	Duluth-Superior (Minn.-Wisc.)	8,193	88
47.	Evansville (Ind.)	8,188	89
152.	Tucson (Ariz.)	8,127	90
51.	Fort Wayne (Ind.)	8,123	91
154.	Utica-Rome (N. Y.)	8,102	92
144.	Stockton (Cal.)	8,093	93
13.	Baton Rouge (La.)	7,990	94
3.	Albuquerque (N. M.)	7,903	95
81.	Little Rock-North Little Rock (Ark.)	7,878	96
20	Brockton (Mass.)	7,854	97
110.	Portland (Me.)	7,805	98
27.	Chattanooga (Tenn.)	7,715	99
71.	Kalamazoo (Mich.)	7,509	100
151.	Trenton (N. J.)	7,500	101
58.	Greensboro-High Point (N.C.)	7,489	102
170.	Ann Arbor (Mich.)	7,487	103
122.	Saginaw (Mich.)	7,307	104
104.	Orlando (Fla.)	7,292	105
256.	West Palm Beach (Fla.)	7,254	106
9.	Atlantic City (N. J.)	7,208	107
34.	Corpus Christi (Tex.)	6,901	108
120.	Rockford (Ill.)	6,894	109
140.	Springfield (Ill.)	6,864	110
6.	Amarillo (Tex.)	6,787	111
161.	Wilkes-Barre-Hazleton (Pa.)	6,763	112
11.	Austin (Tex.)	6,674	113
65.	Huntington-Ashland (W. Va.-Ky.)	6,644	114
16.	Binghamton (N. Y.)	6,536	115
46.	Erie (Pa.)	6,531	116
184.	Brownsville-Harlingen-McAllen (Tex.)	6,514	117
116.	Reading (Pa.)	6,362	118
190.	Colorado Springs (Colo.)	6,258	119
10.	Augusta (Ga.)	5,989	120
24.	Charleston (S. C.)	5,981	121
155.	Waco (Tex.)	5,944	122
228.	Modesto (Cal.)	5,896	123
80.	Lincoln (Nebr.)	5,882	124
230.	Muskegon (Mich.)	5,803	125
118.	Roanoke (Va.)	5,733	126
86.	Macon (Ga.)	5,711	127
218.	Las Vegas (Nev.)	5,706	128
59.	Greenville (S. C.)	5,630	129
133.	Scranton (Pa.)	5,613	130
176.	Battle Creek (Mich.)	5,592	131
75.	Lancaster (Pa.)	5,577	132
82.	Lorain-Elyria (Ohio)	5,465	133
68.	Jackson (Miss.)	5,418	134
87.	Madison (Wisc.)	5,411	135
61.	Hampton-Newport News-Warwick (Va.)	5,376	136
23.	Cedar Rapids (Iowa)	5,370	137
150.	Topeka (Kans.)	5,349	138
194.	Daytona Beach (Fla.)	5,339	139
32.	Columbus (Ga.)	5,335	140
55.	Galveston (Tex.)	5,270	141
67.	Jackson (Mich.)	5,266	142
237.	Pasco-Kennewick-Richland (Wash.)	5,266	142
115.	Raleigh (N. C.)	5,214	144
249.	Santa Barbara (Cal.)	5,196	145
85.	Lubbock (Tex.)	5,182	146
217.	Lakeland (Fla.)	5,081	147
7.	Asheville (N. C.)	5,079	148
160.	Wichita Falls (Tex.)	5,057	149
123.	St. Joseph (Mo.)	5,040	150
163.	Winston-Salem (N. C.)	5,030	151
132.	Savannah (Ga.)	4,990	152
114.	Racine (Wisc.)	4,983	153
254.	Tyler (Tex.)	4,969	154
259.	Yakima (Wash.)	4,931	155
78.	Lexington (Ky.)	4,882	156
94.	Montgomery (Ala.)	4,854	157
60.	Hamilton-Middletown (Ohio)	4,848	158
31.	Columbia (S. C.)	4,830	159
181.	Boise (Ida.)	4,766	160
232.	New London-Norwich (Conn.)	4,765	161
169.	Anderson (Ind.)	4,756	162
136.	Sioux City (Iowa)	4,639	163
70.	Johnstown (Pa.)	4,549	164
143.	Springfield (Ohio)	4,492	165
109.	Pittsfield (Mass.)	4,381	166
165.	York (Pa.)	4,374	167
187.	Champaign-Urbana (Ill.)	4,326	168
142.	Springfield (Mo.)	4,219	169
215.	Lafayette (Ind.)	4,207	170
148.	Terre Haute (Ind.)	4,178	171
248.	Salem (Ore.)	4,078	172
251.	Spartanburg (S. C.)	4,050	173
199.	Eugene (Ore.)	4,019	174
14.	Bay City (Mich.)	3,912	175
157.	Waterloo (Iowa)	3,899	176
88.	Manchester (N. H.)	3,868	177
210.	Jamestown (N. Y.)	3,868	177
238.	Pensacola (Fla.)	3,828	179
192.	Danville (Ill.)	3,803	180
182.	Bremerton (Wash.)	3,790	181
44.	Durham (N. C.)	3,716	182
240.	Port Huron (Mich.)	3,703	183
95.	Muncie (Ind.)	3,562	184
137.	Sioux Falls (S. D.)	3,466	185
183.	Bristol (Tenn.-Va.)	3,407	186
216.	Lake Charles (La.)	3,398	187
222.	Lynchburg (Va.)	3,345	188
189.	Clarksburg (W. Va.)	3,343	189
101.	Ogden (Utah)	3,309	190
257.	Wilmington (N. C.)	3,263	191
252.	Temple (Tex.)	3,252	192
57.	Green Bay (Wisc.)	3,162	193
243.	Provo (Utah)	3,156	194
113.	Pueblo (Colo.)	3,155	195
167.	Abilene (Tex.)	3,153	196
211.	Joplin (Mo.)	3,136	197
226.	Middletown (Conn.)	3,132	198
42.	Dubuque (Iowa)	3,122	199
260.	Zanesville (Ohio)	3,074	200
38.	Decatur (Ill.)	3,058	201
224.	Mansfield (Ohio)	3,048	202
247.	Richmond (Ind.)	3,003	203
178.	Billings (Mont.)	2,994	204
73.	Kenosha (Wisc.)	2,986	205
5.	Altoona (Pa.)	2,977	206
180.	Bloomington (Ill.)	2,973	207
255.	Watertown (N. Y.)	2,960	208
200.	Everett (Wash.)	2,902	209
253.	Texarkana (Tex.-Ark.)	2,834	210
179.	Biloxi-Gulfport (Miss.)	2,880	211
239.	Petersburg-Hopewell (Va.)	2,824	212
79.	Lima (Ohio)	2,765	213
233.	New Castle (Pa.)	2,741	214
236.	Paducah (Ky.)	2,736	215
196.	Elkhart (Ind.)	2,707	216
206.	Gastonia (N. C.)	2,706	217
174.	Bangor (Me.)	2,704	218
198.	Enid (Okla.)	2,700	219
235.	Oshkosh (Wisc.)	2,690	220
227.	Midland (Tex.)	2,643	221
50.	Fort Smith (Ark.)	2,613	222
244.	Quincy (Ill.)	2,582	223
195.	Eau Claire (Wisc.)	2,582	223
172.	Appleton (Wisc.)	2,580	225
229.	Monroe-West Monroe (La.)	2,570	226
208.	Hagerstown (Md.)	2,547	227
197.	Elmira (N. Y.)	2,526	228
207.	Great Falls (Mont.)	2,524	229
126.	San Angelo (Tex.)	2,506	230
234.	Odessa (Tex.)	2,503	231
201.	Fargo (N. D.)	2,464	232
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	2,435	233
219.	Lawton (Okla.)	2,409	234
191.	Cumberland (Md.)	2,396	235
54.	Gadsden (Ala.)	2,390	236
258.	Williamsport (Pa.)	2,316	237
225.	Marion (Ind.)	2,304	238
205.	Galesburg (Ill.)	2,284	239
188.	Cheyenne (Wyo.)	2,284	239
245.	Rapid City (S. D.)	2,278	241
202.	Fayetteville (N. C.)	2,273	242
212.	Kankakee (Ill.)	2,255	243
231.	Newark (Ohio)	2,232	244
168.	Alexandria (La.)	2,226	245
193.	Danville (Va.)	2,176	246
209.	Hutchinson (Kans.)	2,147	247
241.	Portsmouth (Ohio)	2,134	248
250.	Sheboygan (Wisc.)	2,112	249
177.	Bellingham (Wash.)	2,028	250
186.	Butte-Anaconda (Mont.)	1,931	251
213.	Kokomo (Ind.)	1,908	252
221.	Lewiston-Auburn (Me.)	1,679	253
214.	La Crosse (Wisc.)	1,666	254
171.	Anniston (Ala.)	1,583	255
185.	Burlington (Vt.)	1,552	256
173.	Auburn (N. Y.)	1,551	257
220.	Lebanon (Pa.)	1,551	257
77.	Laredo (Tex.)	1,524	259
223.	Manitowoc-Two Rivers (Wisc.)	1,157	260

Total Above Metropolitan Areas . . . 4,133,485

Beloit-Janesville, with $3,280 thousand, would rank 191 if included here. See footnote to pages 180, 190.

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15th Market in The South

89th in the Nation

DRUG SALES
come easier in the growing
GREENSBORO
Metropolitan Market

LEADS 12 LARGER and 146 other METROPOLITAN MARKETS!

Over **100,000** Circulation Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Drug Sales (000)	Drug Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
110	56.5	GREENSBORO, N. C.	$7,489	102	$1,478	$2,998
58	106.5	Wilkes-Barre-Hazelton, Pa.	6,763	112	142	644
89	72.6	Huntington-Ashland, W. Va.-Ky.	6,644	114	305	1,021
108	58.8	Binghamton, N. Y.	6,536	115	194	1,719
96	68.8	Erie, Pa.	6,531	116	290	1,774
75	85.8	Browns.-Hrlng.-McAln, Tex.	6,514	117	573	1,309
84	77.5	Reading, Pa.	6,362	118	598	1,485
92	70.4	Augusta, Ga.	5,989	120	142	2,999
86	73.8	Scranton, Pa.	5,613	130	96	927
81	79.2	Johnstown, Pa.	4,549	164	273	835

. . . and Corpus Christi, Tex., Lancaster and York, Pa.

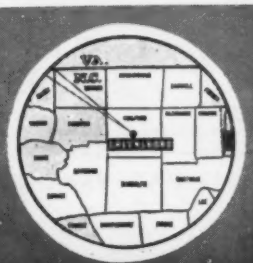
. . . 2nd in the CAROLINAS' Metropolitan Markets

Over **400,000** Readers Daily

Families Rank	Families 1/1/56 (000)	Metropolitan Market	1955 Drug Sales (000)	Drug Sales Rank	1955 Over 1954* Gain (000)	1955 Over 1948* Gain (000)
105	61.6	Charlotte, N. C.	$11,048	67	$—3,847	$5,355
110	56.5	GREENSBORO, N. C.	7,489	102	1,478	2,998
116	51.7	Charleston, S. C.	5,981	121	406	2,111
118	50.9	Greenville, S. C.	5,630	129	393	1,383
159	38.3	Raleigh, N. C.	5,214	144	1,229	1,530
168	35.5	Asheville, N. C.	5,079	148	1,723	1,577
130	46.4	Winston-Salem, N. C.	5,030	151	993	2,021
142	42.8	Columbia, S. C.	4,830	159	233	778
151	41.5	Spartanburg, S. C.	4,050	173	120	1,380
196	29.0	Durham, N. C.	3,716	182	943	1,033
249	20.3	Wilmington. N. C.	3,263	191	171	1,350
183	31.0	Gastonia. N. C.	2,706	217	209	573
212	25.6	Fayetteville, N. C.	2,273	242	70	691

*U. S. Bureau of Census figures 1948 and 1954. All other figures Sales Management Survey of Buying Power, 1956.

. . . . . $18,874,000 DRUG SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1955, for EATING AND DRINKING PLACES SALES in Descending Order

Code Number	AREA and STATE	EATING AND DRINKING PLACES SALES (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	1,835,993	1
28.	Chicago (Ill.)	751,649	2
83.	Los Angeles-Long Beach (Cal.)	605,488	3
106.	Philadelphia (Pa.)	407,358	4
41.	Detroit (Mich.)	358,682	5
130.	San Francisco-Oakland (Cal.)	327,475	6
18.	Boston (Mass.)	293,706	7
108.	Pittsburgh (Pa.)	185,322	8
124.	St. Louis (Mo.)	179,156	9
30.	Cleveland (Ohio)	172,003	10
12.	Baltimore (Md.)	171,508	11
156.	Washington (D. C.)	169,361	12
21.	Buffalo (N. Y.)	134,882	13
90.	Miami (Fla.)	123,892	14
92.	Minneapolis-St. Paul (Minn.)	120,651	15
29.	Cincinnati (Ohio)	114,447	16
91.	Milwaukee (Wisc.)	113,816	17
72.	Kansas City (Mo.)	85,474	18
134.	Seattle (Wash.)	84,325	19
64.	Houston (Tex.)	79,157	20
98.	New Orleans (La.)	78,413	21
35.	Dallas (Tex.)	71,035	22
111.	Portland (Ore.)	70,096	23
86.	Indianapolis (Ind.)	68,906	24
39.	Denver (Colo.)	67,898	25
129.	San Diego (Cal.)	67,292	26
84.	Louisville (Ky.)	64,802	27
33.	Columbus (Ohio)	61,183	28
97.	New Haven-Waterbury (Conn.)	58,871	29
63.	Hartford-New Britain (Conn.)	57,847	30
112.	Providence-Pawtucket (R. I.)	57,502	31
8.	Atlanta (Ga.)	55,858	32
128.	San Bernardino-Riverside-Ontario (Cal.)	55,458	33
147.	Tampa-St. Petersburg (Fla.)	54,903	34
37.	Dayton (Ohio)	52,510	35
2.	Albany-Schenectady-Troy (N. Y.)	52,193	36
19.	Bridgeport-Stamford-Norwalk (Conn.)	51,030	37
149.	Toledo (Ohio)	49,312	38
103.	Omaha (Nebr.)	48,980	39
119.	Rochester (N. Y.)	47,583	40
1.	Akron (Ohio)	46,153	41
166.	Youngstown (Ohio)	44,596	42
164.	Worcester (Mass.)	43,713	43
127.	San Antonio (Tex.)	43,130	44
145.	Syracuse (N. Y.)	41,778	45
121.	Sacramento (Cal.)	40,720	46
100.	Norfolk-Portsmouth (Va.)	40,421	47
9.	Atlantic City (N. J.)	40,269	48
107.	Phoenix (Ariz.)	39,250	49
141.	Springfield-Holyoke (Mass.)	38,294	50
131.	San Jose (Cal.)	37,009	51
4.	Allentown-Bethlehem-Easton (Pa.)	35,745	52
52.	Fort Worth (Tex.)	34,090	53
102.	Oklahoma City (Okla.)	32,182	54
17.	Birmingham (Ala.)	31,751	55
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	31,687	56
89.	Memphis (Tenn.)	31,393	57
49.	Flint (Mich.)	30,093	58
69.	Jacksonville (Fla.)	29,788	59
204.	Fort Lauderdale (Fla.)	29,721	60
48.	Fall River-New Bedford (Mass.)	29,378	61
38.	Davenport-Rock Island-Moline (Ill.-Iowa)	29,282	62
62.	Harrisburg (Pa.)	29,282	62
151.	Trenton (N. J.)	28,259	64
53.	Fresno (Cal.)	28,043	65
105.	Peoria (Ill.)	26,645	66
156.	Wheeling-Steubenville (W. Va.-Ohio)	26,389	67
162.	Wilmington (Del.)	26,101	68
22.	Canton (Ohio)	26,088	69
117.	Richmond (Va.)	25,447	70
154.	Utica-Rome (N. Y.)	25,117	71
175.	Bakersfield (Cal.)	24,443	72
125.	Salt Lake City (Utah)	24,096	73
153.	Tulsa (Okla.)	23,713	74
56.	Grand Rapids (Mich.)	23,543	75
96.	Nashville (Tenn.)	22,962	76
43.	Duluth-Superior (Minn.-Wisc.)	22,805	77
161.	Wilkes-Barre-Hazleton (Pa.)	22,688	78
116.	Reading (Pa.)	22,506	79
146.	Tacoma (Wash.)	22,475	80
159.	Wichita (Kans.)	22,232	81
144.	Stockton (Cal.)	21,936	82
67.	Madison (Wisc.)	21,628	83
40.	Des Moines (Iowa)	21,375	84
51.	Fort Wayne (Ind.)	21,143	85
26.	Charlotte (N. C.)	21,045	86
120.	Rockford (Ill.)	20,754	87
139.	Spokane (Wash.)	20,353	88
138.	South Bend (Ind.)	19,891	89
74.	Knoxville (Tenn.)	19,790	90
256.	West Palm Beach (Fla.)	19,514	91
16.	Binghamton (N. Y.)	19,236	92
47.	Evansville (Ind.)	18,699	93
140.	Springfield (Ill.)	18,272	94
20.	Brockton (Mass.)	17,886	95
133.	Scranton (Pa.)	17,596	96
45.	El Paso (Tex.)	17,573	97
46.	Erie (Pa.)	17,535	98
152.	Tucson (Ariz.)	17,161	99
3.	Albuquerque (N. M.)	16,915	100
135.	Shreveport (La.)	16,521	101
76.	Lansing (Mich.)	16,488	102
25.	Charleston (W. Va.)	16,382	103
11.	Austin (Tex.)	16,350	104
81.	Little Rock-North Little Rock (Ark.)	16,196	105
75.	Lancaster (Pa.)	16,107	106
34.	Corpus Christi (Tex.)	15,853	107
104.	Orlando (Fla.)	15,813	108
27.	Chattanooga (Tenn.)	15,530	109
246.	Reno (Nev.)	15,442	110
60.	Hamilton-Middletown (Ohio)	15,387	111
82.	Lorain-Elyria (Ohio)	15,089	112
93.	Mobile (Ala.)	14,815	113
165.	York (Pa.)	14,707	114
218.	Las Vegas (Nev.)	14,607	115
70.	Johnstown (Pa.)	14,479	116
15.	Beaumont-Port Arthur (Tex.)	14,442	117
55.	Galveston (Tex.)	14,160	118
170.	Ann Arbor (Mich.)	13,394	119
210.	Jamestown (N. Y.)	13,392	120
122.	Saginaw (Mich.)	13,380	121
65.	Huntington-Ashland (W. Va.-Ky.)	13,268	122
194.	Daytona Beach (Fla.)	13,205	123
184.	Brownsville-Harlingen-McAllen (Tex.)	12,951	124
10.	Augusta (Ga.)	12,857	125
13.	Baton Rouge (La.)	12,622	126
186.	Butte-Anaconda (Mont.)	12,512	127
38.	Decatur (Ill.)	12,230	128
190.	Colorado Springs (Colo.)	12,097	129
232.	New London-Norwich (Conn.)	11,752	130
57.	Green Bay (Wisc.)	11,706	131
249.	Santa Barbara (Cal.)	11,618	132
114.	Racine (Wisc.)	11,113	133
71.	Kalamazoo (Mich.)	11,027	134
6.	Amarillo (Tex.)	10,968	135
228.	Modesto (Cal.)	10,853	136
132.	Savannah (Ga.)	10,828	137
32.	Columbus (Ga.)	10,782	138
87.	Jackson (Mich.)	10,754	139
58.	Greensboro-High Point (N. C.)	10,746	140
61.	Hampton-Newport News-Warwick (Va.)	10,664	141
110.	Portland (Me.)	10,573	142
235.	Oshkosh (Wisc.)	10,387	143
259.	Yakima (Wash.)	10,324	144
224.	Mansfield (Ohio)	10,305	145
179.	Biloxi-Gulfport (Miss.)	10,287	146
155.	Waco (Tex.)	10,200	147
80.	Lincoln (Nebr.)	10,157	148
136.	Sioux City (Iowa)	10,129	149
109.	Pittsfield (Mass.)	10,107	150
176.	Battle Creek (Mich.)	10,038	151
23.	Cedar Rapids (Iowa)	9,752	152
187.	Champaign-Urbana (Ill.)	9,742	153
88.	Manchester (N. H.)	9,661	154
94.	Montgomery (Ala.)	9,586	155
199.	Eugene (Ore.)	9,552	156
31.	Columbia (S. C.)	9,266	157
118.	Roanoke (Va.)	9,265	158
238.	Pensacola (Fla.)	9,189	159
73.	Kenosha (Wisc.)	9,065	160
230.	Muskegon (Mich.)	9,042	161
115.	Raleigh (N. C.)	8,940	162
86.	Macon (Ga.)	8,920	163
24.	Charleston (S. C.)	8,895	164
143.	Springfield (Ohio)	8,872	165
195.	Eau Claire (Wisc.)	8,750	166
68.	Jackson (Miss.)	8,458	167
214.	La Crosse (Wisc.)	8,457	168
148.	Terre Haute (Ind.)	8,419	169
95.	Muncie (Ind.)	8,355	170
217.	Lakeland (Fla.)	8,324	171
181.	Boise (Idaho)	8,228	172
212.	Kankakee (Ill.)	8,185	173
200.	Everett (Wash.)	8,145	174
157.	Waterloo (Iowa)	8,127	175
207.	Great Falls (Mont.)	8,122	176
123.	St. Joseph (Mo.)	8,114	177
169.	Anderson (Ind.)	8,068	178
216.	Lake Charles (La.)	7,954	179
113.	Pueblo (Colo.)	7,925	180
215.	Lafayette (Ind.)	7,920	181
150.	Topeka (Kans.)	7,845	182
250.	Sheboygan (Wisc.)	7,800	183
255.	Watertown (N. Y.)	7,796	184
163.	Winston-Salem (N. C.)	7,785	185
192.	Danville (Ill.)	7,780	186
178.	Billings (Mont.)	7,706	187
160.	Wichita Falls (Tex.)	7,705	188
14.	Bay City (Mich.)	7,695	189
78.	Lexington (Ky.)	7,676	190
257.	Wilmington (N. C.)	7,654	191
240.	Port Huron (Mich.)	7,611	192
142.	Springfield (Mo.)	7,541	193
208.	Hagerstown (Md.)	7,513	194
197.	Elmira (N. Y.)	7,450	195
79.	Lima (Ohio)	7,374	196
85.	Lubbock (Tex.)	7,317	197
59.	Greenville (S. C.)	7,267	198
42.	Dubuque (Iowa)	7,222	199
5.	Altoona (Pa.)	7,194	200
223.	Manitowoc-Two Rivers (Wisc.)	7,119	201
244.	Quincy (Ill.)	6,902	202
241.	Portsmouth (Ohio)	6,813	203
248.	Salem (Ore.)	6,808	204
237.	Pasco-Kennewick-Richland (Wash.)	6,801	205
137.	Sioux Falls (S. D.)	6,693	206
211.	Joplin (Mo.)	6,627	207
260.	Zanesville (Ohio)	6,599	208
172.	Appleton (Wisc.)	6,596	209
196.	Elkhart (Ind.)	6,523	210
258.	Williamsport (Pa.)	6,455	211
188.	Cheyenne (Wyo.)	6,431	212
201.	Fargo (N. D.)	6,387	213
180.	Bloomington (Ill.)	6,325	214
231.	Newark (Ohio)	5,881	215
50.	Fort Smith (Ark.)	5,778	216
226.	Middletown (Conn.)	5,770	217
247.	Richmond (Ind.)	5,706	218
202.	Fayetteville (N. C.)	5,667	219
233.	New Castle (Pa.)	5,656	220
229.	Monroe-West Monroe (La.)	5,552	221
245.	Rapid City (S. D.)	5,494	222
177.	Bellingham (Wash.)	5,485	223
44.	Durham (N. C.)	5,471	224
182.	Bremerton (Wash.)	5,457	225
252.	Temple (Tex.)	5,394	226
205.	Galesburg (Ill.)	5,380	227
7.	Asheville (N. C.)	5,332	228
236.	Paducah (Ky.)	5,329	229
174.	Bangor (Me.)	5,318	230
101.	Ogden (Utah)	5,123	231
173.	Auburn (N. Y.)	5,063	232
126.	San Angelo (Tex.)	5,002	233
167.	Abilene (Tex.)	4,980	234
183.	Bristol (Tenn.-Va.)	4,938	235
191.	Cumberland (Md.)	4,936	236
193.	Danville (Va.)	4,891	237
239.	Petersburg-Hopewell (Va.)	4,867	238
253.	Texarkana (Tex.-Ark.)	4,863	239
225.	Marion (Ind.)	4,836	240
220.	Lebanon (Pa.)	4,782	241
222.	Lynchburg (Va.)	4,689	242
168.	Alexandria (La.)	4,537	243
171.	Anniston (Ala.)	4,405	244
234.	Odessa (Tex.)	4,401	245
219.	Lawton (Okla.)	4,356	246
221.	Lewiston-Auburn (Me.)	4,301	247
213.	Kokomo (Ind.)	4,218	248
261.	Spartanburg (S. C.)	4,198	249
227.	Midland (Tex.)	4,017	250
185.	Burlington (Vt.)	3,884	251
209.	Hutchinson (Kans.)	3,829	252
189.	Clarksburg (W. Va.)	3,710	253
243.	Provo (Utah)	3,698	254
198.	Enid (Okla.)	3,402	255
254.	Tyler (Tex.)	3,131	256
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	3,060	257
206.	Gastonia (N. C.)	2,837	258
54.	Gadsden (Ala.)	2,719	259
77.	Laredo (Tex.)	2,251	260

Total Above Metropolitan Areas....10,515,874

Beloit-Janesville, with $10,255 thousand, would rank 147 if included here. See footnote to pages 180, 190.

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Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1955 for LUMBER, BLDG., HARDWARE DEALERS SALES in Descending Order

Code Number	AREA and STATE	LUMBER, BUILDING MATERIALS, HARDWARE DEALERS SALES (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	738,303	1
83.	Los Angeles-Long Beach (Cal.)	435,037	2
28.	Chicago (Ill.)	396,152	3
41.	Detroit (Mich.)	269,831	4
106.	Philadelphia (Pa.)	219,997	5
18.	Boston (Mass.)	178,340	6
130.	San Francisco-Oakland (Cal.)	141,207	7
108.	Pittsburgh (Pa.)	136,910	8
124.	St. Louis (Mo.)	127,562	9
30.	Cleveland (Ohio)	121,907	10
92.	Minneapolis-St. Paul (Minn.)	109,824	11
72.	Kansas City (Mo.)	100,841	12
156.	Washington (D. C.)	100,320	13
21.	Buffalo (N. Y.)	98,467	14
64.	Houston (Tex.)	88,859	15
90.	Miami (Fla.)	75,580	16
12.	Baltimore (Md.)	75,077	17
35.	Dallas (Tex.)	71,329	18
29.	Cincinnati (Ohio)	70,280	19
8.	Atlanta (Ga.)	63,619	20
19.	Bridgeport-Stamford-Norwalk (Conn.)	63,021	21
91.	Milwaukee (Wisc.)	62,729	22
128.	San Bernardino-Riverside-Ontario (Cal.)	59,418	23
39.	Denver (Colo.)	58,226	24
111.	Portland (Ore.)	57,871	25
134.	Seattle (Wash.)	54,124	26
147.	Tampa-St. Petersburg (Fla.)	52,962	27
166.	Youngstown (Ohio)	52,409	28
129.	San Diego (Cal.)	51,461	29
33.	Columbus (Ohio)	49,516	30
66.	Indianapolis (Ind.)	49,226	31
107.	Phoenix (Ariz.)	49,069	32
84.	Louisville (Ky.)	46,557	33
97.	New Haven-Waterbury (Conn.)	45,017	34
141.	Springfield-Holyoke (Mass.)	44,774	35
112.	Providence-Pawtucket (R. I.)	44,259	36
49.	Flint (Mich.)	44,123	37
103.	Omaha (Nebr.)	42,066	38
63.	Hartford-New Britain (Conn.)	41,572	39
164.	Worcester (Mass.)	41,158	40
131.	San Jose (Cal.)	40,649	41
98.	New Orleans (La.)	40,472	42
121.	Sacramento (Cal.)	40,375	43
37.	Dayton (Ohio)	38,956	44
119.	Rochester (N. Y.)	38,893	45
52.	Fort Worth (Tex.)	38,409	46
53.	Fresno (Cal.)	37,828	47
159.	Wichita (Kans.)	36,475	48
56.	Grand Rapids (Mich.)	36,074	49
127.	San Antonio (Tex.)	35,139	50
153.	Tulsa (Okla.)	34,737	51
1.	Akron (Ohio)	34,127	52
102.	Oklahoma City (Okla.)	33,185	53
89.	Memphis (Tenn.)	33,161	54
2.	Albany-Schenectady-Troy (N. Y.)	32,847	55
4.	Allentown-Bethlehem-Easton (Pa.)	32,525	56
175.	Bakersfield (Cal.)	30,499	57
149.	Toledo (Ohio)	29,852	58
87.	Madison (Wisc.)	29,280	59
158.	Wheeling-Steubenville (W. Va.-Ohio)	28,828	60
145.	Syracuse (N. Y.)	27,146	61
22.	Canton (Ohio)	26,944	62
144.	Stockton (Cal.)	26,842	63
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	26,750	64
85.	Lubbock (Tex.)	26,339	65
69.	Jacksonville (Fla.)	25,029	66
96.	Nashville (Tenn.)	24,847	67
125.	Salt Lake City (Utah)	24,846	68
154.	Utica-Rome (N. Y.)	24,365	69
105.	Peoria (Ill.)	24,293	70
34.	Corpus Christi (Tex.)	24,117	71
76.	Lansing (Mich.)	24,098	72
17.	Birmingham (Ala.)	24,085	73
120.	Rockford (Ill.)	23,823	74
60.	Hamilton-Middletown (Ohio)	23,809	75
228.	Modesto (Cal.)	23,738	76
184.	Brownsville-Harlingen-McAllen (Tex.)	23,364	77
162.	Wilmington (Del.)	23,225	78
62.	Harrisburg (Pa.)	23,088	79
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	22,693	80
74.	Knoxville (Tenn.)	22,532	81
48.	Fall River-New Bedford (Mass.)	21,905	82
152.	Tucson (Ariz.)	21,784	83
40.	Des Moines (Iowa)	21,723	84
75.	Lancaster (Pa.)	21,617	85
100.	Norfolk-Portsmouth (Va.)	21,585	86
104.	Orlando (Fla.)	21,157	87
151.	Trenton (N. J.)	20,825	88
46.	Erie (Pa.)	20,643	89
259.	Yakima (Wash.)	20,095	90
138.	South Bend (Ind.)	20,084	91
135.	Shreveport (La.)	20,008	92
117.	Richmond (Va.)	20,000	93
165.	York (Pa.)	19,894	94
190.	Colorado Springs (Colo.)	19,571	95
15.	Beaumont-Port Arthur (Tex.)	19,448	96
139.	Spokane (Wash.)	19,430	97
116.	Reading (Pa.)	19,347	98
27.	Chattanooga (Tenn.)	18,998	99
122.	Saginaw (Mich.)	18,786	100
204.	Fort Lauderdale (Fla.)	18,710	101
71.	Kalamazoo (Mich.)	18,651	102
13.	Baton Rouge (La.)	18,081	103
201.	Fargo (N. D.)	17,993	104
140.	Springfield (Ill.)	17,971	105
146.	Tacoma (Wash.)	17,790	106
45.	El Paso (Tex.)	17,768	107
82.	Lorain-Elyria (Ohio)	17,415	108
11.	Austin (Tex.)	17,364	109
26.	Charlotte (N. C.)	16,982	110
51.	Fort Wayne (Ind.)	16,759	111
249.	Santa Barbara (Cal.)	16,709	112
20.	Brockton (Mass.)	16,656	113
43.	Duluth-Superior (Minn.-Wisc.)	16,425	114
23.	Cedar Rapids (Iowa)	16,141	115
65.	Huntington-Ashland (W. Va.-Ky.)	16,019	116
161.	Wilkes-Barre-Hazleton (Pa.)	15,918	117
58.	Greensboro-High Point (N. C.)	15,847	118
70.	Johnstown (Pa.)	15,819	119
25.	Charleston (W. Va.)	15,440	120
6.	Amarillo (Tex.)	15,196	121
3.	Albuquerque (N. Mex.)	14,962	122
80.	Lincoln (Nebr.)	14,879	123
47.	Evansville (Ind.)	14,849	124
114.	Racine (Wisc.)	14,819	125
136.	Sioux City (Iowa)	14,647	126
187.	Champaign-Urbana (Ill.)	14,645	127
181.	Boise (Idaho)	14,643	128
24.	Charleston (S. C.)	14,605	129
81.	Little Rock-North Little Rock (Ark.)	14,374	130
93.	Mobile (Ala.)	14,246	131
157.	Waterloo (Iowa)	14,081	132
170.	Ann Arbor (Mich.)	13,955	133
256.	West Palm Beach (Fla.)	13,950	134
217.	Lakeland (Fla.)	13,827	135
59.	Greenville (S. C.)	13,600	136
199.	Eugene (Ore.)	13,558	137
16.	Binghamton (N. Y.)	13,360	138
196.	Elkhart (Ind.)	13,236	139
183.	Bristol (Tenn.-Va.)	13,174	140
232.	New London-Norwich (Conn.)	13,155	141
210.	Jamestown (N. Y.)	13,112	142
230.	Muskegon (Mich.)	13,038	143
240.	Port Huron (Mich.)	13,034	144
200.	Everett (Wash.)	12,936	145
137.	Sioux Falls (S. D.)	12,856	146
155.	Waco (Tex.)	12,562	147
150.	Topeka (Kans.)	12,444	148
216.	Lake Charles (La.)	12,341	149
67.	Jackson (Mich.)	12,158	150
248.	Salem (Ore.)	11,997	151
86.	Macon (Ga.)	11,951	152
212.	Kankakee (Ill.)	11,749	153
169	Anderson (Ind.)	11,264	154
78.	Lexington (Ky.)	11,248	155
101.	Ogden (Utah)	11,192	156
142.	Springfield (Mo.)	11,117	157
192.	Danville (Ill.)	11,022	158
143.	Springfield (Ohio)	11,013	159
176.	Battle Creek (Mich.)	10,963	160
88.	Manchester (N. H.)	10,738	161
180	Bloomington (Ill.)	10,507	162
178.	Billings (Mont.)	10,462	163
95.	Muncie (Ind.)	10,402	164
55.	Galveston (Tex.)	10,298	165
115.	Raleigh (N. C.)	10,224	166
79.	Lima (Ohio)	10,216	167
9.	Atlantic City (N. J.)	10,189	168
57.	Green Bay (Wisc.)	10,180	169
250.	Sheboygan (Wisc.)	10,057	170
231.	Newark (Ohio)	9,812	171
195.	Eau Claire (Wisc.)	9,800	172
172.	Appleton (Wisc.)	9,789	173
68.	Jackson (Miss.)	9,749	174
197.	Elmira (N. Y.)	9,741	175
163.	Winston-Salem (N. C.)	9,721	176
14.	Bay City (Mich.)	9,603	177
237.	Pasco-Kennewick-Richland (Wash.)	9,338	178
36.	Decatur (Ill.)	9,336	179
235.	Oshkosh (Wisc.)	9,333	180
211.	Joplin (Mo.)	9,241	181
245.	Rapid City (S. D.)	9,174	182
224.	Mansfield (Ohio)	9,157	183
31.	Columbia (S. C.)	9,131	184
133.	Scranton (Pa.)	9,074	185
109.	Pittsfield (Mass.)	9,055	186
198.	Enid (Okla.)	9,051	187
73.	Kenosha (Wisc.)	9,020	188
94.	Montgomery (Ala.)	9,014	189
10.	Augusta (Ga.)	9,013	190
42.	Dubuque (Iowa)	8,997	191
218.	Las Vegas (Nev.)	8,793	192
208.	Hagerstown (Md.)	8,764	193
194.	Daytona Beach (Fla.)	8,749	194
247.	Richmond (Ind.)	8,653	195
7.	Asheville (N. C.)	8,555	196
207.	Great Falls (Mont.)	8,438	197
229.	Monroe-West Monroe (La.)	8,423	198
110.	Portland (Me.)	8,401	199
254.	Tyler (Tex.)	8,378	200
44.	Durham (N. C.)	8,357	201
61.	Hampton-Newport News-Warwick (Va.)	8,292	202
255.	Watertown (N. Y.)	8,245	203
226.	Middletown (Conn.)	8,238	204
209.	Hutchinson (Kans.)	8,164	205
50.	Fort Smith (Ark.)	8,132	206
251.	Spartanburg (S. C.)	7,943	207
113.	Pueblo (Colo.)	7,843	208
225.	Marion (Ind.)	7,814	209
173.	Auburn (N. Y.)	7,760	210
118.	Roanoke (Va.)	7,659	211
177.	Bellingham (Wash.)	7,654	212
244.	Quincy (Ill.)	7,554	213
191.	Cumberland (Md.)	7,510	214
233.	New Castle (Pa.)	7,494	215
167.	Abilene (Tex.)	7,458	216
160.	Wichita Falls (Tex.)	7,435	217
193.	Danville (Va.)	7,379	218
223.	Manitowoc-Two Rivers (Wisc.)	7,266	219
213.	Kokomo (Ind.)	7,210	220
234.	Odessa (Tex.)	7,149	221
215.	Lafayette (Ind.)	7,124	222
5.	Altoona (Pa.)	7,026	223
132.	Savannah (Ga.)	6,989	224
219.	Lawton (Okla.)	6,975	225
148.	Terre Haute (Ind.)	6,967	226
214.	La Crosse (Wisc.)	6,856	227
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	6,758	228
222.	Lynchburg (Va.)	6,718	229
260.	Zanesville (Ohio)	6,686	230
126.	San Angelo (Tex.)	6,677	231
238.	Pensacola (Fla.)	6,640	232
205.	Galesburg (Ill.)	6,474	233
123.	St. Joseph (Mo.)	6,430	234
252.	Temple (Tex.)	6,261	235
246.	Reno (Nev.)	6,030	236
182.	Bremerton (Wash.)	5,873	237
54.	Gadsden (Ala.)	5,866	238
239.	Petersburg-Hopewell (Va.)	5,840	239
243.	Provo (Utah)	5,826	240
258.	Williamsport (Pa.)	5,781	241
227.	Midland (Tex.)	5,779	242
189.	Clarksburg (W. Va.)	5,650	243
32.	Columbus (Ga.)	5,495	244
168.	Alexandria (La.)	5,452	245
188.	Cheyenne (Wyo.)	5,391	246
179.	Biloxi-Gulfport (Miss.)	5,278	247
174.	Bangor (Me.)	5,129	248
220.	Lebanon (Pa.)	5,061	249
206.	Gastonia (N. C.)	5,009	250
257.	Wilmington (N. C.)	4,954	251
253.	Texarkana (Tex.-Ark.)	4,820	252
202.	Fayetteville (N. C.)	4,639	253
241.	Portsmouth (Ohio)	4,411	254
185.	Burlington (Vt.)	4,003	255
221.	Lewiston-Auburn (Me.)	3,720	256
171.	Anniston (Ala.)	3,468	257
186.	Butte-Anaconda (Mont.)	3,303	258
77.	Laredo (Tex.)	3,292	259
236.	Paducah (Ky.)	2,942	260

Total Above Metropolitan Areas . . . 7,857,087

Beloit-Janesville, with $13,893 thousand, would rank 135 if included here. See footnote to pages 180, 190.

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...where More Advertising is

by More Dealers and Wholesalers than in any other Hardware Trade Magazine

The Effectiveness of good advertising copy featuring a good product depends on its READERSHIP. When you advertise in HARDWARE AGE you can be sure that your sales messages will be *seen and read* by your best customers and prospects among dealers and wholesalers in the $3 Billion National Retail Hardware Market.

You can be *sure* of this for *three important reasons:*

The circulation of HARDWARE AGE provides the most *effective coverage* of the market. 24,026 store owners, managers and retail salesmen voluntarily subscribe to HARDWARE AGE, giving you intensive national coverage of the high-volume dealers who account for 92% of all retail hardware store sales. This A.B.C. paid circulation follows closely the geographical pattern of the retail trade, both in number of stores and in volume of sales.

Among hardware wholesalers (who handle about 75% of all merchandise sold through hardware channels), HARDWARE AGE has 6,796 paid subscribers among executives, buyers, merchandising managers and wholesalers' salesmen in 542 of the 547 general hardware wholesalers in the country.

The second in a series of Hardware Business Magazine Readership and Reader Preference Studies by National Analysts, Inc., reveals the extent to which hardware merchants *actually read* the four national hardware magazines.

These results show that over 90% of the Hardware Dealers receive and *read* one or more hardware magazines. Of these *readers*, 84.4% read HARDWARE AGE.

Among dealers and general hardware wholesalers who *read* one or more *national* hardware magazines, the *readership* of HARDWARE AGE is still more striking:

	All Dealers	Major* Dealers	Wholesalers
2nd Magazine	42.2%	43.3%	66.7%
3rd Magazine	38.6%	41.0%	54.4%
4th Magazine	26.3%	26.3%	27.2%
By using *all three* of the other national hardware magazines in addition to HARDWARE AGE, you add unduplicated readership of only	14.1%	11.2%	0.7%

*Those doing $50,000 per year and over.

In 1955 (as in every year) Advertisers put HARDWARE AGE at the TOP. The advertising record among the four *national* hardware trade magazines reflects the judgment of seasoned advertisers whose products sell in the Retail Hardware Market.

TOTAL ADVERTISING

	Pages	Advertisers
Second Paper	2,189	813
Third Paper	849	356
Fourth Paper	276	180

EXCLUSIVE ADVERTISING

	Pages	Advertisers
Second Paper	307	186
Third Paper	146	84
Fourth Paper	39	38

Remember, good advertising copy needs good Readership before it can produce good results. You'll get both in

HARDWARE AGE can help you solve many of your hardware marketing problems by providing greater *readership* for your advertising messages. Write for specific details.

HARDWARE AGE
"THE HARDWARE DEALERS' MAGAZINE"
A Chilton Publication ABC Member NBP
CHESTNUT and 56th ST., PHILADELPHIA 39, PA.

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1955, for TOTAL NET EFFECTIVE BUYING INCOME in Descending Order

Code Number	AREA and STATE	NET E. B. I. SM Estimates (Add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	28,954,669	1
28.	Chicago (Ill.)	13,380,431	2
83.	Los Angeles-Long Beach (Cal.)	11,272,051	3
106.	Philadelphia (Pa.)	7,695,112	4
41.	Detroit (Mich.)	7,386,946	5
130.	San Francisco-Oakland (Cal.)	5,696,328	6
18.	Boston (Mass.)	5,472,790	7
156.	Washington (D. C.)	3,979,860	8
108.	Pittsburgh (Pa.)	3,969,271	9
30.	Cleveland (Ohio)	3,597,116	10
124.	St. Louis (Mo.)	3,353,779	11
92.	Minneapolis-St. Paul (Minn.)	2,381,663	12
12.	Baltimore (Md.)	2,380,849	13
21.	Buffalo (N. Y.)	1,978,712	14
64.	Houston (Tex.)	1,937,585	15
91.	Milwaukee (Wisc.)	1,913,081	16
72.	Kansas City (Mo.)	1,849,781	17
29.	Cincinnati (Ohio)	1,846,653	18
134.	Seattle (Wash.)	1,628,460	19
129.	San Diego (Cal.)	1,551,950	20
35.	Dallas (Tex.)	1,506,285	21
90.	Miami (Fla.)	1,388,015	22
19.	Bridgeport-Stamford-Norwalk (Conn.)	1,369,506	23
6.	Atlanta (Ga.)	1,361,091	24
63.	Hartford-New Britain (Conn.)	1,334,179	25
111.	Portland (Ore.)	1,301,021	26
66.	Indianapolis (Ind.)	1,292,358	27
39.	Denver (Colo.)	1,247,924	28
33.	Columbus (Ohio)	1,220,110	29
98.	New Orleans (La.)	1,211,460	30
112.	Providence-Pawtucket (R. I.)	1,204,268	31
97.	New Haven-Waterbury (Conn.)	1,198,288	32
84.	Louisville (Ky.)	1,117,330	33
37.	Dayton (Ohio)	1,072,359	34
166.	Youngstown (Ohio)	1,022,863	35
119.	Rochester (N. Y.)	964,852	36
2.	Albany-Schenectady-Troy (N. Y.)	949,741	37
149.	Toledo (Ohio)	943,827	38
164.	Worcester (Mass.)	927,233	39
128.	San Bernardino-Riverside-Ontario (Cal.)	911,495	40
17.	Birmingham (Ala.)	889,479	41
100.	Norfolk-Portsmouth (Va.)	868,543	42
1.	Akron (Ohio)	858,026	43
89.	Memphis (Tenn.)	847,549	44
52.	Fort Worth (Tex.)	844,333	45
141.	Springfield-Holyoke (Mass.)	843,219	46
131.	San Jose (Cal.)	816,013	47
147.	Tampa-St. Petersburg (Fla.)	785,996	48
4.	Allentown-Bethlehem-Easton (Pa.)	781,317	49
127.	San Antonio (Tex.)	764,766	50
121.	Sacramento (Cal.)	764,405	51
107.	Phoenix (Ariz.)	705,500	52
103.	Omaha (Nebr.)	697,153	53
102.	Oklahoma City (Okla.)	662,111	54
49.	Flint (Mich.)	651,865	55
162.	Wilmington (Del.)	631,687	56
145.	Syracuse (N. Y.)	625,478	57
117.	Richmond (Va.)	615,199	58
86.	Grand Rapids (Mich.)	589,545	59
48.	Fall River-New Bedford (Mass.)	588,348	60
69.	Jacksonville (Fla.)	573,289	61
96.	Nashville (Tenn.)	554,116	62
158.	Wheeling-Steubenville (W. Va.-Ohio)	553,248	63
22.	Canton (Ohio)	544,768	64
159.	Wichita (Kans.)	542,521	65
146.	Tacoma (Wash.)	532,019	66
62.	Harrisburg (Pa.)	531,030	67
153.	Tulsa (Okla.)	528,695	68
161.	Wilkes-Barre-Hazleton (Pa.)	524,068	69
151.	Trenton (N. J.)	515,059	70
138.	South Bend (Ind.)	512,880	71
125.	Salt Lake City (Utah)	512,650	72
105.	Peoria (Ill.)	500,257	73
53.	Fresno (Cal.)	499,235	74
40.	Des Moines (Iowa)	496,059	75
139.	Spokane (Wash.)	485,789	76
74.	Knoxville (Tenn.)	481,181	77
116.	Reading (Pa.)	474,131	78
25.	Charleston (W Va.)	470,933	79
36.	Davenport-Rock Island-Moline (Ill.-Iowa)	463,891	80
75.	Lancaster (Pa.)	461,694	81
175.	Bakersfield (Cal.)	448,631	82
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	443,868	83
154.	Utica-Rome (N. Y.)	427,802	84
43.	Duluth-Superior (Minn.-Wisc.)	411,543	85
76.	Lansing (Mich.)	410,408	86
46.	Erie (Pa.)	406,788	87
61.	Fort Wayne (Ind.)	402,962	88
45.	El Paso (Tex.)	390,387	89
26.	Charlotte (N. C.)	385,921	90
144.	Stockton (Cal.)	385,787	91
70.	Johnstown (Pa.)	373,511	92
15.	Beaumont-Port Arthur (Tex.)	372,429	93
135.	Shreveport (La.)	365,814	94
27.	Chattanooga (Tenn.)	358,260	95
133.	Scranton (Pa.)	357,838	96
87.	Madison (Wisc.)	352,763	97
47.	Evansville (Ind.)	350,178	98
34.	Corpus Christi (Tex.)	349,253	99
13.	Baton Rouge (La.)	348,274	100
65.	Huntington-Ashland (W. Va.-Ky.)	346,550	101
184.	Brownsville-Harlingen-McAllen (Tex.)	344,516	102
165.	York (Pa.)	344,197	103
3.	Albuquerque (N. M.)	338,798	104
58.	Greensboro-High Point (N. C.)	336,936	105
10.	Augusta (Ga.)	336,181	106
93.	Mobile (Ala.)	336,129	107
81.	Little Rock-North Little Rock (Ark.)	334,354	108
82.	Lorain-Elyria (Ohio)	330,418	109
32.	Columbus (Ga.)	329,268	110
20.	Brockton (Mass.)	323,203	111
120.	Rockford (Ill.)	322,492	112
16.	Binghamton (N. Y.)	321,408	113
152.	Tucson (Ariz.)	315,997	114
60.	Hamilton-Middletown (Ohio)	298,371	115
61.	Hampton-Newport News-Warwick (Va.)	290,605	116
11.	Austin (Tex.)	282,495	117
122.	Saginaw (Mich.)	280,631	118
170.	Ann Arbor (Mich.)	279,259	119
204.	Fort Lauderdale (Fla.)	274,650	120
232.	New London-Norwich (Conn.)	274,358	121
85.	Lubbock (Tex.)	272,555	122
88.	Manchester (N. H.)	266,849	123
110.	Portland (Me.)	266,097	124
71.	Kalamazoo (Mich.)	262,262	125
59.	Greenville (S. C.)	262,159	126
104.	Orlando (Fla.)	260,249	127
6.	Amarillo (Tex.)	256,712	128
163.	Winston-Salem (N. C.)	253,644	129
256.	West Palm Beach (Fla.)	244,832	130
140.	Springfield (Ill.)	244,729	131
199.	Eugene (Ore.)	244,455	132
80.	Lincoln (Nebr.)	241,863	133
187.	Champaign-Urbana (Ill.)	241,462	134
31.	Columbia (S. C.)	239,858	135
176.	Battle Creek (Mich.)	237,411	136
24.	Charleston (S. C.)	235,969	137
9.	Atlantic City (N. J.)	235,602	138
118.	Roanoke (Va.)	228,738	139
114.	Racine (Wisc.)	228,644	140
132.	Savannah (Ga.)	228,409	141
109.	Pittsfield (Mass.)	223,229	142
115.	Raleigh (N. C.)	220,664	143
68.	Jackson (Miss.)	217,896	144
143.	Springfield (Ohio)	213,780	145
55.	Galveston (Tex.)	213,564	146
150.	Topeka (Kans.)	213,189	147
230.	Muskegon (Mich.)	212,508	148
160.	Wichita Falls (Tex.)	212,388	149
94.	Montgomery (Ala.)	211,035	150
228.	Modesto (Cal.)	210,890	151
23.	Cedar Rapids (Iowa)	210,424	152
249.	Santa Barbara (Cal.)	210,400	153
86.	Macon (Ga.)	208,995	154
200.	Everett (Wash.)	208,226	155
210.	Jamestown (N. Y.)	207,208	156
157.	Waterloo (Iowa)	203,532	157
259.	Yakima (Wash.)	203,204	158
218.	Las Vegas (Nev.)	202,906	159
238.	Pensacola (Fla.)	202,703	160
136.	Sioux City (Iowa)	201,074	161
217.	Lakeland (Fla.)	200,119	162
67.	Jackson (Mich.)	199,416	163
183.	Bristol (Tenn.-Va.)	198,540	164
169.	Anderson (Ind.)	196,148	165
38.	Decatur (Ill.)	193,697	166
251.	Spartanburg (S. C.)	192,241	167
155.	Waco (Tex.)	191,898	168
5.	Altoona (Pa.)	190,222	169
181.	Boise (Idaho)	189,116	170
224.	Mansfield (Ohio)	187,765	171
78.	Lexington (Ky.)	183,873	172
148.	Terre Haute (Ind.)	183,395	173
95.	Muncie (Ind.)	182,485	174
233.	New Castle (Pa.)	176,614	175
196.	Elkhart (Ind.)	174,576	176
216.	Lake Charles (La.)	172,417	177
7.	Asheville (N. C.)	171,538	178
142.	Springfield (Mo.)	170,424	179
237.	Pasco-Kennewick-Richland (Wash.)	168,340	180
44.	Durham (N. C.)	167,368	181
57.	Green Bay (Wisc.)	165,440	182
79.	Lima (Ohio)	165,360	183
123.	St. Joseph (Mo.)	160,801	184
190.	Colorado Springs (Colo.)	160,255	185
240.	Port Huron (Mich.)	158,342	186
246.	Reno (Nev.)	157,162	187
235.	Oshkosh (Wisc.)	156,256	188
258.	Williamsport (Pa.)	155,619	189
202.	Fayetteville (N. C.)	154,476	190
179.	Biloxi-Gulfport (Miss.)	154,473	191
215.	Lafayette (Ind.)	153,315	192
14.	Bay City (Mich.)	152,106	193
206.	Gastonia (N. C.)	150,835	194
180.	Bloomington (Ill.)	150,002	195
73.	Kenosha (Wisc.)	148,362	196
101.	Ogden (Utah)	147,896	197
192.	Danville (Ill.)	147,320	198
174.	Bangor (Me.)	145,957	199
211.	Joplin (Mo.)	144,690	200
197.	Elmira (N. Y.)	143,737	201
195.	Eau Claire (Wisc.)	143,333	202
248.	Salem (Ore.)	140,293	203
220.	Lebanon (Pa.)	138,584	204
182.	Bremerton (Wash.)	138,305	205
232.	Temple (Tex.)	136,874	206
113.	Pueblo (Colo.)	136,478	207
250.	Sheboygan (Wisc.)	136,331	208
172.	Appleton (Wisc.)	136,282	209
226.	Middletown (Conn.)	132,304	210
241.	Portsmouth (Ohio)	131,246	211
137.	Sioux Falls (S. D.)	130,998	212
221.	Lewiston-Auburn (Me.)	130,229	213
194.	Daytona Beach (Fla.)	129,830	214
247.	Richmond (Ind.)	126,024	215
234.	Odessa (Tex.)	125,663	216
239.	Petersburg-Hopewell (Va.)	124,430	217
42.	Dubuque (Iowa)	123,821	218
193.	Danville (Va.)	122,467	219
231.	Newark (Ohio)	121,522	220
186.	Butte-Anaconda (Mont.)	121,062	221
54.	Gadsden (Ala.)	120,383	222
255.	Watertown (N. Y.)	119,346	223
207.	Great Falls (Mont.)	119,042	224
126.	San Angelo (Tex.)	118,939	225
167.	Abilene (Tex.)	118,850	226
178.	Billings (Mont.)	118,711	227
212.	Kankakee (Ill.)	116,526	228
229.	Monroe-West Monroe (La.)	116,061	229
260.	Zanesville (Ohio)	116,021	230
189.	Clarksburg (W. Va.)	115,336	231
168.	Alexandria (La.)	115,190	232
214.	La Crosse (Wisc.)	115,126	233
208.	Hagerstown (Md.)	114,017	234
243.	Provo (Utah)	111,533	235
219.	Lawton (Okla.)	109,720	236
253.	Texarkana (Tex.-Ark.)	109,430	237
191.	Cumberland (Md.)	108,502	238
222.	Lynchburg (Va.)	108,499	239
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	106,577	240
201.	Fargo (N. D.)	105,805	241
223.	Manitowoc-Two Rivers (Wisc.)	105,332	242
213.	Kokomo (Ind.)	104,554	243
177.	Bellingham (Wash.)	104,030	244
227.	Midland (Tex.)	102,756	245
188.	Cheyenne (Wyo.)	102,012	246
254.	Tyler (Tex.)	101,883	247
225.	Marion (Ind.)	99,663	248
236.	Paducah (Ky.)	99,262	249
244.	Quincy (Ill.)	99,072	250
173.	Auburn (N. Y.)	98,805	251
171.	Anniston (Ala.)	95,677	252
205.	Galesburg (Ill.)	93,211	253
257.	Wilmington (N. C.)	92,394	254
185.	Burlington (Vt.)	91,706	255
50.	Fort Smith (Ark.)	91,605	256
209.	Hutchinson (Kans.)	89,619	257
198.	Enid (Okla.)	81,086	258
245.	Rapid City (S. D.)	78,339	259
77.	Laredo (Tex.)	54,659	260

Total Above Metropolitan Areas....197,910,836

Beloit-Janesville, with $177,585 thousand, would rank 175 if included here. See footnote to pages 180, 190.

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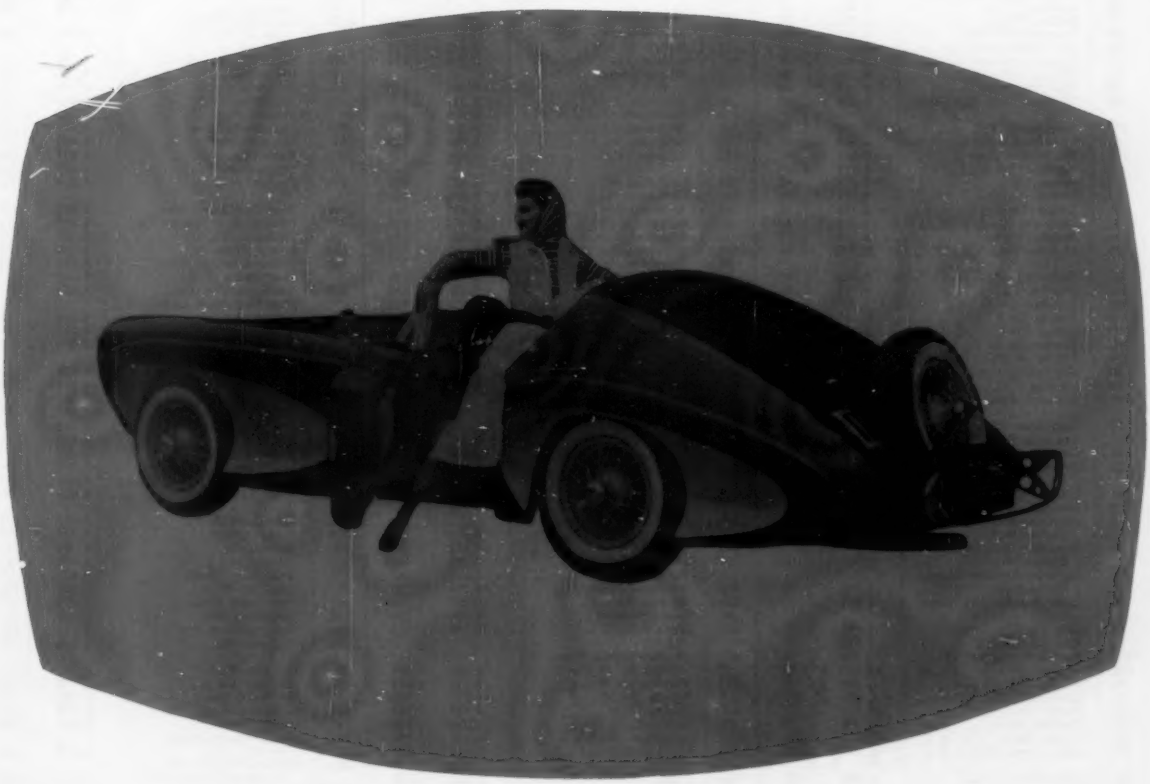


Here's one automotive designer's idea of the shape of things to come in cars. His story, reported in a recent issue of PARADE, the Sunday magazine, was read by eight readers in every ten.

Important, look-ahead stories like this make PARADE the best-read magazine in the country, according to independent surveys, and give advertisers twice as many readers per dollar as the big weekday magazines.

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Dream Car · 1966 Model



Parade...The Sunday magazine section of more than 50 fine newspapers in as many key markets... with more than fifteen million readers every week.

Per Family Income Ranking of Metropolitan County Areas

SM Estimates, 1955, for PER FAMILY INCOME in Descending Order

Code Number	AREA and STATE	PER FAMILY INCOME SM	Rank in Group
19.	Bridgeport-Stamford-Norwalk (Conn.)	7,893	1
156.	Washington (D. C.)	7,781	2
227.	Midland (Tex.)	7,556	3
187.	Champaign-Urbana (Ill.)	7,407	4
30.	Cleveland (Ohio)	7,386	5
63.	Hartford-New Britain (Conn.)	7,371	6
151.	Trenton (N. J.)	7,358	7
41.	Detroit (Mich.)	7,320	8
246.	Reno (Nev.)	7,242	9
138.	South Bend (Ind.)	7,234	10
149.	Toledo (Ohio)	7,205	11
28.	Chicago (Ill.)	7,088	12
33.	Columbus (Ohio)	7,020	13
162.	Wilmington (Del.)	6,965	14
37.	Dayton (Ohio)	6,892	15
76.	Lansing (Mich.)	6,886	16
32.	Columbus (Ga.)	6,860	17
87.	Madison (Wisc.)	6,758	18
170.	Ann Arbor (Mich.)	6,729	19
97.	New Haven-Waterbury (Conn.)	6,717	20
49.	Flint (Mich.)	6,706	21
218.	Las Vegas (Nev.)	6,697	22
99.	New York-N. E. New Jersey (N. Y.-N. J.)	6,693	23
86.	Indianapolis (Ind.)	6,669	24
91.	Milwaukee (Wisc.)	6,640	25
75.	Lancaster (Pa.)	6,615	26
130.	San Francisco-Oakland (Cal.)	6,570	27
106.	Philadelphia (Pa.)	6,564	28
215.	Lafayette (Ind.)	6,552	29
114.	Racine (Wisc.)	6,423	30
234.	Odessa (Tex.)	6,411	31
82.	Lorain-Elyria (Ohio)	6,403	32
85.	Lubbock (Tex.)	6,368	33
18.	Boston (Mass.)	6,341	34
166.	Youngstown (Ohio)	6,322	35
51.	Fort Wayne (Ind.)	6,306	36
237.	Pasco-Kennewick (Wash.)	6,305	37
160.	Wichita Falls (Tex.)	6,284	38
26.	Charlotte (N. C.)	6,265	39
92.	Minneapolis-St. Paul (Minn.)	6,264	40
121.	Sacramento (Cal.)	6,260	41
60.	Hamilton-Middletown (Ohio)	6,242	42
226.	Middletown (Conn.)	6,241	43
6.	Amarillo (Tex.)	6,231	44
1.	Akron (Ohio)	6,227	45
224.	Mansfield (Ohio)	6,197	46
35.	Dallas (Tex.)	6,196	47
188.	Cheyenne (Wyo.)	6,183	48
134.	Seattle (Wash.)	6,164	49
45.	El Paso (Tex.)	6,148	50
117.	Richmond (Va.)	6,146	51
116.	Reading (Pa.)	6,118	52
42.	Dubuque (Iowa)	6,100	53
8.	Atlanta (Ga.)	6,084	54
90.	Miami (Fla.)	6,047	55
202.	Fayetteville (N. C.)	6,034	56
108.	Pittsburgh (Pa.)	6,029	57
40.	Des Moines (Iowa)	6,023	58
64.	Houston (Tex.)	6,021	59
157.	Waterloo (Iowa)	6,004	60
71.	Kalamazoo (Mich.)	6,001	61
131.	San Jose (Cal.)	5,989	62
56.	Grand Rapids (Mich.)	5,967	63
58.	Greensboro-High Point (N. C.)	5,964	64
196.	Elkhart (Ind.)	5,962	65
120.	Rockford (Ill.)	5,961	66
4.	Allentown-Bethlehem-Easton (Pa.)	5,960	67
36.	Davenport-Rock Island-Moline (Ill.)	5,955	68
61.	Hampton-Newport News-Warwick (Va.)	5,931	69
141.	Springfield-Holyoke (Mass.)	5,921	70
48.	Erie (Pa.)	5,913	71
73.	Kenosha (Wisc.)	5,911	72
100.	Norfolk-Portsmouth (Va.)	5,904	73
124.	St. Louis (Mo.)	5,888	74
72.	Kansas City (Mo.)	5,884	75
13.	Baton Rouge (La.)	5,883	76
105.	Peoria (Ill.)	5,872	77
146.	Tacoma (Wash.)	5,859	78
22.	Canton (Ohio)	5,851	79
176.	Battle Creek (Mich.)	5,848	80
249.	Santa Barbara (Cal.)	5,844	81
29.	Cincinnati (Ohio)	5,844	81
119.	Rochester (N. Y.)	5,841	83
3.	Albuquerque (N. M.)	5,801	84
201.	Fargo (N. D.)	5,782	85
207.	Great Falls (Mont.)	5,779	86
44.	Durham (N. C.)	5,771	87
143.	Springfield (Ohio)	5,762	88
115.	Raleigh (N. C.)	5,761	89
83.	Los Angeles-Long Beach (Cal.)	5,760	90
175.	Bakersfield (Cal.)	5,759	91
118.	Roanoke (Va.)	5,747	92
232.	New London-Norwich (Conn.)	5,728	93
62.	Harrisburg (Pa.)	5,722	94
23.	Cedar Rapids (Iowa)	5,718	95
122.	Saginaw (Mich.)	5,715	96
129.	San Diego (Cal.)	5,710	97
112.	Providence-Pawtucket (R. I.)	5,707	98
103.	Omaha (Nebr.)	5,696	99
139.	Spokane (Wash.)	5,695	100
252.	Temple (Tex.)	5,679	101
15.	Beaumont-Port Arthur (Tex.)	5,669	102
80.	Lincoln (Nebr.)	5,664	103
125.	Salt Lake City (Utah)	5,652	104
67.	Jackson (Mich.)	5,649	105
12.	Baltimore (Md.)	5,648	106
233.	New Castle (Pa.)	5,643	107
136.	Sioux City (Iowa)	5,632	108
57.	Green Bay (Wisc.)	5,627	109
79.	Lima (Ohio)	5,624	110
31.	Columbia (S. C.)	5,604	111
212.	Kankakee (Ill.)	5,602	112
34.	Corpus Christi (Tex.)	5,597	113
153.	Tulsa (Okla.)	5,595	114
11.	Austin (Tex.)	5,594	115
213.	Kokomo (Ind.)	5,591	116
88.	Manchester (N. H.)	5,583	117
180.	Bloomington (Ill.)	5,576	118
144.	Stockton (Cal.)	5,575	119
145.	Syracuse (N. Y.)	5,570	120
89.	Memphis (Tenn.)	5,565	121
95.	Muncie (Ind.)	5,547	122
21.	Buffalo (N. Y.)	5,540	123
167.	Abilene (Tex.)	5,528	124
2.	Albany-Schenectady-Troy (N. Y.)	5,525	125
96.	Nashville (Tenn.)	5,519	126
126.	San Angelo (Tex.)	5,506	127
164.	Worcester (Mass.)	5,500	128
84.	Louisville (Ky.)	5,499	129
172.	Appleton (Wisc.)	5,495	130
214.	La Crosse (Wisc.)	5,482	131
247.	Richmond (Ind.)	5,478	132
169.	Anderson (Ind.)	5,474	133
52.	Fort Worth (Tex.)	5,468	134
16.	Binghamton (N. Y.)	5,466	135
163.	Winston-Salem (N. C.)	5,466	135
55.	Galveston (Tex.)	5,462	137
38.	Decatur (Ill.)	5,456	138
39.	Denver (Colo.)	5,435	139
25.	Charleston (W. Va.)	5,419	140
78.	Lexington (Ky.)	5,408	141
140.	Springfield (Ill.)	5,402	142
14.	Bay City (Mich.)	5,394	143
250.	Sheboygan (Wisc.)	5,389	144
235.	Oshkosh (Wisc.)	5,388	145
158.	Wheeling-Steubenville (W. Va.-Ohio)	5,371	146
109.	Pittsfield (Mass.)	5,366	147
165.	York (Pa.)	5,361	148
221.	Lewiston-Auburn (Me.)	5,359	149
47.	Evansville (Ind.)	5,298	150
239.	Petersburg (Va.)	5,295	151
9.	Atlantic City (N. J.)	5,294	152
242.	Poughkeepsie-Newburgh-Beacon (N. Y.)	5,272	153
148.	Terre Haute (Ind.)	5,270	154
220.	Lebanon (Pa.)	5,269	155
110.	Portland (Me.)	5,248	156
102.	Oklahoma City (Okla.)	5,242	157
159.	Wichita (Kans.)	5,227	158
98.	New Orleans (La.)	5,199	159
137.	Sioux Falls (S. D.)	5,178	160
223.	Manitowoc-Two Rivers (Wisc.)	5,163	161
240.	Port Huron (Mich.)	5,158	162
53.	Fresno (Cal.)	5,157	163
101.	Ogden (Utah)	5,153	164
59.	Greenville (S. C.)	5,150	165
230.	Muskegon (Mich.)	5,145	166
204.	Fort Lauderdale (Fla.)	5,143	167
178.	Billings (Mont.)	5,139	168
150.	Topeka (Kans.)	5,137	169
17.	Birmingham (Ala.)	5,130	170
231.	Newark (Ohio)	5,128	171
205.	Galesburg (Ill.)	5,121	172
216.	Lake Charles (La.)	5,116	173
69.	Jacksonville (Fla.)	5,105	174
192.	Danville (Ill.)	5,098	175
152.	Tucson (Ariz.)	5,072	176
43.	Duluth-Superior (Minn.)	5,068	177
20.	Brockton (Mass.)	5,066	178
179.	Biloxi-Gulfport (Miss.)	5,048	179
185.	Burlington (Vt.)	5,039	180
189.	Clarksburg (W. Va.)	5,037	181
135.	Shreveport (La.)	5,032	182
199.	Eugene (Ore.)	5,030	183
127.	San Antonio (Tex.)	5,002	184
123.	St. Joseph (Mo.)	4,994	185
174.	Bangor (Me.)	4,981	186
222.	Lynchburg (Va.)	4,977	187
74.	Knoxville (Tenn.)	4,971	188
198.	Enid (Okla.)	4,944	189
195.	Eau Claire (Wisc.)	4,943	190
182.	Bremerton (Wash.)	4,939	191
258.	Williamsport (Pa.)	4,925	192
197.	Elmira (N. Y.)	4,923	193
161.	Wilkes-Barre-Hazleton (Pa.)	4,921	194
219.	Lawton (Okla.)	4,920	195
111.	Portland (Ore.)	4,906	196
68.	Jackson (Miss.)	4,875	197
154.	Utica-Rome (N. Y.)	4,870	198
206.	Gastonia (N. C.)	4,866	199
225.	Marion (Ind.)	4,862	200
133.	Scranton (Pa.)	4,849	201
94.	Montgomery (Ala.)	4,840	202
7.	Asheville (N. C.)	4,832	203
48.	Fall River-New Bedford (Mass.)	4,830	204
107.	Phoenix (Ariz.)	4,816	205
260.	Zanesville (Ohio)	4,814	206
104.	Orlando (Fla.)	4,811	207
228.	Modesto (Cal.)	4,788	208
10.	Augusta (Ga.)	4,775	209
65.	Huntington-Ashland (W. Va.-Ky.)	4,773	210
186.	Butte-Anaconda (Mont.)	4,766	211
86.	Macon (Ga.)	4,761	212
132.	Savannah (Ga.)	4,719	213
70.	Johnstown (Pa.)	4,716	214
5.	Altoona (Pa.)	4,708	215
209.	Hutchinson (Kans.)	4,692	216
208.	Hagerstown (Md.)	4,692	216
245.	Rapid City (S. D.)	4,691	218
27.	Chattanooga (Tenn.)	4,689	219
200.	Everett (Wash.)	4,679	220
256.	West Palm Beach (Fla.)	4,672	221
229.	Monroe-West Monroe (La.)	4,661	222
238.	Pensacola (Fla.)	4,660	223
183.	Bristol (Tenn.-Va.)	4,650	224
190.	Colorado Springs (Colo.)	4,632	225
251.	Spartanburg (S. C.)	4,632	226
128.	San Bernardino (Cal.)	4,625	227
81.	Little Rock-North Little Rock (Ark.)	4,618	228
173.	Auburn (N. Y.)	4,617	229
155.	Waco (Tex.)	4,613	230
243.	Provo (Utah)	4,571	231
24.	Charleston (S. C.)	4,564	232
92.	Mobile (Ala.)	4,561	233
257.	Wilmington (N. C.)	4,551	234
244.	Quincy (Ill.)	4,545	235
113.	Pueblo (Colo.)	4,534	236
255.	Watertown (N. Y.)	4,504	237
181.	Boise (Ida.)	4,492	238
147.	Tampa-St. Petersburg (Fla.)	4,486	239
254.	Tyler (Tex.)	4,469	240
210.	Jamestown (N. Y.)	4,437	241
259.	Yakima (Wash.)	4,437	241
193.	Danville (Va.)	4,421	243
248.	Salem (Ore.)	4,412	244
177.	Bellingham (Wash.)	4,408	245
217.	Lakeland (Fla.)	4,398	246
241.	Portsmouth (Ohio)	4,375	247
142.	Springfield (Mo.)	4,359	248
194.	Daytona Beach (Fla.)	4,313	249
54.	Gadsden (Ala.)	4,284	250
236.	Paducah (Ky.)	4,260	251
171.	Anniston (Ala.)	4,178	252
50.	Fort Smith (Ark.)	4,108	253
168.	Alexandria (La.)	4,028	254
191.	Cumberland (Md.)	4,019	255
184.	Brownsville-Harlingen-McAllen (Tex.)	4,015	256
203.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	3,977	257
211.	Joplin (Mo.)	3,838	258
77.	Laredo (Tex.)	3,744	259
253.	Texarkana (Tex.-Ark.)	3,519	260
	Total Above Metropolitan Areas	1,429,424	

Beloit-Janesville, with $5,803, would rank 84 if included above. See footnote on pages 180, 190.



That's what you'll find in The National Geographic's recently published readership study, titled *"Graphic Evidence"*.

This report will give you sharper focus on the more than 2,000,000 families who read this famous magazine. Some highlights:

Median income: now $7,094, or 75% above national figure. One of three earns $10,000 or more. ***Source of income:*** among those in business, almost one-third are executives (owners, partners, corporate officers, etc.); about 25% in managerial or supervisory positions; 12% in professional or technical work.

Property ownership: 8 in 10 own homes. Over one in five also have a Summer home or second residence. And 93 in 100 own at least one car; 37 out of 100, two or more cars.

Purchasing plans: within 12 months, 5.8% of them plan to buy power tools, 8% want room air conditioners, 5.6% intend to purchase hi-fi equipment, 5.5% want food freezers, 7.6% expect to buy cameras or photo equipment.

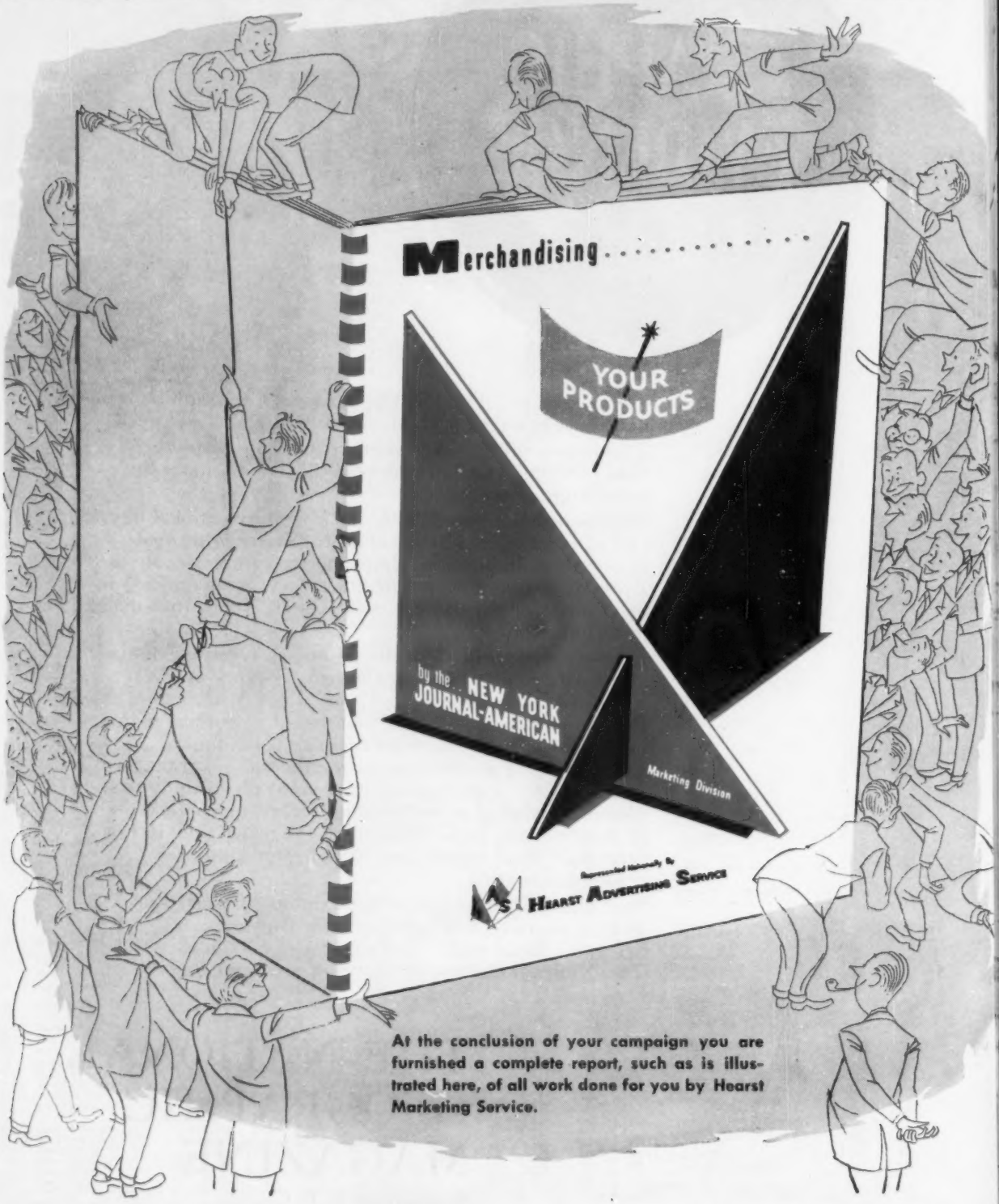
Home remodeling or redecorating: nearly one in three of those owning homes have plans for remodeling in 1956. Over half of all respondents intend some kind of home redecorating.

So it goes. Get the whole, sharp National Geographic picture yourself. Send now for your copy of *"Graphic Evidence"* — and see why it *pays* to let The National Geographic develop new sales for you.

THE NATIONAL GEOGRAPHIC MAGAZINE

Washington 6, D.C.

SHARPENING SALES IN



At the conclusion of your campaign you are furnished a complete report, such as is illustrated here, of all work done for you by Hearst Marketing Service.

INDIVIDUAL MARKETS

AN EXAMPLE IN THE NEW YORK CITY MARKET

How The Flexible Hearst Marketing Service Helps Advertisers In Hearst Newspapers Get Top Results

Problem: More Store Displays

Product X is a widely distributed housekeeping aid. To cash in on strong advertising in the New York Journal-American, the desire was to get more point-of-sale displays in stores. In addition to the work of the advertiser's own sales force the Hearst Journal-American Marketing Service accomplished the following results:

1. Field men called on *504* owners or managers of independent grocery outlets and explained the powerful advertising behind Product X.

2. They verified wide distribution, reported that *471* dealers contacted, or *93.5%* were already stocking Product X.

3. Nine dealers temporarily out of stock reordered as a result of field men calls, five additional dealers ordered Product X for the first time.

4. Field men put up *536* pieces of new Product X display material in prominent store positions, *354* posters and *182* shelf talkers.

5. In many stores, they built bigger shelf, counter and aisle displays from stock of Product X on hand.

6. They supplied the advertiser an accurate store-by-store check of the sales of *11* leading competitors.

The advertiser was highly pleased with this *practical* cooperation. This was *working* cooperation.

* * * *

Check any of the Hearst newspapers listed below as to how their marketing service can best fit into your *individual city* program.

HEARST ADVERTISING SERVICE INC.

Herbert W. Beyea, President

959 Eighth Ave., New York 19, N. Y.

Offices in Principal Cities

Representing:

NEW YORK JOURNAL-AMERICAN
BOSTON ADVERTISER
BOSTON RECORD-AMERICAN
PITTSBURGH SUN-TELEGRAPH
BALTIMORE AMERICAN
BALTIMORE NEWS-POST
ALBANY TIMES-UNION
DETROIT TIMES
MILWAUKEE SENTINEL
CHICAGO AMERICAN
SEATTLE POST-INTELLIGENCER
SAN ANTONIO LIGHT
LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER

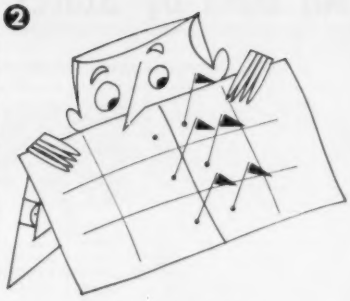
Per Capita and Per Family Sales by States and Sections

SECTIONS AND STATES	PER CAPITA SALES, SM ESTIMATES—1955										PER FAMILY SALES, SM ESTIMATES—1955									
	Total Retail Sales	NINE STORE GROUPS									Total Retail Sales	NINE STORE GROUPS								
		Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lum-ber-Bldg.-Hdwre.	Drug		Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lum-ber-Bldg.-Hdwre.	Drug
NEW ENGLAND																				
Connecticut	1,254	289	87	131	91	72	233	68	84	40	4,288	989	296	448	310	247	797	232	287	136
Maine	1,119	285	47	133	60	42	219	73	61	30	3,944	1,003	166	469	210	147	771	257	216	106
Massachusetts	1,209	296	91	169	88	56	200	56	66	37	4,143	1,013	311	578	303	193	685	191	227	127
New Hampshire	1,209	307	61	105	70	49	235	80	71	28	4,115	1,046	209	358	240	166	800	271	240	94
Rhode Island	1,115	250	80	139	89	50	203	60	67	40	3,802	852	274	475	304	170	694	205	229	135
Vermont	1,080	248	47	105	51	48	228	69	71	23	3,854	886	168	373	181	171	814	246	255	82
	1,198	286	82	148	84	57	213	62	70	38	4,118	990	280	509	288	197	731	214	242	124
MIDDLE ATLANTIC																				
New Jersey	1,208	296	111	124	92	69	212	63	75	29	4,066	997	374	418	311	231	715	213	254	98
New York	1,213	301	124	146	122	70	175	47	59	30	3,969	987	406	479	400	229	572	155	194	100
Pennsylvania	1,068	250	78	165	74	58	198	56	60	28	3,723	873	273	573	257	203	691	194	209	98
	1,163	283	106	149	101	66	189	53	62	29	3,905	951	357	500	338	221	635	178	209	99
EAST NORTH CENTRAL																				
Illinois	1,263	285	111	201	85	80	228	69	90	37	4,074	855	357	849	275	192	735	222	292	119
Indiana	1,143	238	78	142	59	57	243	80	106	36	3,751	781	257	465	193	189	799	264	349	118
Michigan	1,278	290	88	157	73	64	262	88	100	48	4,399	1,000	303	539	252	219	1,004	304	345	164
Ohio	1,206	278	92	185	84	61	242	77	93	35	4,032	929	307	551	213	205	808	256	310	119
Wisconsin	1,150	240	106	142	58	53	213	77	115	29	3,962	827	367	489	199	184	734	264	398	100
	1,223	268	96	168	71	60	246	77	98	38	4,077	892	320	559	235	200	819	258	326	126
WEST NORTH CENTRAL																				
Iowa	1,218	222	71	121	55	54	238	87	183	32	3,965	723	230	394	180	178	776	282	597	103
Kansas	1,104	229	55	96	49	54	262	86	134	37	3,469	721	172	302	155	169	825	270	420	116
Minnesota	1,174	226	81	169	63	50	217	74	145	33	4,071	783	281	585	218	173	752	257	501	113
Missouri	1,154	230	74	186	60	55	225	76	94	41	3,680	734	237	594	190	174	717	244	300	129
Nebraska	1,215	216	86	136	55	56	243	95	173	35	3,944	702	279	442	179	183	788	309	562	115
North Dakota	1,119	177	85	112	51	38	236	71	239	30	4,184	662	319	420	189	143	882	264	893	112
South Dakota	1,049	178	66	104	41	34	229	75	195	29	3,596	612	226	356	141	115	784	257	667	100
	1,162	222	73	148	56	52	233	81	145	35	3,819	729	241	481	186	171	787	265	475	116
SOUTH ATLANTIC																				
Delaware	1,416	263	80	165	87	76	233	79	84	39	4,876	907	274	567	299	262	801	272	289	135
District of Columbia	1,499	265	129	248	123	81	261	68	38	66	5,111	903	438	845	420	276	890	231	128	224
Florida	1,218	264	102	117	91	68	260	81	90	41	4,161	903	350	399	310	233	887	277	307	140
Georgia	896	196	40	134	50	44	191	67	60	26	3,426	748	154	514	193	166	733	255	228	108
Maryland	1,067	254	92	160	53	45	186	64	68	39	3,850	915	332	578	190	161	673	232	245	139
North Carolina	819	168	33	118	49	46	171	62	63	23	3,350	688	135	483	199	187	698	252	258	96
South Carolina	730	173	28	87	42	44	158	60	53	23	2,949	697	115	353	169	180	638	244	214	91
Virginia	915	204	50	124	51	44	186	67	56	29	3,586	798	196	484	201	172	726	264	219	114
West Virginia	774	190	41	127	45	39	153	53	44	20	2,968	730	156	486	174	151	588	204	169	77
	980	210	59	129	59	50	194	66	63	31	3,631	796	223	490	223	188	733	251	238	117
EAST SOUTH CENTRAL																				
Alabama	782	179	32	100	46	39	170	51	47	22	2,878	686	124	381	176	148	650	196	181	83
Kentucky	787	181	51	100	42	36	169	51	65	26	2,871	660	187	364	154	130	617	186	235	93
Mississippi	636	137	25	77	38	29	148	51	53	19	2,435	525	96	294	145	111	567	194	202	74
Tennessee	868	182	40	126	53	42	193	62	63	23	3,227	715	150	468	198	157	716	232	233	87
	773	176	38	103	46	37	172	54	57	23	2,898	658	143	386	171	139	645	203	214	85
WEST SOUTH CENTRAL																				
Arkansas	763	183	34	89	38	33	176	52	72	22	2,730	583	122	319	138	117	631	185	259	77
Louisiana	946	171	60	125	56	46	178	58	66	28	3,097	627	220	458	205	169	643	212	243	103
Oklahoma	1,010	220	55	123	54	48	237	75	96	34	3,369	735	185	411	181	160	791	252	320	114
Texas	1,128	243	60	141	64	51	263	79	93	34	3,991	860	213	500	225	181	932	281	330	122
	1,017	217	57	130	58	48	233	72	86	32	3,593	768	200	458	205	168	824	253	305	112
MOUNTAIN																				
Arizona	1,029	231	79	118	49	56	195	93	101	36	3,692	830	284	423	177	201	700	334	364	128
Colorado	1,219	256	84	154	56	63	262	87	109	51	3,986	838	274	504	184	205	856	285	355	166
Idaho	1,164	231	78	134	46	53	258	88	145	33	4,026	800	272	463	158	183	891	305	503	115
Montana	1,287	246	127	116	58	51	278	91	170	33	3,989	761	394	360	179	159	863	281	525	103
Nevada	1,597	307	184	159	97	71	310	160	97	80	5,126	984	590	510	312	228	993	515	310	256
New Mexico	986	201	73	113	46	42	211	88	77	35	3,674	766	276	429	174	160	802	335	292	134
Utah	1,031	206	60	152	49	52	215	89	81	36	3,763	751	219	554	180	190	786	326	297	131
Wyoming	1,301	256	114	115	53	50	317	114	125	42	4,345	855	381	385	179	167	1,057	382	417	142
	1,147	236	88	134	53	55	243	93	110	41	3,942	811	302	460	183	188	835	321	378	141
PACIFIC																				
California	1,315	310	108	155	80	82	246	96	84	40	3,974	936	317	469	241	247	745	290	254	122
Oregon	1,210	279	82	154	52	54	246	89	98	31	3,719	858	252	473	161	166	756	274	300	96
Washington	1,198	265	84	175	54	56	208	81	92	38	3,707	820	259	543	167	174	643	251	283	119
	1,288	300	100	158	73	75	241	93	87	39	3,911	912	303	480	222	228	731	283	263	119
TOTAL U. S. A.	1,119	251	82	145	71	57	217	70	84	33	3,818	855	280	495	242	196	741	240	286	114
HAWAII	820	208	82	129	49	43	157	55	14	24	3,309	841	332	520	197	172	633	222	56	96

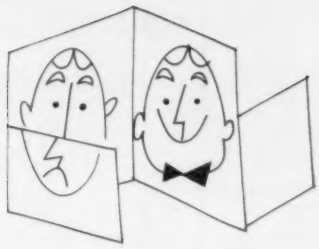
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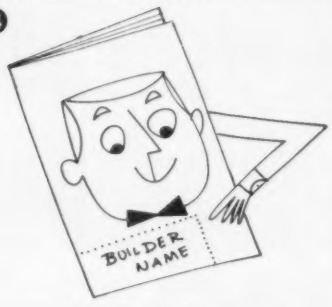
METAL ON THE FLY



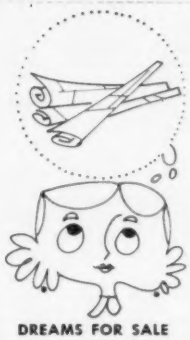
MANY HOLES-IN-ONE



DOUBLE-DUTY DIPTYCH



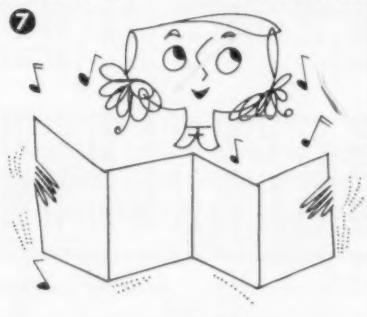
"IMAGINE—*ME* ON THE COVER!"



DREAMS FOR SALE



LONG LOOK INSIDE



THE WONDERS UNFOLD



COZY CORNER—VERY HOMEY



THE CUP THAT CHEERS

Follow the clues in this treasure-hunt and be convinced!

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You'll recognize some of these 9 Better Homes & Gardens "firsts" right off the bat. Others may be news to you. But *all* of them go to show—no mechanical pains or facilities at BH&G will be spared in putting your message across in the most effective form.

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Got any ideas? Let us help you translate them into action. We'll tailor the *form* to suit your needs!

Better Homes & Gardens

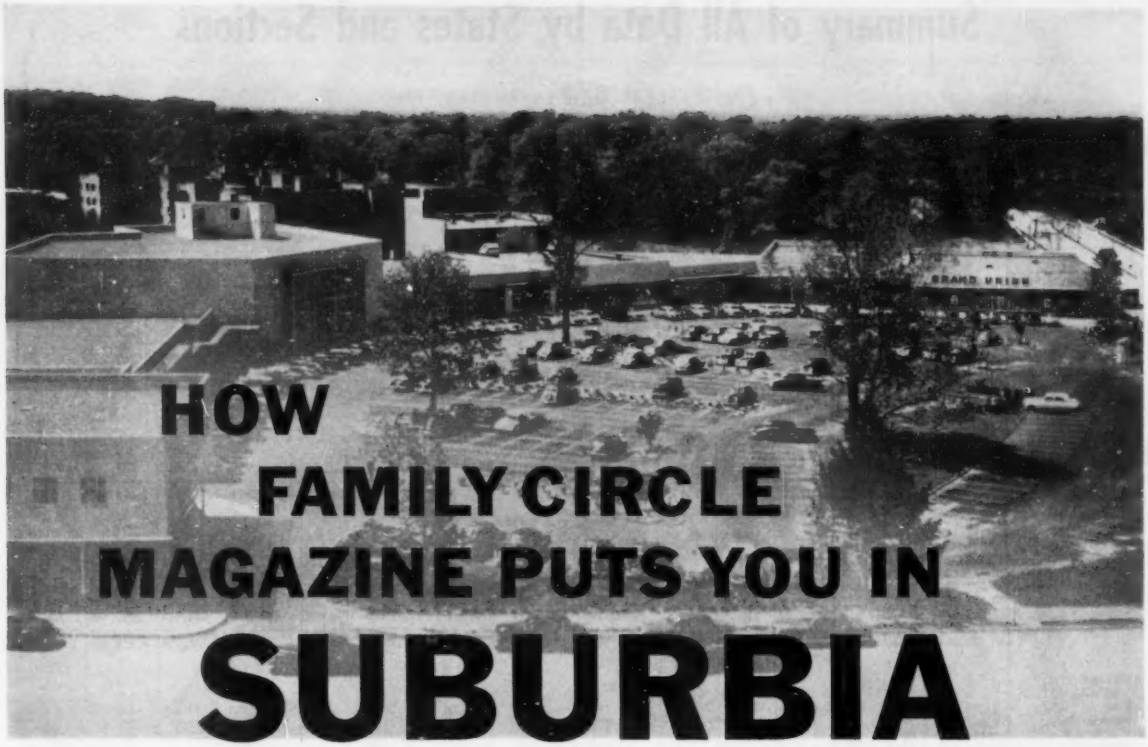
Meredith Publishing Company • 1716 Locust St. • Des Moines 3, Iowa

1 BH&G first magazine to publish 4-color ad on aluminum foil on high-speed letter-press equipment (April '55)
2 First to publish punched-hole pages for easy filing (1937)
3 First to develop and publish a horizontal half-flap ad (Dec., '55)
4 First to do mass imprinting on covers of newsstand copies (Sept., '55)
5 First to offer readers new home plans in each issue (1932)
6 First to initiate motivational research among readers (1953)
7 First to run double gatefold punched-hole ad (Dec., '55)
8 First to work with stores on year-'round basis via Home Planning Service (1945)
9 First to win Dorothy Dawe Award (1950) for excellence in editorial coverage of home furnishings

Summary of All Data by States and Sections

SECTIONS and STATES	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units								
	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
NEW ENGLAND																		
Connecticut	2,294.5	1.3838	671.0	1,800.2	4,720,485	1.7773	2,057	7,035	172,197	794.4	5,942	21.1	5.3	24.3	14.1	36.2	32.4	18.4	48.2
Maine	907.8	.5473	257.5	492.8	1,249,216	.4703	1,377	4,851	190,738	308.4	4,050	33.6	12.4	31.9	27.2	26.2	34.4	8.3	26.0
Massachusetts	4,932.0	2.9745	1,438.8	4,194.3	8,548,515	3.2186	1,733	5,941	190,621	1,893.0	5,049	24.3	7.0	26.2	17.6	34.4	35.5	15.1	39.9
New Hampshire	548.6	.3297	160.6	319.6	807,065	.3039	1,477	5,025	68,011	187.1	4,314	30.9	10.7	30.3	24.3	29.0	35.8	9.8	29.2
Rhode Island	832.0	.5018	243.9	707.5	1,411,155	.5313	1,696	5,786	25,097	294.2	4,797	27.8	8.6	28.2	20.3	31.6	35.1	12.4	36.0
Vermont	381.7	.2302	107.0	145.9	489,128	.1842	1,281	4,571	109,435	127.9	3,825	36.1	13.7	31.3	27.4	24.8	33.5	7.8	25.4
	9,894.3	5.9673	2,878.8	7,660.3	17,225,564	6.4858	1,741	5,984	756,099	3,405.0	5,059	25.4	7.5	26.9	18.1	33.2	34.5	14.5	39.9
MIDDLE ATLANTIC																		
New Jersey	5,484.0	3.3073	1,629.0	4,776.0	11,663,142	4.1653	2,017	6,781	336,514	1,882.5	5,877	20.1	5.0	22.4	13.0	36.6	32.6	20.9	49.4
New York	15,969.6	9.6312	4,880.0	13,736.7	29,808,041	11.1099	1,848	6,047	618,969	5,320.8	5,546	22.9	6.0	24.2	14.4	34.0	31.5	18.9	48.1
Pennsylvania	10,982.9	6.6237	3,151.1	7,833.4	18,298,062	6.5893	1,666	5,807	760,744	3,680.1	4,965	24.7	7.3	27.1	18.6	33.7	35.7	14.5	38.4
	32,436.4	19.5622	9,660.1	26,346.1	59,809,245	22.1645	1,815	6,094	1,908,227	10,883.4	5,407	23.1	6.2	24.8	15.5	34.3	33.0	17.8	45.3
EAST NORTH CENTRAL																		
Illinois	9,428.8	5.6864	2,922.4	7,420.3	18,290,396	6.8864	1,940	6,259	1,755,188	3,262.4	5,606	22.4	5.8	22.8	13.7	35.3	32.8	19.5	47.7
Indiana	4,345.0	2.6205	1,323.9	2,704.2	7,440,191	2.8013	1,712	5,620	1,045,550	1,530.5	4,861	25.9	7.9	25.6	18.0	34.6	37.5	13.9	36.6
Michigan	7,256.5	4.3763	2,107.7	5,245.5	13,169,455	4.9583	1,815	6,248	648,715	2,394.9	5,499	22.0	6.0	21.9	13.7	38.1	36.9	18.0	43.4
Ohio	8,774.2	5.2917	2,623.9	6,240.2	15,982,290	6.0174	1,822	6,091	1,038,358	3,066.0	5,213	23.7	6.8	24.6	16.3	35.8	36.6	15.9	40.3
Wisconsin	3,668.5	2.2125	1,064.6	2,180.8	5,802,022	2.1845	1,582	5,450	978,770	1,217.9	4,764	25.7	7.6	25.4	17.4	34.6	36.7	14.3	38.3
	33,473.0	20.1874	10,042.5	23,791.0	60,684,354	22.8479	1,813	6,043	5,466,581	11,471.7	5,290	23.5	6.5	23.7	15.3	35.9	35.6	16.9	42.6
WEST NORTH CENTRAL																		
Iowa	2,662.2	1.6055	817.4	1,346.8	4,236,190	1.5949	1,591	5,183	2,123,535	913.9	4,635	28.4	8.9	27.2	19.6	31.5	35.1	12.9	36.4
Kansas	2,124.1	1.2811	675.8	1,203.8	3,242,867	1.2210	1,527	4,799	868,550	727.9	4,455	31.1	10.0	27.5	20.5	29.6	34.0	11.8	35.5
Minnesota	3,166.6	1.9098	913.5	1,788.6	4,818,753	1.8143	1,522	5,275	1,264,296	1,022.1	4,715	27.4	8.4	26.8	18.9	32.6	35.7	13.4	37.0
Missouri	4,176.6	2.5189	1,310.1	2,689.7	6,339,576	2.4095	1,532	4,885	974,481	1,493.3	4,285	34.7	11.8	27.1	21.4	27.1	32.9	11.1	33.9
Nebraska	1,332.4	.8337	425.8	689.1	2,074,252	.7810	1,500	4,871	1,017,377	477.7	4,343	30.4	9.9	29.3	22.1	28.9	33.6	11.4	34.4
North Dakota	626.0	.3776	167.4	198.7	807,584	.3140	1,290	4,824	513,439	191.2	4,223	33.6	11.2	26.2	20.1	27.1	32.2	13.1	36.5
South Dakota	671.7	.4051	195.9	252.8	863,016	.3250	1,285	4,405	508,237	217.0	3,977	35.5	12.6	27.0	22.0	26.4	33.3	11.1	32.1
	14,809.6	8.9317	4,505.9	8,169.5	22,442,231	8.4497	1,515	4,981	7,269,915	5,043.1	4,450	31.2	10.2	27.2	20.4	29.5	34.1	12.1	35.3
SOUTH ATLANTIC																		
Delaware	378.0	.2279	109.8	240.2	679,970	.2560	1,799	6,193	101,571	124.9	5,446	28.6	7.8	25.7	15.7	29.8	28.2	15.9	48.5
District of Columbia	876.8	.5288	257.2	876.8	1,956,059	.7365	2,231	7,605		376.0	5,202	23.1	6.5	28.0	17.0	30.7	30.7	20.2	45.8
Florida	3,756.4	2.2655	1,100.1	2,671.8	5,274,701	1.9859	1,404	4,795	611,676	1,311.5	4,022	37.8	13.4	28.9	23.7	23.3	29.5	10.0	33.4
Georgia	3,891.0	2.2280	964.8	1,810.7	4,373,002	1.6465	1,185	4,533	650,197	1,190.9	3,672	44.3	17.9	28.0	26.1	19.9	28.6	7.8	27.4
Maryland	2,742.7	1.6541	759.9	1,912.0	4,224,899	1.5907	1,540	5,560	243,376	858.9	4,919	26.1	7.5	25.1	16.5	31.5	32.2	17.3	43.8
North Carolina	4,337.4	2.6158	1,059.9	1,545.0	4,736,766	1.7835	1,092	4,469	933,241	1,288.1	3,677	41.0	16.1	29.5	26.8	21.6	30.1	7.9	27.0
South Carolina	2,297.9	1.3858	569.1	877.8	2,353,417	.8860	1,024	4,135	332,711	670.8	3,508	44.2	16.2	28.0	26.6	20.6	30.2	7.2	25.0
Virginia	3,696.4	2.2293	943.6	1,881.4	5,045,096	1.8995	1,365	5,347	489,550	1,165.5	4,329	34.6	11.6	27.8	21.3	25.2	30.0	12.2	37.1
West Virginia	1,965.8	1.1854	512.3	720.4	2,387,393	.8989	1,215	4,660	119,387	592.2	4,031	32.0	11.3	31.0	25.2	27.5	34.7	9.5	26.8
	23,742.2	14.3186	6,276.7	12,536.1	31,031,213	11.6835	1,307	4,944	3,461,689	7,578.8	4,094	36.8	13.0	28.1	22.9	24.3	30.4	10.8	33.7
EAST SOUTH CENTRAL																		
Alabama	3,126.5	1.8855	817.3	1,506.1	3,199,129	1.2045	1,023	3,914	427,812	927.2	3,450	44.4	18.3	28.5	27.2	20.0	29.3	7.1	25.2
Kentucky	3,013.3	1.8173	826.4	1,238.9	3,450,943	1.2983	1,145	4,176	521,362	927.9	3,719	40.7	15.8	29.4	26.6	21.9	30.3	8.0	27.3
Mississippi	2,178.9	1.3141	568.8	697.0	1,823,190	.6864	837	3,205	526,912	631.2	2,888	56.9	26.3	25.3	29.1	13.2	23.3	4.6	19.3
Tennessee	3,403.0	2.0523	915.6	1,595.9	3,922,759	1.4769	1,153	4,284	429,524	1,049.6	3,738	41.5	16.3	29.3	26.5	21.2	29.7	8.0	27.5
	11,721.7	7.0692	3,128.1	5,037.9	12,396,021	4.6671	1,058	3,963	1,905,610	3,535.9	3,506	44.8	18.4	28.4	27.1	19.6	28.8	7.2	25.7
WEST SOUTH CENTRAL																		
Arkansas	1,857.3	1.1202	519.1	703.5	1,741,016	.6555	937	3,354	573,139	556.5	3,128	50.2	22.6	27.8	28.9	16.4	26.3	5.6	22.2
Louisiana	2,980.8	1.8037	817.2	1,753.8	3,589,132	1.3513	1,200	4,392	348,768	911.8	3,936	40.4	14.7	27.4	23.1	22.3	29.0	9.9	33.2
Oklahoma	2,268.3	1.3680	680.2	1,293.5	3,008,742	1.1328	1,326	4,423	457,380	736.6	4,084	36.6	12.9	27.4	22.3	25.9	32.6	10.1	32.2
Texas	8,929.9	5.3856	2,523.8	6,263.8	12,938,800	4.8715	1,449	5,127	1,877,321	2,913.7	4,441	33.1	10.5	26.2	19.2	27.8	31.4	12.9	38.9
	16,046.3	9.6775	4,540.3	10,014.6	21,277,690	8.0111	1,326	4,686	3,256,628	5,118.6	4,157	36.8	12.6	26.8	21.1	25.3	30.7	11.1	35.6
MOUNTAIN																		
Arizona	1,069.0	.6447	298.1	822.7	1,417,191	.5336	1,326	4,754	318,823	344.0	4,120	36.5	12.5	24.8	19.5	28.0	34.1	10.7	33.9
Colorado	1,566.2	.9448	479.0	1,035.4	2,333,495	.8788	1,490	4,872	413,382	533.4	4,375	33.1	10.6	26.1	19.4	28.5	32.7	12.3	37.3
Idaho	620.7	.3744	179.4	279.5	817,367	.3077	1,317	4,556	333,445	192.5	4,245	29.4	9.7	27.4	21.0	30.9	36.5	12.3	32.8
Montana	639.9	.3859	206.5	296.5	1,021,016	.3844	1,596	4,944	389,388	215.4	4,739	27.8	8.3	25.3	17.4	33.0	35.0	13.9	39.3
Nevada	233.0	.1405	72.6	144.2	493,007	.1856	2,116	6,791	37,420	95.3	5,173	25.4	7.2	23.4	15.2	34.4	34.7	16.8	42.9
New Mexico	819.9	.4945	215.7	486.0	1,095,241	.4123	1,336	5,078	175,804	244.4	4,481	32.4	10.2	26.1	18.9	28.2	31.6	13.3	39.3
Utah	786.9	.4746	215.5	515.7	1,102,689	.4151	1,401	5,117	150,914	231.4	4,765	23.3	7.0	25.3	17.6	38.2	41.0	13.2	34.4
Wyoming	317.0	.1912	94.9	168.0	512,594	.1930	1,617	5,401	130,686	113.1	4,531	28.5	8.9	22.7	16.1	34.0	37.7	14.8	37.3
	6,052.8	3.6804	1,761.7	3,548.0	8,792,600	3.3102	1,453	4,991	1,930,071	1,969.5	4,464	30.9	9.8	25.5	18.6	30.8	34.8	12.8	36.8
PACIFIC																		
California	13,321.7	8.0342	4,408.3	11,003.3	25,835,989	9.6144	1,917	5,793	2,568,244	4,939.0	5,170	25.4	7.1	23.2	14.9	34.2	34.1	17.2	43.9
Oregon	1,699.5	1.0249	553.1	924.3	2,632,514	.9912	1,549	4,760	388,493	592.0	4,447	29.1	9.2	22.9	16.7	33.8	38.2	14.2	35.9
Washington	2,614.2	1.5766	844.9	1,678.0	4,713,917	1.7748	1,803	5,579	555,442	963.7	4,891	27.2	8.1	22.5	15.4	35.3	37.3	15.0	39.2
	17,635.4	10.6357	5,806.3	13,605.6	32,882,400	12.3804	1,865	5,663	3,512,179	6,494.7	5,063	26.0	7.4	23.0	15.1	34.4	34.9	16.6	42.6
TOTAL U.S.A.	165,811.5	1000000	48,600.4	110,709.1	265,601,328	1000000	1,602	5,465	29,466,998	55,505.7	4,785	29.2	8.8	25.6	17.9	30.9	33.4	14.3	39.9
HAWAII	554.8	.3345	137.4	372.7	821,769	.3132	1,482	5,981		176.4	4,659	33.5	10.0	26.0	17.9	25.0	26.6	15.5	45.5

1956.



HOW FAMILY CIRCLE MAGAZINE PUTS YOU IN SUBURBIA

Look at the latest data on county-by-county population, retail sales, construction indexes. You'll find the buying power is moving. Where? Compare suburban with city counties!

Supermarket chains move with the buying power. At the end of 1955 the chains selling Family Circle had 7,078 stores in the U.S. and Canada. In 1947 these same chains had 9,876 stores. During the 1947-1955 period they *closed* 4,877 of their old stores, while *opening* only 2,079 new ones.

Significance? The chains have been moving... *to vital new suburban locations!* Result? The dollar volume of these chains has risen from $3.2 billion in 1947 to an estimated $5.9 billion in 1955. Thus, with a net loss of 2,800 stores, the chains have *increased* their gross sales by more than $2.5 billion.

Family Circle moves right with its chains. Where the chains go, *so goes Family Circle!* Family Circle moves *automatically* with its chains to today's dynamic, growing suburban markets. No wonder circulation has skyrocketed from 1,214,507 in 1947 to 4,106,610 in 1955!

Sources: Family Circle Research Department; Moody's Industrials; A.B.C. Publisher's Statements, June 30, 1955 and Dec. 31, 1955, subject to audit.



FAMILY CIRCLE SELLS EXACTLY WHERE THE BUYING POWER IS!

advertising representatives:
New York • Judson 2-1900 Chicago • Randolph 6-0828
San Francisco • Douglas 2-6256
Los Angeles • Webster 6-8114 Toronto • Walnut 3-5501

Summary of All Data by States and Sections

RETAIL SALES—SM ESTIMATES, 1955

SECTIONS and STATES	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
NEW ENGLAND															
Connecticut	2,877,292	1.5507	4,288	1.6306	118	112	863,712	198,612	300,745	208,079	165,907	534,506	155,404	192,345	91,061
Maine	1,015,460	.5473	3,944	.5088	93	100	258,264	42,728	120,714	54,040	37,853	198,562	66,071	55,737	27,179
Massachusetts	5,960,968	3.2127	4,143	3.1681	107	108	1,457,670	447,266	831,290	436,189	278,242	985,828	275,425	326,813	182,970
New Hampshire	660,912	.3562	4,115	.3247	96	106	167,916	33,575	57,534	38,515	26,595	128,510	43,594	38,573	15,138
Rhode Island	927,269	.4997	3,802	.5159	103	100	207,818	66,877	115,841	74,043	41,406	169,214	49,968	55,875	33,032
Vermont	412,351	.2222	3,854	.2048	89	97	94,837	18,018	39,912	19,329	15,326	87,103	26,292	27,246	8,793
	11,854,252	6.3888	4,118	6.3529	108	107	2,850,217	807,076	1,466,036	830,195	568,329	2,103,723	616,754	696,589	358,173
MIDDLE ATLANTIC															
New Jersey	6,622,975	3.5695	4,066	3.8150	115	108	1,624,489	608,707	681,288	507,156	376,030	1,165,341	346,554	413,165	159,341
New York	19,367,459	10.4382	3,969	10.6126	110	108	4,814,690	1,981,169	2,338,608	1,951,772	1,116,674	2,792,411	758,081	947,318	485,680
Pennsylvania	11,731,605	6.3228	3,723	6.6662	101	95	2,749,466	861,067	1,807,151	809,112	638,317	2,177,641	610,912	657,898	309,500
	37,722,039	20.3305	3,905	21.0938	108	104	9,188,645	3,450,943	4,827,047	3,268,040	2,131,021	6,135,393	1,715,547	2,018,381	954,521
EAST NORTH CENTRAL															
Illinois	11,904,531	6.4160	4,074	6.5053	114	113	2,499,935	1,043,278	1,897,481	803,366	552,175	2,147,723	647,542	852,138	349,019
Indiana	4,965,693	2.6763	3,751	2.7277	104	102	1,033,626	339,780	616,012	255,892	246,688	1,057,843	348,943	462,216	156,804
Michigan	9,271,611	4.9970	4,399	4.8535	111	114	2,107,109	638,272	1,135,684	530,158	462,134	2,115,798	641,084	726,392	344,775
Ohio	10,579,152	5.7017	4,032	5.7775	109	108	2,438,305	806,464	1,445,913	560,071	538,307	2,121,200	672,068	813,974	311,133
Wisconsin	4,218,076	2.2734	3,962	2.2168	100	103	880,619	390,672	520,532	212,282	195,592	781,628	281,119	423,446	106,074
	40,939,063	22.0844	4,077	22.0808	109	109	8,959,594	3,218,466	5,615,622	2,361,769	2,007,906	8,224,192	2,590,754	3,278,166	1,267,805
WEST NORTH CENTRAL															
Iowa	3,241,308	1.7469	3,965	1.6426	102	109	591,121	185,070	321,903	147,381	145,438	633,933	230,585	488,206	84,085
Kansas	2,344,582	1.2637	3,469	1.2458	97	99	487,229	116,202	203,967	104,755	114,062	557,551	182,667	283,614	78,569
Minnesota	3,718,743	2.0042	4,071	1.8903	99	105	715,064	256,704	534,142	198,786	158,246	687,389	234,983	457,801	103,423
Missouri	4,821,512	2.5986	3,680	2.4881	99	103	961,919	310,131	778,554	249,471	228,315	939,195	319,279	393,055	169,650
Nebraska	1,679,222	.9050	3,944	.8287	99	109	298,827	118,760	188,125	76,258	77,899	335,450	131,708	239,490	48,925
North Dakota	700,345	.3775	4,184	.3408	90	100	110,787	53,468	70,391	31,622	23,978	147,696	44,237	149,445	18,720
South Dakota	704,524	.3797	3,596	.3574	88	94	119,850	44,260	69,832	27,598	22,565	153,631	50,424	130,665	19,646
	17,210,236	9.2756	3,819	8.7937	98	104	3,284,797	1,087,595	2,166,914	835,871	770,503	3,454,845	1,193,883	2,142,276	523,018
SOUTH ATLANTIC															
Delaware	535,411	.2886	4,876	.2602	114	127	99,597	30,126	62,304	32,806	28,780	87,963	29,831	31,759	14,862
District of Columbia	1,314,553	.7085	5,111	.6865	130	134	232,142	112,722	217,388	107,978	70,911	228,813	59,390	32,921	57,659
Florida	4,577,023	2.4668	4,161	2.1862	96	109	993,497	384,961	438,449	340,865	256,310	976,241	304,357	338,134	154,227
Georgia	3,305,686	1.7816	3,426	1.8029	81	80	721,813	148,456	495,658	186,083	160,559	706,765	245,687	219,979	104,392
Maryland	2,925,914	1.5769	3,850	1.5993	97	95	695,531	252,340	440,006	144,310	122,677	511,403	176,095	186,123	105,822
North Carolina	3,550,339	1.9135	3,350	1.9890	76	73	729,273	142,730	511,677	210,532	197,823	739,689	267,272	273,110	101,470
South Carolina	1,678,229	.9045	2,949	.9915	72	65	396,404	65,453	200,795	96,311	102,155	363,335	138,794	121,931	51,708
Virginia	3,383,503	1.8236	3,586	1.9427	87	82	753,117	184,797	457,018	189,582	162,362	687,300	249,074	206,419	107,518
West Virginia	1,520,762	.8196	2,968	.9324	79	69	373,978	79,910	249,211	89,328	77,358	301,363	104,746	86,516	39,659
	22,791,420	12.2836	3,631	12.3907	87	86	4,995,352	1,401,495	3,072,506	1,397,795	1,178,935	4,602,872	1,575,248	1,496,891	737,317
EAST SOUTH CENTRAL															
Alabama	2,351,870	1.2675	2,878	1.3596	72	67	560,283	101,074	311,493	143,618	121,144	531,357	160,049	148,006	67,734
Kentucky	2,372,901	1.2789	2,871	1.3968	77	70	545,245	154,257	300,717	127,588	107,522	509,703	153,773	194,448	76,888
Mississippi	1,384,942	.7464	2,435	.8300	63	57	298,697	54,475	167,113	82,342	63,421	322,240	110,510	115,008	41,852
Tennessee	2,954,989	1.5926	3,227	1.6267	79	78	654,711	137,276	428,795	180,868	144,148	655,216	212,000	213,367	79,509
	9,064,702	4.8854	2,898	5.2131	74	69	2,058,936	447,082	1,208,118	534,416	436,235	2,018,516	636,332	670,829	265,983
WEST SOUTH CENTRAL															
Arkansas	1,417,121	.7637	2,730	.7809	70	68	302,626	63,257	165,650	71,415	60,878	327,425	95,996	134,310	40,191
Louisiana	2,530,692	1.3639	3,097	1.4455	80	76	512,463	179,558	374,266	167,676	137,973	525,695	173,415	198,645	84,007
Oklahoma	2,291,628	1.2351	3,369	1.2105	88	90	499,953	125,799	279,547	123,199	109,043	537,707	171,244	217,682	77,751
Texas	10,071,936	5.4283	3,991	5.1414	95	101	2,170,587	538,366	1,261,347	568,517	455,955	2,351,959	708,674	832,638	306,687
	16,311,377	8.7910	3,593	8.5783	89	91	3,485,629	906,980	2,080,810	930,807	763,849	3,742,786	1,149,329	1,383,275	508,636
MOUNTAIN															
Arizona	1,100,524	.5931	3,692	.5736	89	92	247,327	84,632	126,160	52,807	59,784	208,540	99,420	108,457	38,200
Colorado	1,909,216	1.0290	3,986	.9369	99	109	401,384	131,089	241,648	88,124	98,427	409,815	136,608	170,070	79,481
Idaho	722,707	.3895	4,028	.3455	92	104	143,534	48,715	83,003	29,258	32,905	159,927	54,775	90,200	20,563
Montana	823,807	.4440	3,989	.4026	104	115	157,128	81,344	74,349	37,064	32,870	178,178	58,086	108,470	21,355
Nevada	372,160	.2006	5,126	.1811	129	143	71,437	42,818	37,034	22,641	16,528	72,123	37,388	22,535	18,596
New Mexico	792,412	.4271	3,674	.4332	88	86	165,206	59,566	92,573	37,463	34,545	172,952	72,212	62,883	28,844
Utah	810,958	.4371	3,763	.4336	91	92	161,846	47,190	119,417	38,693	41,037	169,318	70,170	64,023	28,141
Wyoming	412,320	.2223	4,345	.2014	105	116	81,128	36,133	36,543	16,959	15,836	100,342	38,216	39,571	13,436
	6,944,102	3.7427	3,942	3.5079	96	103	1,428,990	531,487	810,727	322,009	331,932	1,471,195	564,875	666,209	248,616
PACIFIC															
California	17,518,034	9.4415	3,974	9.2465	115	118	4,128,343	1,398,934	2,068,421	1,061,851	1,087,729	3,283,026	1,278,705	1,121,668	536,742
Oregon	2,056,951	1.1086	3,719	1.0332	101	108	474,425	139,207	261,541	88,861	91,951	418,393	151,739	166,104	52,965
Washington	3,131,817	1.6879	3,707	1.7091	108	107	693,232	219,120	458,450	141,132	146,863	543,128	212,435	239,255	100,640
	22,706,802	12.2380	3,911	11.9888	113	115	5,296,000	1,757,261	2,788,412	1,291,844	1,326,543	4,244,547	1,642,879	1,527,027	690,347
TOTAL U. S. A.	185,543,993	100.0000	3,818	100.0000	100	100	41,548,160	13,608,385	24,036,192	11,772,746	9,515,253	35,998,069	11,685,599	13,879,643	5,554,416
HAWAII	454,644	.2451	3,309	.2970	89	73	115,558	45,552	71,475	27,024	23,672	86,915	30,569	7,664	13,151

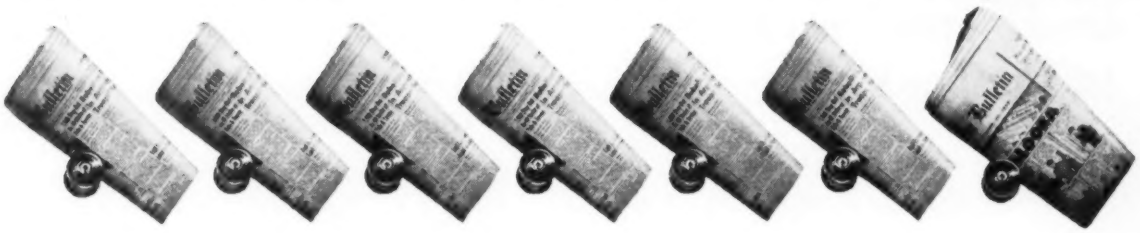
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In Greater Philadelphia,



The Bulletin delivers more copies



to more people every 7 days



than any other newspaper

Tell your sales story where it will do the most good—in the homes of Greater Philadelphia's multi-billion-dollar market. Use the favorite newspaper of this market—The Evening* and Sunday Bulletin.

Readers are showing particular interest in the lively new format of The Sunday Bulletin. Published on new presses, in new type, in the world's most modern newspaper plant, The Sunday Bulletin is bright, fresh, easy to read. R.O.P. editorial and advertising color, too.

The Bulletin packs selling power throughout a market noted for its *buying* power. Philadelphians like The Bulletin; they buy it, read it, trust it and respond to the advertising in it.

The Bulletin *is* Philadelphia. **Largest evening newspaper in America*

In Philadelphia
nearly everybody reads The Bulletin

Advertising Offices: Philadelphia, 30th and Market Streets New York, 342 Madison Ave. • Chicago, 520 N. Michigan Ave.

Representatives: Sawyer Ferguson Walker Company In Detroit Atlanta • Los Angeles • San Francisco

1955 was the best year yet

Major magazines made solid circulation gains . . . and Reader's Digest broke every record in the book!

Throughout 1955, as in every recent year, the American public broke all records in its demand for the kind of information, inspiration and entertainment that magazines provide.

With constantly increasing leisure time, and ever-growing incomes, people are pursuing wider interests in all phases of life at home and abroad.

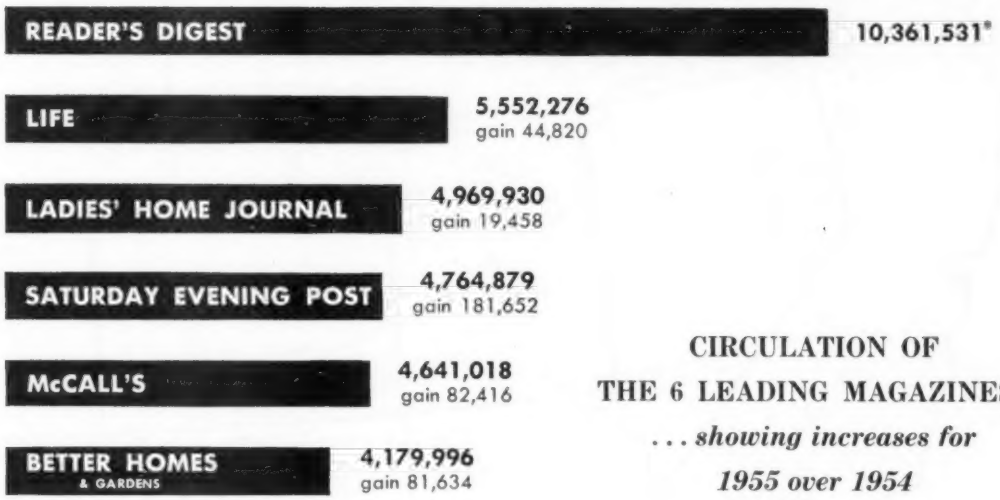
To feed these interests, Americans last year bought a record number of monthly, weekly and other periodicals. The total estimated circulation of all ABC audited U. S. magazines in 1955 was 166,286,858. This is a rise of 13% in the 5 years since 1950.

The Reader's Digest led all general magazines in every circulation category and by every yardstick. It placed No. 1 in total circulation, in total subscriptions and in total newsstand sales.

The Digest's average circulation per issue for the last half of 1955 was 10,361,531. This is the largest coverage of the American market ever achieved by any publication with audited circulation.

We wish it were possible to list the circulation records of all America's fine magazines. But we can show you recent records of the leading magazines—the ones readers buy and read in greatest volume.

for magazine reading



CIRCULATION OF THE 6 LEADING MAGAZINES**

. . . showing increases for 1955 over 1954

*Reader's Digest circulation gain, although unprecedented, was not recorded by ABC because Reader's Digest was not a member of ABC in 1954.

**Figures, for last six months of each year, are from ABC publishers' statements.

The Digest figures are for its *U. S. edition alone*, while the figures for the other magazines are for the *U. S. and Canada combined*. If the circulation of the Canadian editions of the Digest were included, its lead over the other magazines would be even greater. The Digest total would be 11,175,000.

Note to Advertisers: Not only did Reader's Digest lead all general magazines in every circulation category, it also delivered the largest bonus to advertisers. For the nine months of 1955 when it carried advertising, April-December, the Digest had an ABC net paid circulation average per issue of 10,377,658—a bonus of 377,658 above the Digest's rate base of 10,000,000 per issue.

Even without this bonus, however, advertisers are reaching the Digest's giant, responsive audience at lower "per 1,000 circulation" cost than in any of the magazines shown here.

People have faith in

Reader's Digest

Largest Magazine Circulation in the U. S.

EXPANDING?



These organizations — chambers of commerce and area development groups — will help you short-cut the search for your ideal plant site, safeguard you against costly and time-consuming detours.

By inviting your inquiries, they reflect a progressive and cooperative spirit in their respective areas. Your inquiries will be treated confidentially, answered promptly. Write, wire, phone, visit them personally — or instruct your representative or salesmen to call on them . . . as often as you wish.

Each of them has a special message for you. Consult the chamber of commerce directory ads in the state tables appearing on the following pages.

RE-LOCATING?


ME.
NN.
VT.
N. Y.
N. H.
MASS.
WIS.
Fond du Lac
Assoc. of Com
MICH.
R. I.
CONN.
PA.
Bergen Co. Ch of Com
IOWA
Lebanon Co. Ch of Com
N. J.
ILL.
IND.
OHIO
Alliance
Dev. Corp.
MD.
DEL.
Dayton Ch
of Com
MO.
Front Royal Ch
of Com
Staunton-Augusta Ch of Com
W. VA.
Huntington Ch of Com
Lynchburg Ch of Com
VA.
N. C.
KY.
Burlington Ch of Com
OKLA.
ARK.
TENN.
Knoxville Ch of Com
Greenville Ch of Com
S. C.
South Carolina
Development Bd
Com
MISS.
ALA.
GA.
Atlanta Ch
Charleston Development Bd
N. Miss. Ind.
Dev. Assoc.
Macon Area
Dev. Comm'n
Birmingham
Committee of 100
Dallas Ch of Com
LA.
Albany Ind
Comm
Savannah Dist Authority
Monroe Area
Ind. Dev. Corp
Vicksburg
Ch of Com
Moultrie Ch of C
Jacksonville Ch
of Com
State of Florida
Ind'l. Dev Di
Greater New Orleans, Inc.
Daytona Beach Ch of Com
W. Palm Beach Ch of Com
FLA.

If You Are Planning

A Sales Meeting or Convention . . .

You want all the help you can get to select just the right site . . . one that offers the best facilities and surroundings at rates you'd like to pay.
You can have all the help you need without charge, you know, by calling upon

MEETING-SITE SERVICE

This free service provides you with complete information on possible sites for:

- **SALES CONFERENCES** • **NATIONAL CONVENTIONS**
- **DEALER MEETINGS** • **REGIONAL MEETINGS**
- **TRAVELING EXHIBITS** • **TRADE SHOWS**
- **SITES FOR TRAVEL INCENTIVE PROGRAMS**

Anywhere in United States, Canada and Caribbean, facts on facilities and rates are yours for the asking. Simply tell ***Meeting-Site Service*** what facilities you need, for how many people, when, in what areas or cities. Complete facts—along with color brochures of hotels—will be sent to you without cost.

MEETING-SITE SERVICE

Sales Meetings MAGAZINE

(part 2—Sales Management)

1212 Chestnut St.
Philadelphia 7, Pa.
WAlnut 3-1788

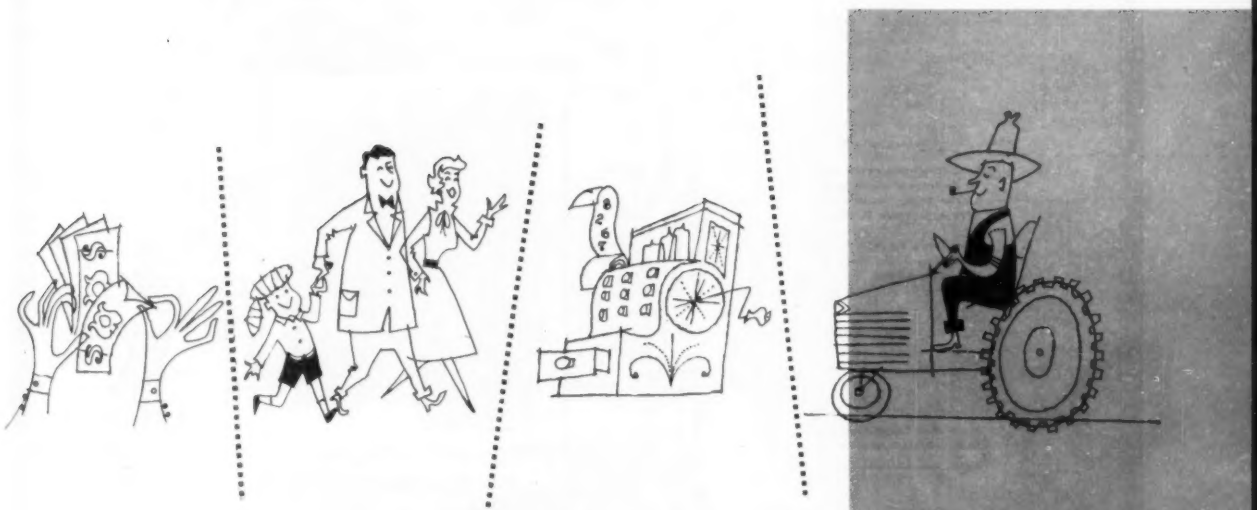
USE THIS FORM (or write on your letterhead)

MEETING-SITE SERVICE
Sales Meetings Magazine
1212 Chesnut Street, Phila. 7, Pa.

Please send a list of hotels having facilities we require and other data as indicated below. I understand there is no cost or obligation on our part for this service to subscribers.
(If data required for more than one meeting, give details in letter.)

We prefer to meet in (city or area) ..... Date ..... 195 .
Attendance will be..... We prefer ☐ Metropolitan Hotel, ☐ Resort Hotel.
No. of bedrooms required: Single ....., Double....., Twin ....., Suites ..... For how many nights? .....
No. of meeting rooms needed .....; capacity of largest ..... Exhibit area required: ..... sq. ft.
Our meeting will include a ☐ Breakfast ☐ Luncheon ☐ Dinner or Banquet ☐ Cocktail Party
Sports or recreational facilities required: .....
Could use help with ☐ Entertainment ☐ Films ☐ Visual ☐ Exhibits ☐ Transportation
Additional facts about our needs: .....

Send facts to:
NAME ..... TITLE .....
COMPANY .....
ADDRESS .....
CITY ..... ZONE ..... STATE .....



The County — City Section

The Maps. In the summer of 1954, SALES MANAGEMENT editors conducted a survey among reader-users of the *Survey of Buying Power* to find out what kind of maps would be most suitable to use in connection with *Survey* figures on counties and cities. They were given the choice of the kind of county outline maps which we had used in the past, with shadings of five types to indicate the total amount of Effective Buying Income—or "distort" maps which would show the size of each county in its proportion of the total income rather than its total land area. By a vote of better than 7 to 3, subscribers voted for income "distort" maps.

Russell L. Simmons was commissioned to prepare the new maps. He retained the normal shape and boundary lines of each state, and insofar as possible kept each county in its proper geographic location.

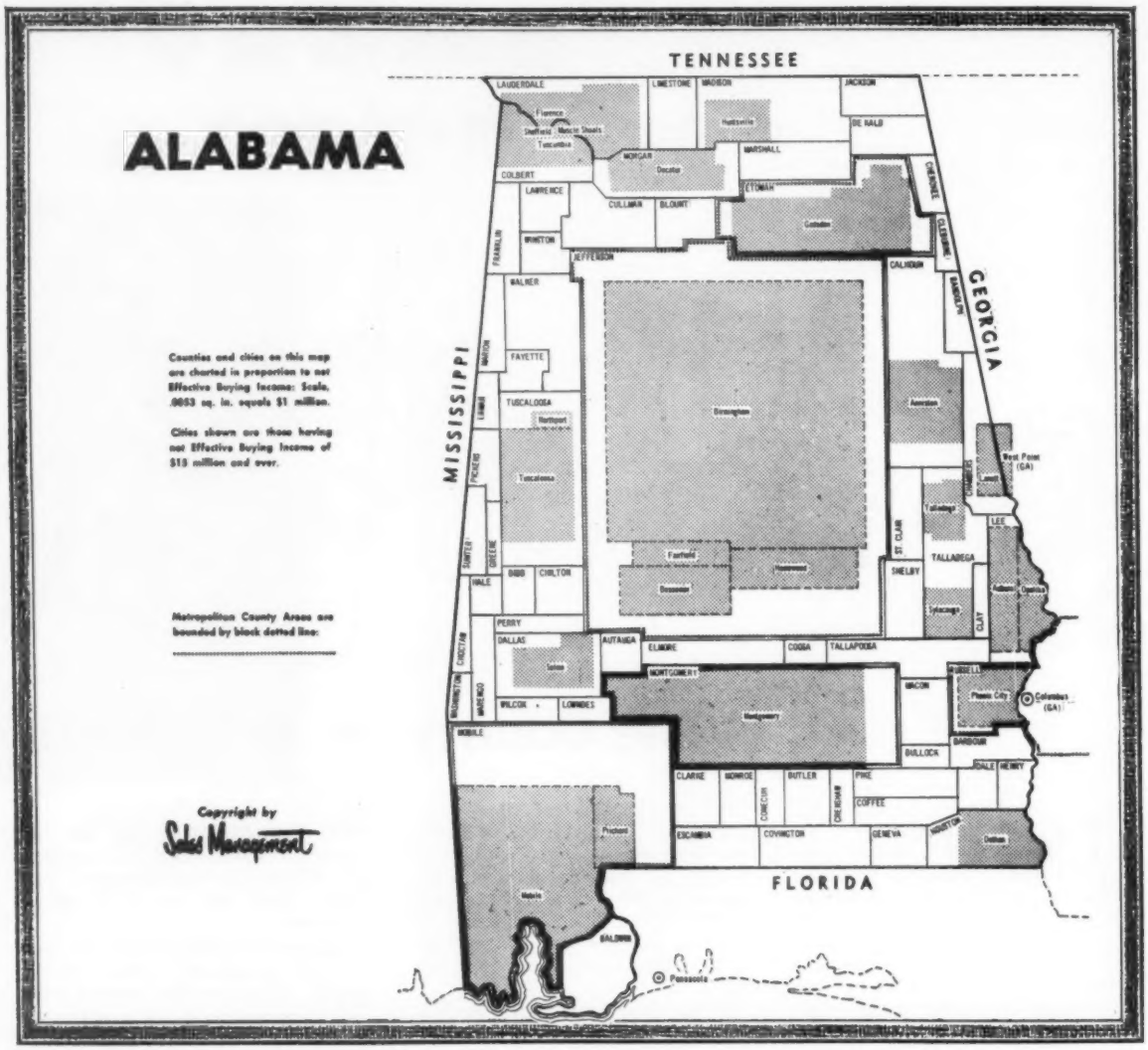
Each county is charted to show its proportion of the net Effective Buying Income of the state, and within each county, important cities are similarly charted to show their importance in producing the county's income. All cities are shown which had an E.B.I. of $15 million or more in the year 1953.

Metropolitan County areas are indicated by black dotted lines, and where an area cuts across state lines, the sector of the adjoining state is reproduced.

The editors designed the maps to give at a glance the relative importance of counties and cities. The *important* counties stand out; the editors believe that no reader will want to use this particular kind of map for locating the less important counties. Code number locators have been eliminated because they seemed out of place on an "impression" map.

Varying scales are used for the maps, based upon possibilities and restrictions involved in the size and shape of the state, number of counties, etc. On the first map, Alabama, each .0053 square inch equals $1 million in income.

Selection of Cities. In the data section all incorporated cities are included which in the 1948 Census had retail sales of $10 million or more. In general, this includes most cities of 10,000 population and up. Omitted are some suburban communities with insignificant shopping districts; included are some trading area towns of considerably less population but with a big retail sales volume. This year we have included 178 new cities in the *Survey Buying Power*—cities that qualified for listing by virtue of having reached the $12 million retail sales level in the 1954 Census of Retail Trade. Regular population, income and sales data on these cities appear on pages 102-113.



ALABAMA — Counties and Cities — (Other East South Central States: Kentucky, Mississippi, Tennessee.)

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Alexander City	Tallapoosa	12.5	141	43	4	21	6	15	16	13	4	6
Andalusia	Covington	10.4	163	43	19	16	14	13	9	15	10	5
Anniston	Calhoun	34.2	514	125	71	42	45	36	47	69	18	5
Athens	Limestone	7.2	160	50	10	12	16	10	12	15	15	12
Auburn	Lee	13.8	118	36	20	3	10	6	8	9	6	3
Bessemer	Jefferson	31.7	515	194	54	32	43	24	25	56	14	14
Birmingham	Jefferson	360.5	3,104	792	482	294	227	161	137	319	135	156
Cullman	Cullman	9.7	233	54	20	28	18	16	31	21	13	5
Decatur	Morgan	24.2	349	92	39	26	28	25	39	22	19	13
Dothan	Houston	24.7	383	117	45	21	37	21	27	40	19	11
Fairfield	Jefferson	14.1	145	36	26	6	5	14	8	12	8	8
Florence	Lauderdale	27.8	298	85	24	29	27	21	30	23	16	9
Gadsden	Etowah	63.8	631	207	73	45	56	43	43	54	22	24
Homewood	Jefferson	18.8	77	15	12	8	10	4	1	12	3	4
Huntsville	Madison	25.5	462	136	66	35	30	28	35	41	23	14
Jasper	Walker	9.5	178	43	16	17	17	17	17	20	8	5
Mobile	Mobile	152.0	1,379	319	276	96	124	86	70	125	47	64
Montgomery	Montgomery	123.4	1,100	292	159	81	115	64	69	107	31	49
Opelika	Lee	14.4	230	73	27	24	20	13	11	22	11	8
Phenix City	Russell	27.7	222	105	30	15	4	9	6	28	3	9
Prichard	Mobile	23.5	220	82	23	18	10	15	13	28	8	11
Selma	Dallas	28.5	326	88	60	22	33	25	27	21	7	9
Sheffield	Colbert	13.6	181	49	37	5	12	10	19	18	7	5
Sylacauga	Talladega	14.2	200	56	19	19	16	17	18	10	11	8
Talladega	Talladega	18.0	214	68	21	14	22	14	17	21	11	6
Tuscaloosa	Tuscaloosa	54.5	533	126	57	38	59	34	35	68	13	22

© SM, 1956.

Before using these figures, see explanation page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

WLAY Gives You THE Sales Voice in the Buying Decisions of Alabama's New Metropolitan Area Market

MUSCLE SHOALS (Florence—Sheffield—Tuscumbia)

1 OF THE 50 FASTEST-GROWING METROPOLITAN AREAS IN THE NATION

Sales Management's "Marketing on the Move" issue (November 10) shows the Muscle Shoals Area of Florence-Sheffield-Tuscumbia well up on the list of the fastest-growing areas . . . in total retail, food, furniture-household-radio, and drug sales. This market's climb to big-time status is being accelerated every day by tremendous industrial growth, huge payrolls, and multi-million-dollar expansion programs of big-name manufacturers and the TVA program. 1956 building plans have been announced by Ford Motor Company and Reynolds Metals Company.

NEW SALES EMPIRE IN THE MAKING FREE FROM OUTSIDE INFLUENCE

(120 airline miles northwest of Birmingham; 110 airline miles southwest of Nashville; 150 airline miles southeast of Memphis)

Metals, Rubber Products, Chemicals, TVA Power, Textiles, Frozen Foods, Ceramics, Fishing, Farming and Forestry, a firm bedrock for the stability of northwestern Alabama's sales empire in the making . . . beyond the influence of media from other markets.

To keep pace with your growing and unlimited opportunities in this vigorous young market, you need the established salesmanship of WLAY to make your advertising effective with the market's 26,800 families.

Population	100,000
Families	26,800
Income	$106,577,000
Inc. P. Fam.	3,977
Retail Sales	84,232,000
Per. Fam.	3,143
($275 above State average)	
Food	19,953,000
Gen. Mdse.	10,524,000
Automotive	21,829,000
Drug	2,435,000
Florence-Sheffield Sales Prdn. Index	140
(Ala. cities average 119)	

WLAY Radio Center 1450 Muscle Shoals, Ala.

RADIO-Active 23 years, since 1933
Represented by Hil F. Best Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ALABAMA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Autauga		16.7	.0100	4.1	4.2	12,035	.0045	721	2,935	4,716	4.3	2,822	55.6	28.0	24.6	28.5	16.0	28.8	3.8	14.7
Baldwin		44.0	.0266	11.7	7.7	39,695	.0149	902	3,393	12,750	12.7	3,124	47.4	21.5	31.4	33.1	16.2	26.2	5.0	19.2
Barbour		26.2	.0158	6.5	6.4	17,616	.0067	672	2,710	8,438	6.8	2,584	61.5	33.8	25.1	32.0	10.2	20.0	3.2	14.2
Bibb		16.0	.0096	3.9		11,205	.0042	700	2,873	1,797	4.4	2,563	56.5	31.3	29.9	38.3	11.5	22.8	2.1	7.6
Blount		27.1	.0164	6.9	2.7	19,411	.0073	716	2,813	8,436	7.5	2,589	58.4	32.1	27.1	34.3	12.0	23.5	2.5	10.1
Bullock		15.0	.0090	3.8	3.0	9,619	.0036	641	2,672	3,359	4.0	2,429	60.3	39.9	20.0	27.1	9.0	18.8	2.7	14.2
Butler		26.9	.0162	6.5	6.3	18,533	.0070	689	2,851	3,847	6.7	2,751	56.7	29.3	26.1	31.2	13.9	25.5	3.3	14.0
Calhoun	171	87.7	.0529	22.9	48.8	95,677	.0360	1,091	4,178	3,136	25.8	3,703	35.3	13.8	32.3	28.6	25.1	34.4	7.3	23.4
△Anniston		34.2	.0206	9.5		44,956	.0169	1,315	4,732		11.1	4,055	32.1	11.3	31.7	25.6	26.9	33.6	9.3	29.5
Chambers		36.8	.0222	9.6	15.2	37,865	.0143	1,029	3,944	4,037	10.6	3,575	37.0	14.7	31.5	29.0	24.4	34.6	7.1	21.7
See West Point (Ga.)-Lanett																				
Cherokee		15.6	.0094	3.8		10,938	.0041	701	2,878	5,706	4.2	2,604	59.7	32.6	26.3	33.1	11.0	21.4	3.0	12.9
Chilton		25.1	.0152	6.5	4.4	18,038	.0068	719	2,775	4,264	6.9	2,628	58.4	31.6	26.5	33.0	12.2	23.8	2.9	11.8
Choctaw		17.8	.0107	4.2		11,113	.0042	624	2,646	1,859	4.8	2,337	68.6	41.7	22.3	31.4	6.8	14.7	2.3	12.2
Clarke		24.9	.0150	6.3	3.0	18,304	.0068	735	2,905	2,384	6.6	2,785	57.1	29.1	27.9	32.9	10.8	19.7	4.2	18.3
Clay		12.3	.0074	3.0		8,822	.0034	717	2,941	1,782	3.4	2,630	60.0	32.4	25.2	31.6	11.8	22.7	3.0	13.3
Cleburne		11.1	.0067	2.7		7,208	.0027	649	2,670	1,221	3.0	2,407	62.9	37.1	24.9	34.1	10.5	22.1	1.7	6.7
Coffee		28.7	.0173	7.2	9.7	20,722	.0078	722	2,878	10,796	7.5	2,749	54.5	28.2	28.7	34.3	13.6	25.0	3.2	12.5
Colbert	203	43.4	.0262	11.5	20.3	46,873	.0176	1,080	4,076	9,435	12.3	3,798	35.8	13.4	29.2	25.3	26.9	35.8	8.1	25.5
△Sheffield		13.6	.0082	4.1		19,109	.0072	1,405	4,661		4.6	4,144	30.6	10.5	30.0	23.8	29.3	35.8	10.1	29.9
See Florence-Sheffield-Tuscumbia-Muscle Shoals																				
Conecuh		19.6	.0118	4.5	3.2	11,617	.0044	593	2,582	4,501	4.9	2,375	63.7	38.1	26.6	36.7	7.7	16.5	2.0	8.7
Coosa		10.5	.0064	2.5		7,645	.0029	728	3,058	1,080	2.8	2,774	52.8	27.0	30.2	36.0	13.8	25.1	3.2	11.9
Covington		37.4	.0225	10.1	16.1	31,500	.0118	842	3,119	7,921	10.8	2,922	50.7	24.7	30.2	33.8	15.2	26.4	3.9	15.1
Andalusia		10.4	.0063	3.2		11,956	.0045	1,150	3,736		3.4	3,472	41.6	17.0	30.5	28.9	21.5	31.4	6.4	22.7
Crenshaw		17.8	.0107	4.5		12,459	.0047	700	2,769	5,582	5.0	2,485	66.2	37.8	22.7	30.0	8.1	16.5	3.0	15.7
Cullman		47.4	.0286	11.8	9.7	32,622	.0123	688	2,765	13,090	12.9	2,524	61.4	34.6	26.2	34.0	9.8	19.7	2.6	11.7
Cullman		9.7	.0059	3.2		10,726	.0040	1,106	3,352		3.3	3,265	47.0	20.4	29.8	30.2	17.4	26.9	5.8	22.5
Dale		19.0	.0115	4.8	4.8	13,484	.0051	710	2,809	6,048	5.0	2,675	58.2	30.9	26.9	33.1	11.7	22.2	3.2	13.8
Dallas		56.1	.0338	14.5	28.5	51,195	.0193	913	3,531	10,279	16.4	3,125	56.3	25.6	22.2	23.4	14.9	24.1	6.6	26.9
Selma		28.5	.0172	8.4		32,519	.0122	1,141	3,871		9.7	3,354	51.0	21.6	24.9	24.3	16.9	25.6	7.2	28.5
De Kalb		43.6	.0263	11.2	6.1	29,187	.0110	669	2,606	12,637	11.5	2,532	61.6	34.5	26.0	33.8	9.7	19.5	2.7	12.2
Elmore		29.2	.0176	7.2	5.6	24,773	.0093	848	3,441	5,667	8.0	3,081	49.1	22.7	27.5	29.2	18.5	30.5	4.9	17.6
Escambia		30.2	.0182	7.4	10.6	24,974	.0094	827	3,375	5,119	8.1	3,095	49.7	22.8	30.7	32.5	14.7	24.1	4.9	20.6
Etowah	54	103.0	.0622	28.1	70.6	120,383	.0453	1,169	4,284	4,592	30.7	3,919	31.1	11.3	32.5	27.2	27.7	35.8	8.7	25.7
▲Gadsden		63.8	.0385	18.4		84,298	.0317	1,321	4,581		20.5	4,115	28.4	9.8	32.2	25.7	29.7	36.6	9.7	27.9
Fayette		17.7	.0106	4.4	3.4	12,209	.0046	690	2,775	2,939	4.7	2,584	60.9	33.5	25.2	32.1	11.2	21.9	2.7	12.5
Franklin		24.0	.0145	6.1	5.7	18,453	.0070	769	3,025	4,905	6.5	2,860	52.2	25.9	30.1	34.5	14.1	25.0	3.6	14.6
Geneva		23.2	.0140	6.0	3.2	16,893	.0063	728	2,816	10,079	6.3	2,661	57.1	30.5	28.8	35.6	11.2	21.3	2.9	12.6
Greene		14.5	.0087	3.5		8,784	.0033	606	2,510	4,023	3.9	2,268	73.7	46.2	18.0	28.9	5.7	12.8	2.6	15.1
Hale		19.0	.0115	4.6		10,926	.0041	575	2,375	7,079	4.9	2,224	71.5	45.7	19.2	28.2	7.7	17.6	1.6	8.5

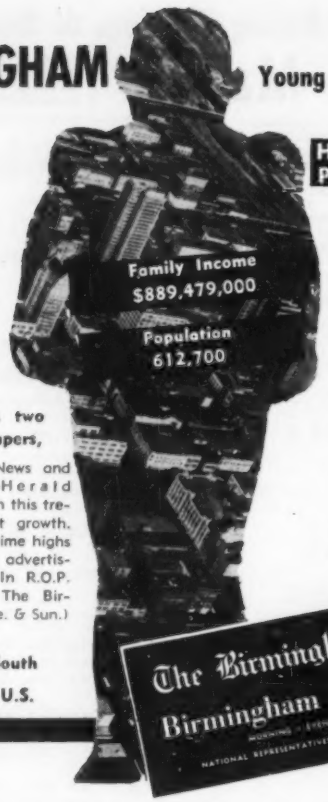
▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

BIRMINGHAM

Young Metropolitan Giant of the Fast-Growing South



Here are highlights of Metropolitan Birmingham's spectacular progress:

	1940	1955	% Gain
Employment	151,972	240,450	58%
Electric Meters	93,970	182,542	94%
Gas Meters	47,415	107,386	126%
Telephones	52,869	180,733	242%
Bank Debits	$122,400,000	$674,749,000	451%
Average Family Income	$1,775	$5,130	189%
Long-Term Savings (Ala.)	$374,663,000	$1,807,612,000*	382%
Per Capita Income (Ala.)	$268	$1,091*	287%
Livestock Income (Ala.)	$27,000,000	$165,000,000*	511%

*1954 Figures

Sources: Fed. Res. Bank, Sales Mgmt. Survey of Buying Power, Ala. Emp. Service, Local Utilities.

Birmingham's two great newspapers,

The Birmingham News and Birmingham Post-Herald have kept pace with this tremendous market growth. They achieved all-time highs in circulation and advertising during 1955. In R.O.P. color advertising, The Birmingham News (eve. & Sun.) ranked

1st in the South

2nd in the U.S.

Birmingham leads major Southern cities in family income gains. Not founded till 1871, Birmingham is the youngest big city in the U.S.

Alabama leads the U.S. in many fields—income, savings gains, livestock development. Industrial expansion already announced for Alabama in 1956 totals $685,820,000.

The Birmingham News
Birmingham Post-Herald
MORNING · EVENING · SUNDAY
NATIONAL REPRESENTATIVES KELLY-SMITH COMPANY

ALABAMA— Counties and Cities — (Continued)

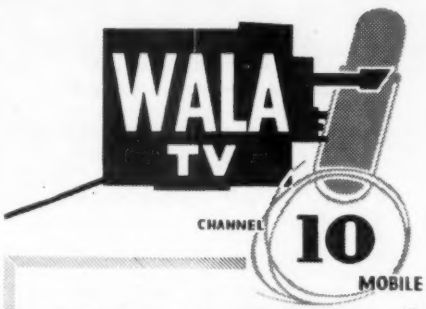
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Henry		16.7	.0101	3.8		11,578	.0044	693	3,047	10,047	4.2	2,736	36.5	30.4	26.2	31.4	11.5	21.4	3.8	16.8
Houston		46.6	.0281	12.5	26.8	43,274	.0163	929	3,462	13,516	13.9	3,114	30.3	23.0	28.4	29.8	16.0	28.1	5.3	21.1
Dothan		24.7	.0149	7.3		29,192	.0110	1,182	3,999		8.3	3,535	41.9	16.8	30.2	28.2	20.7	29.6	7.2	25.4
Jackson		35.9	.0216	8.7	4.4	24,135	.0091	672	2,774	8,981	9.4	2,576	60.4	33.3	26.7	34.0	10.1	19.9	2.8	12.8
Jefferson	17	612.7	.3695	173.4	500.0	889,479	.3349	1,452	5,130	4,580	202.7	4,389	28.6	9.3	31.1	23.2	28.5	32.9	11.8	34.6
▲Birmingham		360.5	.2174	109.1		534,408	.2012	1,482	4,898		122.7	4,355	19.1	9.5	30.2	22.7	28.9	33.7	11.8	34.1
Bessemer		31.7	.0191	9.0		36,708	.0138	1,158	4,079		9.8	3,732	32.6	12.4	36.0	31.7	23.9	32.5	7.5	23.4
Fairfield		14.1	.0085	3.5		17,562	.0066	1,246	5,018		4.2	4,177	26.2	8.9	35.6	28.0	28.1	34.1	10.1	29.0
Homewood		18.8	.0113	5.3		37,967	.0143	2,020	7,164		5.8	6,572	20.7	4.5	22.5	11.2	29.6	22.8	27.2	61.5
Lamar		14.4	.0087	3.6		8,538	.0032	593	2,372	3,431	3.8	2,229	68.9	43.9	22.3	33.0	7.2	16.3	1.6	6.8
Lauderdale	203	56.6	.0342	15.3	27.8	59,704	.0225	1,056	3,902	9,259	17.4	3,437	42.3	17.5	28.5	27.2	22.6	33.4	6.6	21.9
△Florence		27.8	.0168	8.0		38,222	.0144	1,375	4,778		9.8	3,899	35.6	13.0	28.6	24.1	26.7	34.7	9.1	28.2
△Florence-Sheffield-Tuscumbia-Muscle Shoals		*58.9*	*.0319*	*15.4*		*73,808*	*.0276*	*1,384*	*4,755*											
Lawrence		25.7	.0155	6.2		16,495	.0062	642	2,660	12,206	6.9	2,400	62.3	36.9	27.3	37.4	8.5	17.9	1.9	7.8
Lee		47.3	.0285	11.2	28.2	51,452	.0194	1,088	4,593	4,088	16.9	3,047	52.1	24.3	25.6	27.6	16.7	27.8	5.6	20.3
Opelika		14.4	.0087	4.1		16,679	.0063	1,158	4,068		4.6	3,654	39.9	15.5	29.7	26.7	21.9	30.4	8.5	27.4
Auburn		13.8	.0083	2.8		20,713	.0078	1,501	7,398		7.7	2,681	60.8	32.3	22.4	27.3	12.8	24.2	4.0	16.2
Limestone		34.3	.0207	8.4	7.2	25,206	.0095	735	3,001	16,088	9.1	2,785	56.4	28.8	27.6	32.5	12.3	22.4	3.7	16.3
Athens		7.2	.0043	2.0		8,628	.0032	1,198	4,314		2.3	3,675	43.1	16.7	29.3	26.2	20.1	27.8	7.5	29.3
Lowndes		15.8	.0095	3.6		9,620	.0036	609	2,672	8,954	4.4	2,209	73.9	47.6	18.0	26.8	5.4	12.5	2.7	13.3
Macon		30.9	.0186	6.7	6.9	24,582	.0093	796	3,669	3,942	9.0	2,722	61.5	32.1	22.9	27.6	10.8	20.1	4.8	20.2
Madison		82.4	.0497	21.1	40.2	75,453	.0284	916	3,576	15,802	24.0	3,146	48.2	21.8	28.7	29.8	16.0	29.1	5.1	19.3
Huntsville		35.5	.0154	8.1		34,241	.0129	1,343	4,227		9.4	3,639	42.3	16.5	28.3	25.5	21.6	30.2	7.8	27.8
Marengo		27.0	.0163	6.8	4.8	18,831	.0071	697	2,769	7,110	7.4	2,550	55.1	36.3	21.4	27.5	10.2	20.2	3.3	16.0

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



GREAT GROWING MARKET ON THE GREATER GULF COAST GETS GREATEST COVERAGE

316,000 Watts Maximum Power

From Pensacola to Gulfport, Channel 10 has the power AND the program attractions for complete coverage. And this is the area that continues to grow and grow and GROW, with more and more industries locating here, bringing more and more buying power to the already rich Gulf Coast.

SEE how they GROW!

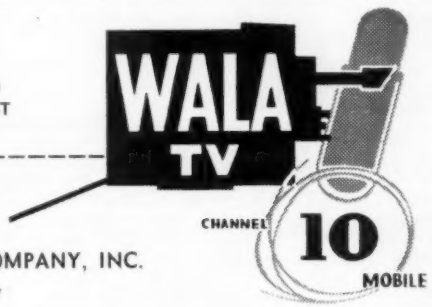
RETAIL SALES IN METROPOLITAN MOBILE

	1951	1955
RETAIL SALES	$188,608,000	$261,128,000
FOOD	49,257,000	64,846,000
GEN. MERCHANDISE	22,848,000	32,915,000
FUR., HSHLD., RADIO	9,818,000	14,719,000
AUTOMOBILE	34,485,000	55,222,000

TO SELL MOBILE AND THE RICH GULF COAST

Specify _____

NBC



OWNED AND OPERATED BY PAPE TELEVISION COMPANY, INC.

Represented Nationally By Headley-Reed Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ALABAMA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Marion		25.7	.0155	6.5		16,512	.0062	642	2,540	4,901	6.6	2,505	59.2	33.6	29.4	38.5	9.2	18.6	2.2	9.3
Marshall		44.1	.0266	11.7	13.6	33,848	.0127	768	2,893	12,276	12.0	2,824	55.3	27.8	27.9	32.4	13.0	23.4	3.8	16.4
Mobile	93	266.3	.1606	73.7	214.4	336,129	.1268	1,262	4,561	8,239	84.3	3,987	35.0	12.5	28.8	23.7	26.5	33.7	9.7	30.1
Mobile-Prichard		*178.5*	*.1059*	*51.0*		*241,879*	*.0911*	*1,378*	*4,743*											
▲Mobile		152.0	.0917	44.6		215,404	.0811	1,417	4,830		52.0	4,142	34.3	11.8	27.7	22.0	27.1	33.1	10.9	33.1
Prichard		23.5	.0142	6.4		26,475	.0100	1,127	4,137		7.3	3,636	32.6	12.8	33.6	30.2	27.7	38.6	6.1	18.4
Monroe		22.9	.0138	5.4	2.5	15,950	.0060	697	2,954	5,925	6.0	2,676	59.9	31.8	24.9	30.7	11.7	22.1	3.5	15.4
Montgomery	94	155.4	.0938	43.6	126.4	211,035	.0794	1,358	4,840	13,443	52.1	4,051	39.3	13.8	26.3	21.3	22.7	28.4	11.7	36.5
▲Montgomery		123.4	.0744	36.7		183,436	.0691	1,487	4,998		44.6	4,115	38.2	13.2	26.6	21.2	23.1	28.5	12.1	37.1
Morgan		52.9	.0319	14.6	27.0	50,467	.0190	954	3,457	10,580	15.7	3,207	48.0	21.3	28.2	28.8	17.7	28.0	6.1	21.9
Decatur		24.2	.0146	7.5		30,988	.0117	1,280	4,132		8.4	3,676	40.4	15.6	28.9	25.9	22.1	30.5	8.6	28.0
Perry		18.1	.0109	4.1	2.6	11,741	.0045	649	2,864	5,583	4.7	2,496	65.8	37.4	22.3	29.5	8.5	17.3	3.4	15.8
Pickens		22.0	.0132	5.1	2.8	13,987	.0052	636	2,743	5,041	5.6	2,495	64.6	36.8	22.3	29.3	10.1	20.5	3.0	13.4
Pike		26.3	.0171	7.3	10.6	23,206	.0088	820	3,179	8,551	8.0	2,911	58.0	28.3	24.3	27.4	13.0	22.7	4.7	21.6
Randolph		20.3	.0123	5.0	4.9	14,124	.0053	696	2,825	3,080	5.4	2,594	55.1	30.2	30.7	39.0	12.3	23.9	1.9	6.9
Russell	32	43.0	.0259	10.7	27.7	36,342	.0137	845	3,396	3,462	11.6	3,133	45.8	20.8	30.4	31.8	18.6	30.2	5.2	17.2
Phenix City		27.7	.0167	7.2		26,688	.0100	963	3,707		8.0	3,344	40.2	17.1	32.1	31.6	21.7	32.8	6.0	18.5
Saint Clair		25.6	.0154	6.4	.1	22,179	.0083	866	3,465	2,337	7.0	3,179	44.6	19.9	31.7	32.8	19.0	30.2	4.7	17.1
Shelby		30.5	.0184	7.6		25,878	.0097	848	3,405	3,045	9.0	2,882	50.4	24.8	30.6	34.9	15.7	27.6	3.3	12.7
Sumter		22.0	.0133	5.2		15,255	.0058	693	2,934	5,344	6.3	2,435	67.9	39.6	19.6	26.5	9.4	19.6	3.1	14.3
Talladega		67.0	.0404	16.4	39.3	63,011	.0237	940	3,842	5,381	18.0	3,503	37.8	15.3	33.0	30.9	23.2	33.6	6.0	20.2
Sylacauga		14.2	.0086	4.0		18,296	.0069	1,288	4,574		4.9	3,748	34.7	13.2	31.7	27.7	26.5	35.9	7.1	23.2
Talladega		18.0	.0109	4.3		18,541	.0070	1,030	4,312		5.4	3,439	39.9	16.5	32.8	31.2	21.2	31.3	6.1	21.0
Tallapoosa		34.3	.0207	8.9	14.5	33,395	.0126	974	3,752	2,879	9.6	3,488	37.8	15.4	33.6	31.6	22.2	32.3	6.4	20.7
Alexander City		12.5	.0075	3.7		16,174	.0061	1,294	4,371		4.3	3,747	36.2	13.7	33.4	29.3	22.4	30.3	8.0	26.7

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

ALABAMA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Tuscaloosa		101.0	.0609	24.1	58.4	104,101	.0392	1,031	4,320	8,340	32.1	3,239	48.3	21.2	27.3	27.6	16.2	28.5	6.2	22.7
Tuscaloosa-Northport		*59.2*	*.0357*	*14.0*		*73,759*	*.0278*	*1,246*	*5,269*											
Tuscaloosa		54.5	.0329	13.0		68,983	.0260	1,266	5,306		20.8	3,311	48.7	20.9	26.4	26.2	18.1	27.7	6.8	25.2
Walker		60.5	.0365	15.5	12.7	49,046	.0184	811	3,164	2,944	16.7	2,944	47.9	23.1	33.2	37.0	15.2	26.2	3.7	13.7
Jasper		9.5	.0057	2.8		11,683	.0044	1,230	4,173		3.2	3,662	40.0	15.5	32.3	28.9	20.0	27.7	7.7	27.9
Washington		16.2	.0091	3.4		9,413	.0036	619	2,769	2,333	3.9	2,425	64.7	37.9	24.7	33.5	8.3	17.3	2.3	11.3
Wilcox		21.2	.0128	4.7		11,454	.0043	540	2,437	5,096	5.3	2,150	71.7	47.4	20.8	31.8	6.0	14.2	1.5	6.6
Winston		16.4	.0099	4.0	3.1	12,933	.0049	789	3,233	2,638	4.6	2,807	57.5	29.1	27.8	32.5	10.0	18.0	4.7	20.4
Total Above Cities		1,158.2	.6986	336.2		1,594,552	.6003	1,377	4,743		396.1	4,025	35.1	12.4	29.3	23.9	25.4	32.0	10.2	31.7
State Total		3,126.5	1.8856	817.3	1,506.1	3,199,129	1.2045	1,023	3,914	427,812	977.2	3,450	44.4	18.3	28.5	27.2	20.0	29.3	7.1	25.2

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Autauga		6,221	.0033	1,517	.0052	52	33	1,848	145	809	108	478	1,007	1,063	296	236
Baldwin		32,565	.0176	2,783	.0180	68	66	8,498	1,899	1,961	768	1,110	5,865	3,952	3,884	1,043
Barbour		14,828	.0079	2,281	.0089	56	50	3,644	464	1,717	1,018	560	2,938	1,274	1,063	508
Bibb		8,658	.0047	2,220	.0055	57	49	2,278	267	1,467	70	225	1,840	1,859	387	112
Blount		13,033	.0070	1,888	.0090	55	43	2,712	508	2,091	378	353	2,988	1,448	1,058	240
Bullock		5,618	.0031	1,561	.0045	50	34	1,684	129	567	335	396	1,001	627	212	185
Butler		15,535	.0083	2,390	.0092	57	51	4,357	218	1,909	695	924	4,164	796	1,242	423
Calhoun	171	74,607	.0402	3,256	.0487	77	76	18,599	4,405	8,914	5,064	5,077	18,410	5,269	3,468	1,583
△Anniston		60,051	.0324		.0223	108	157	13,266	3,655	7,891	4,278	4,071	16,566	3,092	2,797	1,007
Chambers		16,178	.0088	1,685	.0142	64	40	6,379	244	1,525	447	471	2,321	1,676	929	523
See West Point (Ga.)-Lanett																
Cherokee		6,373	.0034	1,677	.0050	53	36	1,008	100	1,130	146	213	1,459	741	759	90
Chilton		15,205	.0082	2,339	.0089	59	54	4,235	313	1,658	288	691	4,113	1,166	1,102	349
Choctaw		6,593	.0035	1,570	.0053	50	33	779	122	1,995	152	33	916	715	1,358	41
Clarke		22,456	.0122	3,564	.0100	67	81	4,508	512	3,083	914	700	7,452	1,123	2,544	635
Clay		7,978	.0043	2,659	.0045	61	58	2,264	75	960	92	238	2,404	633	600	221
Cleburne		5,373	.0028	1,990	.0035	52	42	966	102	1,701	17	191	1,897	199		98
Coffee		18,836	.0102	2,616	.0104	60	59	4,494	475	1,892	1,004	576	5,640	1,046	2,230	472
Colbert	203	36,047	.0194	3,135	.0199	76	74	9,630	2,096	1,749	1,518	1,744	9,682	2,408	3,424	985
△Sheffield		20,847	.0112		.0086	105	137	5,040	1,244	875	698	900	5,490	1,392	2,685	486
See Florence-Sheffield-Tuscumbia-Muscle Shoals																
Conecuh		8,025	.0044	1,783	.0059	50	37	2,123	259	972	535	212	879	781	1,068	213
Coosa		2,696	.0014	1,078	.0031	48	22	976	49	490	63	93	108	334	243	167
Covington		27,702	.0149	2,743	.0149	66	66	7,141	751	1,886	1,494	1,732	6,762	1,821	2,271	1,241
Andalusia		14,351	.0077		.0058	92	122	3,401	443	908	958	1,059	3,733	754	1,146	693
Crenshaw		7,638	.0042	1,697	.0057	53	39	1,802	162	1,185	432	145	1,580	822	571	79
Cullman		30,964	.0166	2,624	.0169	59	58	4,274	727	3,964	1,349	1,898	6,748	1,997	1,627	677
Cullman		26,299	.0142		.0074	125	241	3,104	676	1,911	1,313	1,817	6,482	1,412	1,627	604
Dale		10,874	.0059	2,265	.0066	57	51	4,181	211	1,262	290	405	2,035	1,072	538	417
Dallas		42,250	.0228	2,914	.0233	69	67	10,227	1,645	4,735	3,578	3,078	8,606	2,825	1,043	1,508
Selma		36,092	.0195		.0154	90	113	8,433	1,412	3,650	3,557	3,078	8,244	1,696	413	1,508
De Kalb		19,893	.0107	1,776	.0139	83	41	4,155	387	3,126	942	872	2,878	1,981	2,263	594
Elmore		14,748	.0079	2,048	.0106	60	45	3,758	424	2,195	542	737	2,972	1,180	1,222	302
Escambia		26,651	.0144	3,601	.0126	69	79	5,437	1,087	2,292	1,230	1,762	7,713	1,714	2,488	834

▲ and △ See end of state for SM Metropolitan County Areas.

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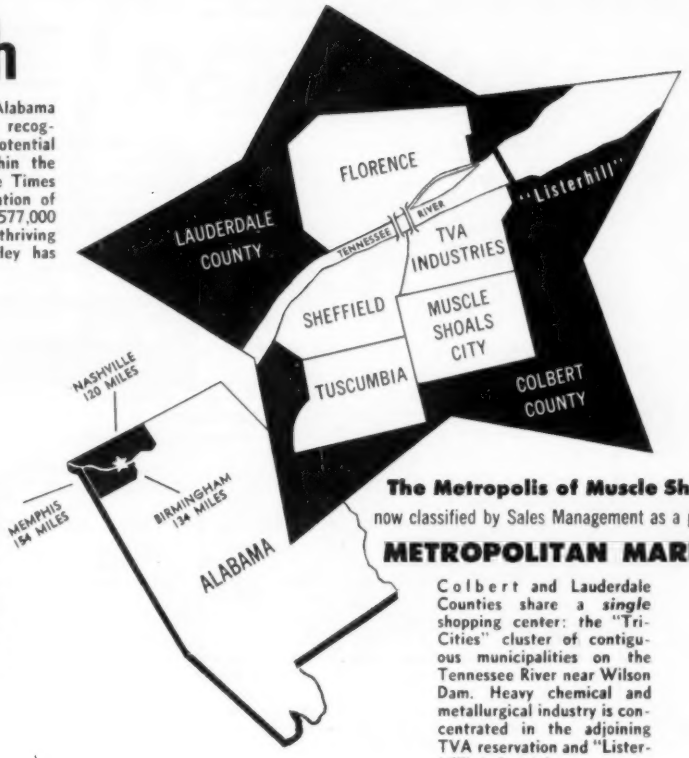
Before using these figures, see explanation page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

BRIGHT NEW STAR

In the South

The famous Muscle Shoals district of Alabama (Colbert and Lauderdale counties), now recognized by Sales Management as a Potential Metropolitan Market, lies *entirely* within the A.B.C. Retail Trade Zone of The Florence Times and The Tri-Cities Daily. With a population of 100,000, effective buying income of $106,577,000 and retail sales of $84,232,000, this thriving industrial center of the Tennessee Valley has a place on every promotional list.



The Metropolis of Muscle Shoals
now classified by Sales Management as a potential
METROPOLITAN MARKET

Colbert and Lauderdale Counties share a *single* shopping center: the "Tri-Cities" cluster of contiguous municipalities on the Tennessee River near Wilson Dam. Heavy chemical and metallurgical industry is concentrated in the adjoining TVA reservation and "Listerhill" industrial area.

$165,000,000 Industrial Project!

Vast expansion of Reynolds Metals Company's "Listerhill" aluminum production facilities, coordinated with the world's largest aluminum die-casting plant to be built by Ford Motor Company, constitute a $165 million industrial project to start at Muscle Shoals this summer. With a new $1 million-plus hotel under way in Florence, a $35 million new lock and canal at Wilson Dam — and numerous other projects — take-home pay for Muscle Shoals residents will rise sharply in 1956-57.

No "Outside" Medium Delivers this Market

Located well over 100 miles from the nearest big-city influence, the metropolis of Muscle Shoals is effectively covered by the local newspaper combination: The Florence Times and The Tri-Cities Daily. The largest "outside" circulation reaches only a fraction of the homes served by these two editions of the home-town paper.

AMONG THE "TOP FIFTY" IN GROWTH!

"Muscle Shoals" ranked among the "Top Fifty" markets of the U.S. in four categories of sales growth during the 1945-54 decade, as reported in Sales Management's "Markets on the Move" issue of November 10, 1955.

22nd in Furniture-Household Store Sales Growth
30th in Drug Store Sales Growth
34th in Food Store Sales Growth
47th in Total Retail Sales Growth

Alabama's STAR Market of the Tennessee Valley . . . The Metropolis of

MUSCLE SHOALS

Penetrated—right down to the pocketbook—by this single evening-and-Sunday newspaper, published in two county editions.

The Florence Times—The Tri-Cities Daily

(Lauderdale County Edition) (Colbert County Edition)

Mail Address: P.O. Box 677, Florence, Ala.

ONE-FIFTH OF ALABAMA INCOME-SALES DOLLAR$ . . .

reached and influenced by THE MOBILE PRESS REGISTER

CIRCULATION 102,725

Mobile Press Register circulation 75,583 among 76,580 households in Mobile County PLUS extensive circulation and influence in 11 neighboring counties.

	Alabama 12-county total	% of state total
Spendable income	$571,146,000	20.8%
Retail sales	$370,270,000	22.4%
Population	566,700	21.9%

CIRCULATION

County	Copies	% of circulation to households in area
Mobile	75,583	over 98%
Washington	1,026	28%
Choctaw	823	18%
Clarke	2,435	34%
Baldwin	7,171	59%
Monroe	1,478	25%
Escambia	3,277	41%
Conecuh	909	19%

Additional 10,023 circulation reaches other counties in Alabama, Mississippi and in Florida.

ALABAMA'S FASTEST GROWING MARKET AREA

Population % increase 1950-'55

Mobile	18%
Gadsden	11%
Birmingham	8%
Montgomery	8%
Tuscaloosa	9%

Alabama increase same period 3%

Mobile city and county market area:

Population	272,000	
Total retail sales	$211,692,000	
Total spendable income	$334,123,000	
Income per household	$4,363	12% over state av.
Sales per household	$2,764	16% over state av.
Mobile farm population	7,200	
Gross income per farm	$3,881	49% over state av.

(Source: '55 Consumer Markets)

The Mobile Press Register

OWNED AND OPERATED BY RADIO STATION WABB — Morning - Evening - Sunday — MOBILE, ALABAMA — REPRESENTATIVES: THE JOHN BUDD COMPANY

ALABAMA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Etowah	84	51,843	.0441	2,913	.0484	78	71	22,047	2,719	10,022	5,437	5,055	17,667	6,183	5,866	2,390
▲Gadsden		65,460	.0350		.0341	89	91	16,252	2,224	9,335	5,257	4,443	15,518	3,505	3,575	1,829
Fayette		9,527	.0051	2,165	.0059	56	48	2,037	205	2,005	167	256	2,515	630	843	226
Franklin		14,852	.0081	2,435	.0088	61	56	3,021	140	1,592	693	882	4,280	783	1,559	410
Geneva		15,457	.0083	2,576	.0085	61	59	4,793	164	1,987	460	455	3,487	968	964	387
Greene		7,005	.0038	2,001	.0045	52	44	1,064	589	1,083	111	29	1,761	475	894	138
Hale		5,826	.0036	1,484	.0054	47	31	1,411	224	1,123	303	117	1,207	662	479	134
Henry		9,922	.0054	2,611	.0059	58	53	2,344	123	1,796	555	342	1,099	825	1,530	244
Houston		49,047	.0264	3,924	.0217	77	94	1,096	1,498	5,985	3,630	2,063	12,236	2,672	4,588	1,231
Dothan		42,842	.0231		.0154	103	155	7,750	1,258	5,542	3,520	1,840	11,664	2,261	4,100	953
Jackson		14,969	.0081	1,721	.0113	52	38	3,677	309	2,754	754	980	2,884	790	1,595	458
Jefferson	17	607,803	.3270	3,505	.3396	92	89	42,033	31,751	92,820	43,164	29,268	141,745	32,397	24,085	16,699
▲Birmingham		484,734	.2613		.2225	102	120	98,593	24,678	77,510	37,830	24,540	125,099	21,147	19,608	12,454
Bessemer		46,938	.0253		.0183	96	132	14,732	1,519	5,534	2,031	1,795	12,817	2,704	1,082	1,139
Fairfield		12,957	.0070		.0071	84	82	4,543	766	2,129	281	1,024	236	905	743	432
Homewood		9,736	.0052		.0110	97	46	3,962	807	496	544	177	680	903	790	533
Lamar		6,324	.0034	1,757	.0044	51	39	1,223	99	1,179	196	345	1,360	423	462	224
Lauderdale	203	48,185	.0259	3,149	.0258	75	76	10,323	964	8,775	3,549	2,451	12,147	2,158	3,334	1,450
△*Florence-Sheffield-Tuscumbia-Muscle Shoals*		*77,586*	*.0418*		*.0527*	*105*	*131*	*16,551*	*2,710*	*8,771*	*5,024*	*4,174*	*21,796*	*3,855*	*6,697*	*2,257*
△Florence		43,958	.0237		.0177	105	141	8,145	887	7,473	3,534	2,413	12,090	1,670	3,334	1,378
Lawrence		6,978	.0038	1,125	.0074	48	25	1,855	176	1,085	135	156	1,578	329	891	329
Lee		29,362	.0158	2,622	.0201	71	55	8,289	2,003	2,599	1,587	1,515	5,305	2,253	1,903	1,048
Opelika		18,752	.0101		.0079	91	116	4,345	798	2,036	1,052	1,214	3,875	1,359	1,340	450
Auburn		8,067	.0043		.0069	83	52	2,777	568	201	535	302	1,324	672	531	579
Limestone		19,035	.0103	2,266	.0120	58	50	4,815	414	1,763	1,133	400	4,168	1,303	2,449	377
Athens		16,257	.0088		.0051	119	205	3,416	355	866	1,106	400	4,073	1,115	2,397	377
Lowndes		6,065	.0033	1,690	.0047	49	35	686	28	1,799	51	81	1,778	833	407	67
Macon		10,770	.0058	1,667	.0101	54	31	3,549	100	1,267	673	481	2,375	883	898	249
Madison		67,762	.0365	3,211	.0351	71	73	15,965	2,926	9,895	2,880	4,005	13,742	3,884	6,146	1,902
Huntsville		61,099	.0329		.0194	126	214	13,896	2,610	7,872	2,880	4,005	13,584	3,439	4,909	1,710
Marengo		15,023	.0081	2,209	.0092	56	50	3,709	526	2,390	513	643	2,944	1,022	1,204	383
Marion		12,898	.0069	1,984	.0083	54	45	2,642	380	1,712	547	451	3,512	1,582	985	356
Marshall		39,042	.0211	3,337	.0180	68	79	7,156	1,012	3,128	2,242	2,711	10,601	2,055	2,705	1,058
Mobile	93	261,128	.1407	3,543	.1376	86	88	64,846	14,815	32,915	19,028	14,719	55,222	15,349	14,246	9,177
Mobile-Prichard		*231,366*	*.1247*		*.1648*	*98*	*118*	*51,955*	*12,742*	*30,474*	*18,863*	*14,341*	*51,593*	*10,728*	*12,691*	*8,149*
▲Mobile		202,868	.1093		.0917	100	119	42,962	11,971	27,230	17,262	12,696	45,838	9,049	10,907	7,006
Prichard		28,498	.0154		.0125	88	108	8,993	771	3,244	1,601	1,645	5,755	1,679	1,784	1,143

▲ and △ See end of state for SM Metropolitan County Areas.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ALABAMA — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Monroe		12,458	.0067	2,307	.0078	57	49	3,084	355	3,057	224	583	3,008	550	903	217
Montgomery	94	176,069	.0949	4,038	.0960	93	101	32,189	9,586	24,286	14,090	9,650	41,631	11,124	9,014	4,854
▲Montgomery		171,775	.0926		.0772	104	124	30,797	8,778	23,757	14,063	9,650	41,297	10,265	8,811	4,807
Morgan		41,192	.0222	2,821	.0225	71	70	10,212	1,447	3,996	2,417	2,726	10,284	3,543	2,455	1,154
Decatur		30,695	.0165		.0137	94	113	7,277	1,242	2,591	2,177	2,525	8,741	1,123	1,912	866
Perry		8,849	.0048	2,158	.0059	54	44	2,046	519	1,083	448	325	1,821	678	826	230
Pickens		11,328	.0061	2,221	.0071	54	46	2,630	301	1,013	324	737	2,561	1,199	1,538	474
Pike		17,044	.0092	2,335	.0106	62	54	3,831	824	1,992	525	592	3,676	1,615	1,102	806
Randolph		9,570	.0051	1,914	.0065	54	41	2,173	328	1,760	335	340	2,441	806	714	255
Russell	32	16,235	.0088	1,517	.0147	57	34	5,945	1,586	978	284	506	1,600	1,658	856	440
Phenix City		12,436	.0067		.0104	62	40	4,975	1,485	228	252	362	1,430	1,405	381	346
Saint Clair		12,375	.0067	1,934	.0092	60	44	3,789	422	1,139	478	577	2,453	1,019	1,024	339
Shelby		15,106	.0081	1,988	.0110	60	44	4,539	542	1,619	296	1,064	2,467	1,595	1,573	319
Sumter		7,531	.0041	1,448	.0068	51	31	1,506	157	1,715	116	259	1,028	1,178	773	197
Talladega		44,007	.0237	2,683	.0270	67	59	12,276	1,338	3,318	3,007	2,554	10,642	3,747	3,725	1,270
Sylacauga		19,188	.0103		.0083	97	120	4,808	643	1,290	1,404	1,310	5,121	761	1,987	649
Talladega		17,532	.0094		.0085	78	86	4,578	433	1,109	1,357	944	5,278	1,394	1,377	475
Tallapoosa		25,687	.0138	2,886	.0146	71	67	7,288	368	2,483	1,860	1,938	6,529	2,044	899	879
Alexander City		17,770	.0096		.0074	99	128	5,314	102	1,078	1,619	1,496	5,585	672	316	621
Tuscaloosa		67,818	.0366	2,814	.0427	70	60	16,454	3,259	7,563	6,101	4,034	12,688	6,597	3,233	2,477
Tuscaloosa-Northport		*61,901*	*.0337*		*.0312*	*87*	*94*	*13,450*	*2,535*	*6,036*	*6,100*	*4,035*	*12,687*	*5,718*	*3,233*	*2,465*
Tuscaloosa		57,292	.0309		.0289	88	94	12,115	2,387	5,124	5,950	3,800	12,061	5,107	3,233	2,317
Walker		29,538	.0159	1,906	.0213	58	44	8,534	742	4,447	1,278	2,172	6,072	2,355	2,065	988
Jasper		19,139	.0103		.0064	112	181	4,167	318	1,986	1,173	1,453	5,450	1,566	1,671	463

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

FIRST IN ALABAMA
among first 6 cities
in RETAIL and FOOD SALES per family

RETAIL SALES PER FAMILY

Anniston	$6,321
2d City	4,680
State	2,877

35% higher

Anniston UP 10% in Families & Population, 68% in Retail Sales, 70% in Food Sales, 107% in Furn. Hsld. Sales, 68% in Auto Sales—1948-55.

FOOD SALES PER FAMILY

Anniston	$1,396
2d City	963
State	686

45% higher

36.2% of Anniston's families had incomes over $4,000 in 1955—as contrasted with 27.1% for State of Alabama.

Award BY SALES MANAGEMENT
ANNISTON
(Calhoun County)
NOW A
POTENTIAL
METROPOLITAN
COUNTY AREA

CIRCULATION
9/30/55 ABC Total
18,346

Readers Spent
$357,961
for Star in 1955

The Star covers 75% of Calhoun Co. homes with 15,444 daily circulation . . . as against only 3,289 for ALL outside evenings, and 2,658 for largest outside daily! (Workman Sv.)

The Anniston Star

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The John Budd Company

ALABAMA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
					SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Washington		5,090	.0027	1,499	.0044	48	30	1,362	126	859	...	127	1,469	368	97	80
Wilcox		6,304	.0034	1,341	.0058	45	27	1,300	105	2,233	119	20	1,265	409	536	74
Winston		8,273	.0045	2,068	.0065	59	45	1,499	148	1,263	441	621	1,731	583	810	289
Total Above Cities		1,545,633	.8327		.6899	99	110	337,641	72,030	201,866	116,232	88,959	378,031	81,047	83,456	44,825
State Total		2,351,870	1.2675	2,878	1.3596	72	67	560,283	101,074	311,493	143,618	121,144	531,357	160,049	148,006	67,734

ALABAMA — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Anniston	171	87.7	.0529	22.9	48.8	95,677	.0360	1,091	4,178
Birmingham	17	612.7	.3695	173.4	500.0	889,479	.3349	1,452	5,130
△Florence-Sheffield-Tuscumbia-Muscle Shoals	203	100.0	.0604	26.8	48.1	106,577	.0401	1,066	3,977
Gadsden	54	103.0	.0622	28.1	70.6	120,383	.0453	1,169	4,284
Mobile	93	266.3	.1606	73.7	214.4	336,129	.1266	1,262	4,561
Montgomery	94	155.4	.0938	43.6	126.4	211,035	.0794	1,358	4,840
Total Above Areas		1,325.1	.7994	368.5	1,008.3	1,759,280	.6623	1,328	4,774

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Summary of data and rankings for all Metropolitan Areas, pages 177-242

ALABAMA— SM Metropolitan County Area

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955: Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Anniston	171	74,607	.0462	3,258	.0407	77	76	18,599	4,405	8,914	5,064	5,077	18,410	5,269	3,466	1,583
Birmingham	17	607,803	.3276	3,506	.3396	92	89	142,033	31,751	92,820	43,164	29,268	141,745	32,397	24,085	18,899
△Florence-Sheffield-Tuscumbia-Muscle Shoals	203	84,232	.0453	3,143	.0457	76	75	19,953	3,060	10,524	5,067	4,195	21,829	4,566	6,758	2,435
Gadsden	54	81,843	.0441	2,913	.0484	78	71	22,047	2,719	10,022	5,437	5,055	17,667	6,183	5,866	2,390
Mobile	93	261,128	.1407	3,543	.1376	86	88	64,848	14,815	32,915	19,028	14,719	55,222	15,349	14,248	9,177
Montgomery	94	176,069	.0949	4,038	.0869	93	101	32,189	9,586	24,286	14,090	9,650	41,631	11,124	9,014	4,954
Total Above Areas		1,285,682	.6928	3,489	.6999	87	87	299,687	68,336	179,481	91,850	67,964	296,504	74,888	63,437	37,138

(Other Mountain States: Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.)

—ARIZONA— Counties and Cities

Map, page 268 City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Douglas	Cochise	12.5	135	28	20	18	16	8	5	10	9	5
Flagstaff	Coconino	9.4	150	19	37	10	6	9	10	25	6	3
Mesa	Maricopa	24.1	251	29	50	15	24	14	17	30	21	9
Nogales	Santa Cruz	7.0	92	17	16	7	10	8	8	8	6	2
Phoenix	Maricopa	156.0	2399	377	521	208	163	180	154	266	86	19
Prescott	Yavapai	6.1	158	20	36	4	17	10	17	16	9	11
Tucson	Pima	55.0	1235	186	246	77	101	88	75	139	66	60
Yuma	Yuma	20.1	280	36	81	18	18	22	24	24	13	9

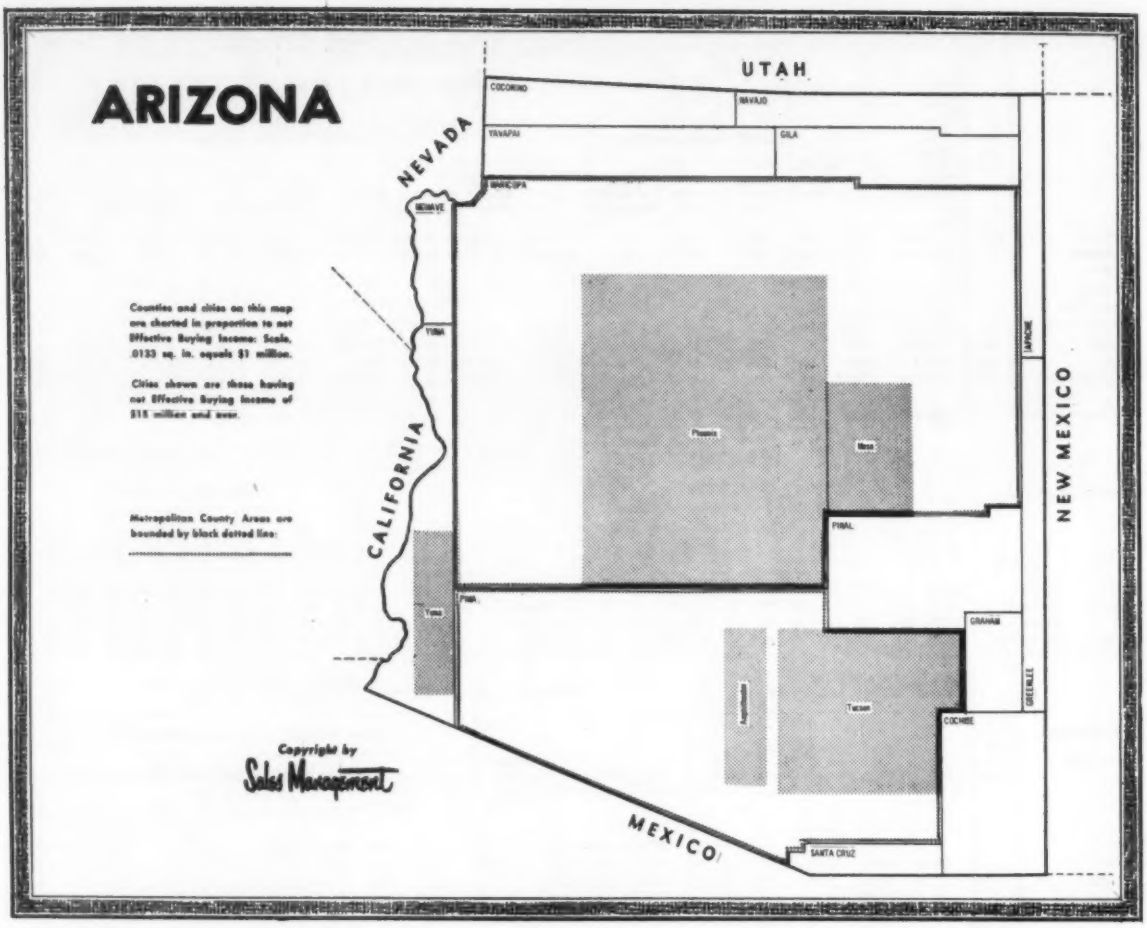
COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Apache		32.6	.0197	6.1		19,247	.0072	590	3,155	5,380	7.1	2,707	64.0	33.3	19.4	23.3	12.4	23.0	4.2	20.4
Cochise		42.8	.0258	12.6	21.7	56,714	.0214	1,325	4,501	9,203	14.2	3,985	36.3	12.8	24.5	20.1	30.1	37.8	9.1	29.3
Douglas		12.5	.0075	3.8		16,227	.0061	1,298	4,270		4.1	3,941	36.0	12.9	24.9	20.5	30.3	38.5	8.8	28.1
Coconino		32.8	.0198	8.0	9.4	33,107	.0124	1,009	4,138	5,879	9.2	3,605	42.1	16.4	25.9	23.5	23.8	33.1	8.2	27.0
Flagstaff		9.4	.0057	2.7		12,599	.0047	1,340	4,666		3.2	3,981	35.9	12.7	26.6	21.7	27.8	35.0	9.7	30.6
Gila		28.0	.0169	7.6	12.6	36,092	.0136	1,289	4,627	3,336	8.3	4,362	27.7	8.9	19.7	14.7	41.5	47.7	11.1	28.7
Graham		14.9	.0090	3.7	4.4	16,381	.0062	1,099	4,427	13,064	4.2	3,934	42.1	15.0	26.2	21.6	21.9	28.0	9.8	35.4
Greenlee		17.0	.0102	4.3	13.5	24,448	.0092	1,438	5,686	1,790	5.0	4,880	18.2	5.3	17.3	11.4	52.5	54.0	12.0	29.3
Maricopa	107	505.0	.3048	146.5	367.6	705,500	.2856	1,397	4,816	144,363	166.1	4,246	35.3	11.7	25.7	19.7	27.6	32.5	11.4	36.1
▲Phoenix		156.0	.0941	51.8		259,835	.0978	1,666	5,016		58.7	4,427	34.2	10.9	25.1	18.4	28.0	31.8	12.7	38.9
Mesa		24.1	.0145	6.8		28,780	.0108	1,194	4,232		6.9	4,145	34.9	11.8	26.9	21.1	27.9	33.8	10.3	33.3
Mohave		7.8	.0047	2.3	3.2	10,747	.0041	1,378	4,673	2,283	2.6	4,069	31.2	10.8	25.3	20.3	33.1	40.7	10.4	28.2
Navajo		33.6	.0202	7.7	7.6	28,585	.0107	851	3,712	6,349	8.1	3,531	49.2	19.6	20.4	16.8	21.1	30.0	9.3	31.6
Pima	152	217.2	.1310	62.3	122.5	315,997	.1190	1,455	5,072	14,701	77.2	4,093	30.5	12.5	24.7	19.8	27.9	34.1	10.9	33.6
▲Tucson		55.0	.0332	17.1		94,356	.0355	1,716	5,518		22.7	4,159	39.7	13.4	23.2	18.1	25.2	30.4	11.9	38.1
Pinal		61.0	.0368	15.3	17.3	66,267	.0250	1,087	4,332	66,911	17.0	3,888	38.7	14.0	26.3	21.9	26.6	34.4	8.4	29.7
Santa Cruz		10.4	.0063	2.7	7.0	12,797	.0048	1,230	4,740	2,910	3.1	4,125	40.9	13.9	25.1	19.8	22.7	27.6	11.3	38.7
Nogales		7.0	.0042	1.7		8,235	.0031	1,176	4,844		2.0	4,053	41.3	14.3	24.6	19.8	22.9	28.3	11.2	37.6
Yavapai		23.5	.0142	7.0	11.1	33,319	.0125	1,418	4,760	7,666	8.3	4,022	35.7	12.5	22.9	18.5	31.8	39.7	9.6	29.3
Prescott		8.1	.0049	3.2		13,294	.0050	1,641	4,154		3.3	4,052	34.3	11.9	24.7	19.9	30.6	37.8	10.4	30.4
Yuma		42.4	.0255	11.8	24.8	57,970	.0219	1,367	4,913	34,988	13.5	4,300	33.4	10.9	24.2	18.2	31.0	36.2	11.4	34.7
Yuma		20.1	.0121	6.2		28,316	.0107	1,409	4,567		6.2	4,533	30.4	9.4	23.5	16.8	33.4	37.0	12.7	36.8
Total Above Cities		292.2	.1762	93.3		461,642	.1737	1,580	4,948		107.2	4,308	35.5	11.6	24.7	18.6	27.8	32.4	12.0	37.4
State Total		1089.0	.6447	298.1	622.7	1,417,191	.5338	1,326	4,754	318,823	344.0	4,120	36.5	12.5	24.8	19.5	28.0	34.1	10.7	33.9

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955: Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Apache		10,954	.0059	1,796	.0093	47	30	1,583	619	3,711	17	...	2,476	1,564	308	180
Cochise		47,136	.0254	3,741	.0234	91	96	10,383	3,350	8,793	1,329	1,120	7,000	6,281	3,051	1,933
Douglas		16,111	.0087		.0072	96	116	4,037	609	3,688	797	1,048	3,278	575	717	747

▲ and △ See end of state for SM Metropolitan County Areas.

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ARIZONA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Coconino		36,167	.0195	4,521	.0161	81	98	4,789	4,122	6,307	672	1,201	6,982	6,036	1,257	773
Flagstaff		22,600	.0122		.0072	126	214	3,357	1,711	3,426	563	1,034	5,600	3,480	1,020	410
Gila		38,762	.0198	4,713	.0161	95	117	8,129	2,301	6,366	876	921	9,870	3,058	2,341	1,247
Graham		12,287	.0066	3,321	.0069	77	73	2,309	862	1,057	715	978	2,170	1,042	1,840	382
Greenlee		12,293	.0066	2,859	.0086	84	85	1,492	895	4,325	408	456	2,636	1,102	343	370
Maricopa	107	525,567	.2833	3,587	.2787	91	93	119,684	39,250	52,635	24,922	35,405	104,208	41,953	49,069	19,707
▲Phoenix		335,576	.1809		.1220	130	192	57,351	24,933	43,248	20,071	26,141	69,259	23,741	30,471	12,654
Mesa		38,542	.0208		.0145	100	143	7,732	1,578	2,793	1,799	3,431	11,112	3,503	3,585	1,113
Mohave		11,562	.0062	5,027	.0048	102	132	1,423	1,286	2,335	47	151	2,618	2,421	375	340
Navajo		30,499	.0164	3,960	.0143	71	81	4,772	2,343	2,556	995	966	3,691	3,331	10,201	663
Pima	132	231,266	.1247	3,712	.1232	94	96	56,064	17,161	26,209	15,169	11,964	39,356	18,417	21,784	8,127
▲Tucson		192,554	.1038		.0555	167	313	46,524	13,046	19,410	14,847	10,725	37,569	11,457	17,845	6,799
Pinal		50,562	.0272	3,305	.0280	76	74	14,775	4,329	4,205	1,205	1,749	8,605	5,131	5,843	1,260
Santa Cruz		15,809	.0085	5,855	.0062	98	135	3,597	705	1,596	3,304	948	2,596	957	1,312	358
Nogales		15,160	.0082		.0049	117	195	3,251	599	1,575	3,304	946	2,596	880	1,235	358
Yavapai		27,787	.0150	3,970	.0136	96	106	5,776	2,933	2,250	959	1,120	7,403	3,320	1,566	1,054
Prescott		15,890	.0086		.0061	124	176	3,136	1,171	914	869	978	4,807	1,227	953	964
Yuma		51,853	.0280	4,397	.0244	96	110	12,571	4,477	3,815	2,189	1,807	8,949	4,809	8,567	1,826
Yuma		38,723	.0209		.0140	116	173	9,565	2,962	3,024	1,652	1,807	7,934	2,339	6,355	1,341
Total Above Cities		675,156	.3641		.2314	131	207	134,953	46,609	78,078	43,902	46,110	142,155	47,202	62,181	24,286
State Total		1,100,824	.5831	3,982	.5736	89	92	247,327	84,632	126,160	52,807	59,784	208,540	99,420	108,457	38,200

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

GOOD FIGURES ARE PROMINENT IN *FABULOUS PHOENIX*, FASTEST GROWING MARKET IN AMERICA - WRITE TODAY FOR OUR THIRD ANNUAL *CONSUMER ANALYSIS* AND SEE WHERE **YOU** FIGURE ···



Represented Nationally by Kelly-Smith Co

THE PHOENIX REPUBLIC AND GAZETTE
PHOENIX, ARIZONA

ARIZONA— SM Metropolitan County Area

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Phoenix	107	505.0	.3048	146.5	387.6	705,500	.2658	1,397	4,816
Tucson	152	217.2	.1310	63.3	122.5	315,987	.1190	1,455	5,072
Total Above Areas		722.2	.4358	209.8	490.1	1,021,487	.3848	1,414	4,892

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Phoenix	107	525,567	.2633	3,587	.2787	91	93	119,684	39,250	52,635	24,922	35,405	104,208	41,953	49,069	19,707
Tucson	152	231,266	.1247	3,712	.1232	84	85	58,064	17,181	26,209	15,169	11,964	39,356	18,417	21,784	8,127
Total Above Areas		756,833	.4060	3,625	.4019	92	94	175,748	56,411	78,844	40,091	47,369	143,564	60,370	70,853	27,834

ARKANSAS — Counties and Cities —

(Other West South Central States: Louisiana, Oklahoma, Texas.)

Map, page 272

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Batesville	Independence	7.0	179	31	21	21	12	12	27	25	9	5
Blytheville	Mississippi	18.9	292	85	34	21	26	15	20	13	23	9
Camden	Ouchita	17.0	237	73	34	14	15	13	18	21	16	8
Conway	Faulkner	9.8	186	58	15	17	14	11	14	28	10	5
El Dorado	Union	25.2	417	115	50	23	29	22	27	46	19	16
Fayetteville	Washington	19.6	232	37	47	14	23	17	19	20	12	12
Forrest City	St. Francis	8.8	198	58	23	16	16	10	12	16	11	7
Fort Smith	Sebastian	56.9	804	132	175	56	54	51	58	92	37	23
Helena	Phillips	11.9	188	67	21	9	22	12	9	9	7	8
Hope	Hempstead	9.4	191	79	11	22	9	11	14	13	13	6
Hot Springs	Garland	32.3	649	122	148	38	49	32	40	71	25	23
Jonesboro	Craighead	18.8	301	86	30	29	23	19	23	31	22	6
Little Rock	Pulaski	117.5	1404	356	215	136	94	60	84	146	53	58
Magnolia	Columbia	11.0	185	55	9	17	18	9	16	18	13	5
Newport	Jackson	7.0	180	31	27	8	18	13	17	19	11	4
North Little Rock	Pulaski	50.9	586	142	96	35	21	44	44	73	36	19
Osceola	Mississippi	5.4	95	18	11	4	13	4	8	6	9	4
Paragould	Greene	10.6	218	58	43	14	12	11	21	15	18	5
Pine Bluff	Jefferson	45.1	612	190	96	38	39	48	32	51	24	14
Searcy	White	7.0	185	44	17	20	9	11	22	21	9	5
Springdale	Washington	7.3	150	31	23	12	9	4	19	16	7	6
Stuttgart	Arkansas	8.4	178	37	19	12	11	7	13	23	15	4
Texarkana	Miller	21.8	337	83	56	19	30	17	11	47	7	9
West Memphis	Crittenden	13.4	154	21	22	18	10	12	22	17	11	5

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Arkansas		23.5	.0142	6.9	11.2	25,044	.0094	1,066	3,630	17,783	7.3	3,424	45.7	18.8	29.9	28.4	17.9	26.2	6.5	26.6
Stuttgart		8.4	.0051	2.7		12,125	.0046	1,443	4,491		3.1	3,926	38.3	13.7	29.9	24.8	23.1	29.5	8.7	32.0
Ashley		21.0	.0127	5.5	6.1	17,637	.0066	840	3,207	7,019	5.6	3,173	49.7	22.0	27.2	28.0	17.1	27.0	6.0	23.0
Baxter		9.5	.0051	2.5		7,835	.0030	822	3,134	1,228	2.5	3,197	46.7	20.6	29.0	28.5	19.9	31.2	5.4	19.7
Benton		35.5	.0214	11.0	10.7	32,763	.0123	923	2,978	22,263	11.6	2,814	53.3	26.8	29.0	33.5	13.9	24.8	3.8	15.1
Boone		14.2	.0086	4.2	4.9	12,331	.0047	868	2,938	3,632	4.4	2,804	52.8	26.5	30.0	34.9	13.8	24.2	3.6	14.4
Bradley		13.7	.0082	3.6	4.8	10,770	.0040	786	2,992	2,425	3.8	2,814	48.3	24.1	34.8	40.1	14.2	25.2	2.9	10.6
Calhoun		6.1	.0037	1.5		4,243	.0016	696	2,829	1,504	1.9	2,605	60.2	32.5	25.8	32.1	10.8	20.5	3.4	14.9
Carroll		10.9	.0066	3.5		8,932	.0034	819	2,552	5,010	3.8	2,489	61.4	34.7	26.2	34.2	9.7	19.5	2.7	11.6
Chicot		19.9	.0120	5.7	6.0	14,302	.0054	719	2,509	6,488	6.2	2,297	68.9	42.2	20.3	28.8	8.7	18.9	2.1	10.1
Clark		21.5	.0130	5.8	6.5	18,867	.0071	878	3,253	2,668	7.0	2,679	56.1	29.5	28.4	34.5	12.4	23.1	3.1	12.9
Clay		22.5	.0135	6.3	2.2	16,796	.0063	746	2,668	14,965	6.3	2,674	58.2	29.8	29.1	35.3	11.5	21.6	3.2	13.8
Cleburne		9.0	.0055	2.4		5,560	.0021	618	2,317	3,361	2.5	2,259	65.5	40.8	26.5	38.2	6.3	13.9	1.7	7.1
Cleveland		7.0	.0042	1.9		4,837	.0018	691	2,548	2,019	2.0	2,477	60.5	34.4	28.2	37.0	8.7	17.6	2.6	11.0
Columbia		25.4	.0153	7.0	11.0	23,391	.0088	921	3,342	4,286	7.3	3,210	49.9	21.9	25.3	25.6	19.2	30.0	5.6	22.5
Magnolia		11.0	.0066	3.5		13,768	.0052	1,252	3,934		3.8	3,671	44.0	16.9	24.5	21.6	23.8	32.5	7.7	29.0
Conway		15.3	.0092	4.0	4.8	10,668	.0040	697	2,667	4,060	4.3	2,483	60.6	34.4	26.5	34.7	10.5	21.2	2.4	9.7

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Before using these figures, see explanation page 11.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Craighead		51.5	.0311	13.7	18.8	49,889	.0188	969	3,642	28,708	15.1	3,300	46.3	19.7	29.0	28.6	18.1	27.5	6.6	24.2
Jonesboro		18.8	.0113	5.5		25,224	.0095	1,342	4,586		6.8	3,688	40.0	15.3	27.8	24.5	23.8	32.3	8.4	27.9
Crawford		21.5	.0129	6.2	6.1	17,284	.0065	803	2,785	3,830	6.2	2,788	53.1	26.8	29.0	33.8	14.5	26.0	3.4	13.4
Crittenden		54.2	.0327	13.9	13.4	39,039	.0147	720	2,809	31,480	15.0	2,609	64.9	35.0	22.9	28.5	8.4	16.1	3.8	20.4
2West Memphis		13.4	.0081	3.6		11,787	.0044	880	3,274		4.0	2,930	55.0	26.4	26.5	29.4	13.5	23.1	5.0	21.1
Cross		23.3	.0141	6.0	3.9	18,574	.0070	797	3,096	17,132	6.1	3,032	56.9	26.4	25.1	27.0	12.2	20.1	5.8	26.5
Dallas		11.8	.0071	3.1	3.6	8,884	.0033	753	2,866	1,206	3.2	2,809	50.7	25.4	32.5	37.7	13.7	24.4	3.1	12.5
Desha		24.5	.0148	6.4	6.3	18,364	.0070	750	2,869	9,367	7.0	2,618	61.7	33.2	21.9	27.0	12.6	24.2	3.8	15.6
Drew		15.2	.0091	4.1	3.9	11,443	.0043	753	2,791	4,224	4.3	2,658	57.1	30.2	27.2	33.4	12.4	23.3	3.3	13.1
Faulkner		22.3	.0135	5.9	9.8	19,208	.0072	861	3,255	5,052	7.4	2,582	57.8	31.5	26.7	33.6	12.9	25.0	2.6	9.9
Conway		9.8	.0059	2.6		11,791	.0044	1,203	4,535		4.3	2,714	55.5	28.8	26.4	31.6	14.6	27.0	3.5	12.6
Franklin		10.3	.0062	2.8		7,650	.0029	743	2,732	2,626	3.1	2,481	59.1	33.5	28.2	36.8	10.9	22.1	1.8	7.6
Fulton		6.9	.0042	2.0		4,352	.0016	631	2,176	2,612	1.9	2,297	63.2	38.7	26.7	37.8	9.1	19.9	1.0	3.6
Garland		50.8	.0306	16.1	32.3	54,336	.0242	1,266	3,996	1,593	18.2	3,543	42.4	16.9	30.8	28.3	19.5	27.5	7.3	27.3
Hot Springs		32.3	.0195	10.9		47,068	.0177	1,458	4,320		12.9	3,654	42.0	16.2	29.7	26.4	20.2	27.7	8.1	29.7
Grant		8.6	.0052	2.4		6,251	.0024	727	2,605	865	2.4	2,576	55.3	30.2	30.3	38.2	12.5	24.4	1.9	7.2
Greene		26.1	.0157	7.2	10.6	21,197	.0080	812	2,944	14,226	7.0	3,021	52.2	24.3	28.8	31.1	13.9	23.0	5.1	21.6
Paragould		10.6	.0064	3.4		12,098	.0046	1,141	3,558		3.4	3,551	44.3	17.6	29.8	27.2	18.5	26.1	7.4	29.1
Hempstead		19.7	.0119	5.7	9.4	16,034	.0060	814	2,813	4,322	5.9	2,729	55.9	28.8	27.0	32.2	14.0	25.7	3.1	13.3
Hope		9.4	.0057	3.0		10,154	.0038	1,080	3,385		3.2	3,132	47.7	21.4	29.5	30.7	18.1	29.0	4.7	18.9
Hot Spring		26.2	.0158	7.4	9.6	23,917	.0090	913	3,232	1,896	7.1	3,375	40.4	16.8	33.8	32.5	19.9	29.6	5.9	21.1
Howard		10.1	.0061	2.8	2.7	6,985	.0026	692	2,495	2,900	2.8	2,490	58.1	32.8	28.9	37.8	11.2	22.5	1.8	6.9
Independence		20.0	.0121	5.6	7.0	15,539	.0059	777	2,775	6,534	5.8	2,663	56.0	29.6	29.5	36.1	11.7	21.9	2.8	12.4
Batesville		7.0	.0042	2.2		7,719	.0029	1,103	3,509		2.5	3,039	48.0	22.2	31.6	33.8	16.1	26.5	4.3	17.5
Izard		6.7	.0040	1.8		4,251	.0016	634	2,362	2,600	2.0	2,118	66.7	44.3	28.4	43.5	4.8	10.7	.4	1.5
Jackson		26.7	.0161	7.2	7.0	21,560	.0081	807	2,994	12,327	7.3	2,968	52.1	24.7	27.4	30.0	15.7	26.5	4.8	18.8
Newport		7.0	.0042	2.0		8,735	.0033	1,248	4,368		2.4	3,612	41.6	16.2	27.5	24.7	22.8	31.7	8.1	27.4
Jefferson		83.5	.0504	23.8	45.1	81,088	.0305	971	3,407	19,086	25.9	3,133	51.7	23.2	25.1	26.1	17.3	27.7	5.9	23.0
Pine Bluff		45.1	.0272	13.7		54,355	.0205	1,205	3,968		16.0	3,397	47.4	19.6	25.4	24.5	19.9	29.3	7.3	26.6
Johnson		13.9	.0084	4.0	3.8	11,168	.0042	803	2,792	2,408	4.2	2,647	57.3	30.4	29.5	38.3	10.2	19.4	3.0	13.9
Lafayette		12.3	.0074	3.2	2.4	9,564	.0036	778	2,989	4,317	3.5	2,713	59.9	31.1	24.1	28.8	12.2	22.6	3.8	17.5
Lawrence		17.8	.0107	4.9	2.6	12,542	.0048	705	2,560	8,231	4.7	2,693	57.1	29.8	27.6	33.4	11.6	21.5	3.7	15.3
Lee		24.8	.0150	6.4	4.7	17,759	.0068	716	2,775	16,405	6.6	2,681	63.6	33.4	22.9	27.7	9.7	18.2	3.8	20.7
Lincoln		13.1	.0079	3.3		7,783	.0030	594	2,358	8,173	3.5	2,235	70.8	44.5	20.7	30.3	6.5	14.8	2.0	10.6
Little River		10.4	.0062	2.8	2.4	8,504	.0032	818	3,037	2,634	3.3	2,601	61.5	33.3	24.5	30.6	10.8	20.8	3.2	15.3
Logan		16.4	.0099	4.4	3.1	12,516	.0047	763	2,845	3,030	4.9	2,536	58.9	32.7	28.0	35.8	10.6	21.0	2.5	10.5
Lonoke		23.7	.0143	6.4		21,119	.0079	891	3,300	19,021	6.7	3,137	54.2	24.3	27.8	28.7	12.4	19.9	5.6	27.1
Madison		10.0	.0060	2.5		6,245	.0024	625	2,498	3,568	2.8	2,230	66.7	42.1	24.9	36.2	7.2	16.2	1.2	5.5
Marion		6.0	.0037	1.8		4,417	.0017	736	2,454	1,799	1.7	2,580	57.0	31.1	27.8	35.0	12.9	25.0	2.3	8.9
Miller	253	38.1	.0229	11.0	21.8	37,036	.0139	972	3,367	4,667	11.7	3,164	45.1	20.1	30.5	31.2	19.1	30.3	5.3	18.4
Texarkana (Tex.)-Texarkana (Ark.)		*65.0*	*.0519*	*17.0*		*65,175*	*.0838*	*1,198*	*5,716*											
1△Texarkana		21.8	.0131	7.0		24,887	.0094	1,142	3,555		7.5	3,338	41.4	17.5	30.8	29.9	21.6	32.5	6.2	20.1
Mississippi		72.8	.0440	18.8	24.3	80,848	.0229	836	3,237	60,354	18.8	3,238	51.7	22.5	27.6	27.7	14.5	22.4	6.2	27.4
Blytheville		18.9	.0114	5.8		22,346	.0084	1,182	3,853		6.2	3,581	45.0	17.7	28.7	26.0	18.4	25.8	7.9	30.5
Osceola		5.4	.0033	1.6		6,156	.0023	1,140	3,848		1.8	3,458	45.9	18.7	28.7	26.9	18.5	26.9	6.9	27.5
Monroe		19.1	.0115	5.0	6.7	14,867	.0056	778	2,973	9,539	5.4	2,777	54.9	27.8	27.9	32.7	13.2	23.8	4.0	15.7
Montgomery		5.2	.0031	1.4		3,681	.0014	708	2,629	1,116	1.6	2,249	66.3	41.5	23.4	33.8	9.3	20.8	1.0	3.9
Nevada		12.1	.0073	3.3	3.3	9,364	.0035	774	2,838	2,420	3.3	2,842	56.2	27.8	27.4	31.5	12.4	21.8	4.0	18.9
Newton		6.5	.0039	1.6		3,350	.0013	515	2,094	1,310	1.6	2,094	69.9	47.0	24.0	37.3	5.3	12.7	.8	3.0
Ouachita		39.4	.0238	11.0	20.2	37,864	.0142	961	3,442	1,657	11.4	3,325	43.5	18.4	29.3	28.7	21.4	32.3	5.8	20.6
Camden		17.0	.0103	5.1		19,853	.0075	1,168	3,893		5.7	3,456	41.8	17.0	30.2	28.3	21.1	30.5	6.9	24.2
Perry		4.4	.0026	1.1		2,964	.0012	674	2,695	931	1.3	2,270	64.5	40.0	27.1	38.8	7.3	16.1	1.1	5.1
Phillips		49.3	.0298	13.5	18.7	41,581	.0156	844	3,081	17,598	15.1	2,755	58.4	29.8	26.1	30.9	10.9	19.8	4.6	19.5
Helena-West Helena		*19.6*	*.0118*	*6.5*		*24,109*	*.0091*	*1,230*	*3,887*											
Helena		11.9	.0072	3.9		14,579	.0055	1,225	3,738		4.6	3,173	54.0	23.9	27.2	27.9	11.9	18.8	6.9	29.4
Pike		7.9	.0047	2.2		6,262	.0024	793	2,846	1,202	2.3	2,719	53.5	27.7	29.5	35.3	13.9	25.6	3.1	11.4
Poinsett		30.6	.0185	7.6	5.2	23,443	.0088	766	3,085	28,164	7.7	3,032	54.3	25.2	28.0	30.0	12.1	20.1	5.6	24.7
Polk		12.3	.0074	3.6	3.9	8,797	.0033	715	2,444	1,683	3.5	2,504	59.9	33.7	27.2	35.2	10.3	20.6	2.6	10.5
Pope		19.9	.0120	5.5	7.1	16,862	.0064	847	3,066	2,759	6.4	2,641	56.4	30.0	27.8	34.4	12.8	24.2	3.0	11.4
Prairie		12.3	.0074	3.2		8,589	.0032	698	2,664	8,410	3.1	2,740	55.3	28.4	30.1	35.7	10.6	19.4	4.0	16.5

1 Texarkana is in Bowie County, Texas and Miller County, Arkansas.
2 Special Census results received too late for inclusion above indicates that population of West Memphis on November 15, 1955 was 15,776.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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ARKANSAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Pulaski	61	240.9	.1483	72.4	177.0	334,354	.1259	1,388	4,618	7,218	80.5	4,153	34.0	11.5	28.4	22.2	26.6	32.1	11.0	34.2
Little Rock-North Little Rock		*168.4*	*.1016*	*52.7*		*255,873*	*.0965*	*1,519*	*4,856*											
▲Little Rock		117.5	.0709	37.1		192,638	.0725	1,639	5,192		43.7	4,407	32.8	10.5	27.2	20.1	27.2	30.9	12.8	38.5
▲North Little Rock		50.9	.0307	15.6		63,235	.0238	1,242	4,054		16.3	3,869	33.6	12.2	30.5	25.6	27.3	35.4	8.6	26.8
Randolph		13.1	.0079	3.2	3.2	9,562	.0036	730	2,988	6,308	3.7	2,601	57.7	31.2	28.3	35.3	11.0	21.2	3.0	12.3
St. Francis		35.2	.0212	8.9	8.9	26,118	.0098	742	2,935	20,455	9.7	2,691	60.9	31.8	25.6	31.1	9.3	17.2	4.2	19.9
Forrest City		8.8	.0053	2.8		9,354	.0035	1,063	3,341		2.8	3,347	50.3	21.2	26.5	25.6	15.7	23.5	7.5	29.7
Saline		28.5	.0172	6.9	7.6	24,318	.0092	853	3,524	1,874	7.6	3,208	39.0	17.1	35.9	36.4	20.6	32.2	4.5	14.3
Scott		6.5	.0040	1.8		4,716	.0017	726	2,620	1,616	2.0	2,415	58.0	33.8	31.7	42.6	9.1	18.9	1.2	4.7
Searcy		9.4	.0056	2.5		5,762	.0022	613	2,305	1,879	2.6	2,188	65.1	41.9	28.1	41.6	6.1	14.0	.7	2.5
Sebastian	50	72.0	.0434	22.3	58.0	91,606	.0345	1,272	4,108	3,088	23.8	3,844	36.0	13.2	31.5	26.6	24.6	32.1	7.9	28.1
▲Fort Smith		56.9	.0343	17.9		76,212	.0287	1,339	4,258		19.5	3,916	35.1	12.6	31.4	28.1	25.2	32.3	8.3	29.0

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

The ARKANSAS GAZETTE Gives You STATEWIDE Coverage and Impact

ARKANSAS is BIG ...BOOMING!

SINCE 1945

INCOME UP $485,726,000
NOW $1,741,016,000

•

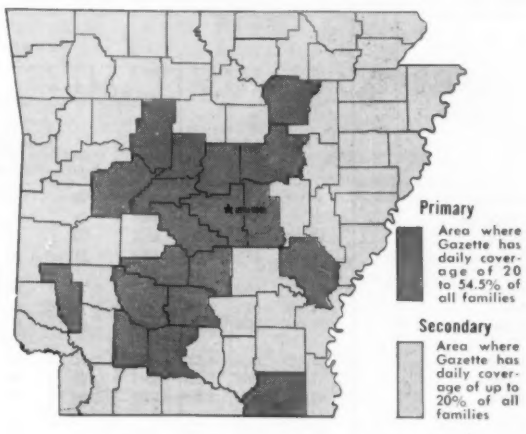
RETAIL SALES UP $800,052,000
NOW $1,417,121,000

Food	$302,626,000
Eating & Drinking Places	63,257,000
General Merchandise	165,650,000
Apparel	71,415,000
Furn-Hshld-Radio	60,878,000
Automotive	327,425,000
Gasoline-Serv'e Station	95,996,000
Lumber-Bldg-Hardware	134,310,000
Drug	40,191,000

SM 1956 Survey of Buying Power

The GAZETTE Delivers Arkansas... at LOWEST COST

The Gazette delivers Metropolitan Little Rock and the tremendous "Outside" market . . . gives you MOST AT LEAST MILLINE COST. With the largest circulation in the state, the Gazette's milline rate is moving down year after year—is currently 14% below the average for newspapers in its size group.



With the Gazette, your basic selling job in Arkansas is done. The Gazette . . . with all-round leadership in the state . . . is geared to this big, expanding market.

The Trend is to The GAZETTE—Way Out in Front on All Counts ... and Increasing Its LEADERSHIP

CIRCULATION. The Gazette, with 94,428 daily circulation, leads the second paper by 14,131 . . . and the trend is steadily upward —a 5,303 gain in 4 years against a 497 loss for the other paper. Sunday circulation —105,054—represents a gain of 7,434 against the second paper's 698 loss...and a lead of 14,422.*

ADVERTISING. Big gains for the Gazette in '55, losses for the second paper, appear in every important linage classification— general, retail, retail grocery, department store. The lead is widening year after year— in both linage and number of accounts and exclusive accounts.

EDITORIAL. More news stories, more features than in any other newspaper in the state — ARKANSAS' READING HABIT FOR 137 YEARS.

ASK FOR PROOF. The Arkansas Gazette or the John Budd Company will document every claim of superiority and selling effectiveness with positive and detailed proof.

Big Market
Big Newspaper, and
PROVED PULLING POWER
Arkansas Gazette

Arkansas Gazette

Represented by THE JOHN BUDD COMPANY

* ABC Publishers' Statements 6 mos. ending 9/30/55 vs. 9/30/51. Gains and losses computed by Gazette.

ARKANSAS— Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Sevier		8.2	.0050	2.3	2.1	6,688	.0025	815	2,907	2,334	2.4	2,753	52.4	26.8	30.9	36.6	14.0	25.4	2.7	11.2
Sharp		7.1	.0043	1.9		4,754	.0018	670	2,502	2,462	2.1	2,225	65.4	41.4	26.6	38.8	7.1	16.0	.9	3.8
Stone		5.8	.0035	1.5		3,538	.0013	610	2,359	1,011	1.6	2,278	64.6	39.9	26.2	37.5	7.9	17.3	1.3	5.3
Union		53.9	.0325	15.8	25.2	62,453	.0236	1,159	3,953	2,378	16.2	3,855	37.7	13.8	24.9	21.0	29.4	36.9	9.0	28.3
El Dorado		25.2	.0152	8.0		35,473	.0134	1,408	4,434		8.4	4,219	34.4	11.5	24.0	18.5	30.2	35.8	11.4	34.2
Van Buren		7.5	.0045	2.1		5,035	.0019	671	2,398	1,643	2.2	2,249	67.3	42.1	25.4	36.8	5.6	12.5	1.7	8.6
Washington		53.9	.0325	15.8	26.9	58,564	.0220	1,087	3,707	19,390	19.1	3,070	50.3	23.1	29.4	31.0	15.2	24.8	5.1	21.1
Fayetteville		19.6	.0118	5.6		29,976	.0113	1,529	5,353		9.1	3,299	49.0	20.9	27.2	26.7	17.2	26.2	6.6	26.2
Springdale		7.3	.0044	2.3		7,686	.0029	1,053	3,342		2.3	3,313	42.2	17.9	35.6	34.9	16.9	25.5	5.3	21.7
White		35.2	.0212	10.0	7.0	28,065	.0106	797	2,807	8,413	10.6	2,651	57.1	30.3	29.0	35.5	10.8	20.5	3.1	13.7
Searcy		7.0	.0042	2.2		8,519	.0032	1,217	3,872		2.7	3,206	48.2	21.2	29.8	30.1	16.4	25.7	5.6	23.0
Woodruff		16.3	.0099	4.0		10,455	.0039	641	2,614	10,237	4.3	2,434	63.3	36.6	25.2	33.6	9.1	18.7	2.4	11.1
Yell		11.6	.0070	3.3		8,097	.0031	698	2,454	3,148	3.3	2,445	59.2	34.0	30.0	40.0	9.0	18.5	1.8	7.5
Total Above Cities		541.0	.3263	168.0		725,758	.2733	1,342	4,320		193.1	3,758	40.3	15.1	28.3	24.5	22.7	30.3	8.7	30.1
State Total		1657.3	1.1202	519.1	703.5	1,741,016	.6555	937	3,354	573,139	556.5	3,128	50.2	22.6	27.8	28.9	16.4	26.3	5.6	22.2

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955						NINE STORE GROUPS (add 000)								
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Arkansas		31,153	.0168	4,515	.0126	89	118	5,164	862	2,384	589	862	4,447	1,933	4,703	725
Stuttgart		22,267	.0120		.0069	135	235	3,058	523	1,094	472	288	3,073	1,323	3,560	513
Ashley		17,039	.0092	3,098	.0086	68	72	4,277	508	3,522	615	186	3,944	1,456	1,211	586
Baxter		6,696	.0036	2,678	.0036	71	71	1,550	341	238	327	89	1,683	518	447	249
Benton		35,238	.0190	3,203	.0161	75	89	5,260	660	2,107	1,156	1,031	5,384	2,660	2,489	1,194
Boone		13,346	.0072	3,178	.0063	73	84	3,192	460	1,810	631	497	3,373	688	1,098	421
Bradley		11,931	.0064	3,314	.0055	67	78	2,464	521	1,473	471	481	3,246	754	967	231
Calhoun		2,448	.0013	1,631	.0020	54	35	854	142	418	...	42	357	233	134	74
Carroll		7,083	.0038	2,024	.0041	62	58	1,349	406	557	74	210	1,290	498	504	248
Chicot		12,380	.0067	2,168	.0071	89	86	2,715	433	825	1,010	107	1,897	1,435	2,544	399
Clark		15,465	.0083	2,666	.0087	67	64	3,511	511	1,396	737	852	3,396	1,083	1,409	506
Clay		12,964	.0070	2,058	.0079	59	52	3,275	157	1,215	228	855	1,823	791	3,166	226
Cleburne		3,952	.0021	1,647	.0028	51	38	589	9	577	60	72	1,301	183	204	142
Cleveland		2,017	.0011	1,062	.0021	50	26	638	45	490	13	109	63	168	139	37
Columbia		20,587	.0111	2,941	.0108	71	73	3,696	560	1,781	1,552	1,012	6,231	1,602	2,117	604
Magnolia		17,664	.0095		.0068	103	144	2,637	382	1,053	1,487	941	6,073	1,283	2,064	488
Conway		9,309	.0050	2,327	.0053	58	54	1,799	657	982	506	560	1,665	700	737	214
Craighead		38,703	.0198	2,679	.0216	89	84	8,006	967	3,548	2,719	2,098	7,926	2,387	5,130	1,070
Jonesboro		29,664	.0160		.0118	104	142	5,634	843	1,812	2,592	1,959	7,743	1,598	4,095	831
Crawford		10,779	.0058	1,739	.0075	58	45	3,346	405	519	392	403	2,564	834	533	504
Crittenden		37,568	.0203	2,703	.0200	61	62	6,525	1,292	2,059	1,089	1,205	14,810	2,497	3,468	895
West Memphis		25,847	.0139		.0080	99	172	3,402	906	468	719	1,029	12,127	1,472	2,893	497
Cross		12,714	.0069	2,119	.0084	60	48	2,333	308	1,389	573	466	3,496	639	2,464	513
Dallas		9,440	.0051	3,045	.0046	65	72	1,882	178	794	422	393	3,740	741	522	168
Desha		15,033	.0081	2,349	.0069	60	55	3,810	372	1,183	810	411	3,283	953	2,835	406
Drew		8,693	.0047	2,120	.0053	58	52	2,828	98	1,165	378	295	2,112	339	574	284
Faulkner		15,044	.0081	2,550	.0068	65	60	3,541	521	2,007	643	905	3,523	1,483	1,239	384
Conway		13,496	.0073		.0056	95	124	2,948	388	1,670	643	905	3,523	1,158	1,164	315
Franklin		5,728	.0031	2,046	.0036	58	50	945	230	1,122	105	447	1,216	406	486	168
Fulton		2,583	.0014	1,292	.0020	48	33	487	91	307	38	92	773	591	59	45
Garland		50,532	.0272	3,139	.0264	86	89	10,856	5,094	4,355	4,729	2,347	9,962	3,136	2,104	1,878
Hot Springs		47,886	.0258		.0205	105	132	9,886	4,665	3,880	4,671	2,347	9,874	2,793	2,021	1,878
Grant		3,125	.0017	1,302	.0028	54	33	1,131	66	301	170	...	640	349	247	70
Greene		15,598	.0084	2,166	.0096	61	54	3,246	761	1,056	1,300	988	2,839	879	2,475	322
Paragould		14,128	.0076		.0059	92	119	2,717	702	907	1,300	918	2,839	753	2,381	
Hempstead		14,138	.0076	2,490	.0077	65	64	3,812	244	1,635	482	795	4,328	824	1,045	407
Hope		12,849	.0069		.0051	89	121	3,182	244	1,220	482	705	4,338	726	936	370
Hot Spring		14,694	.0079	1,988	.0100	63	80	4,081	616	1,056	563	416	4,141	1,385	974	480

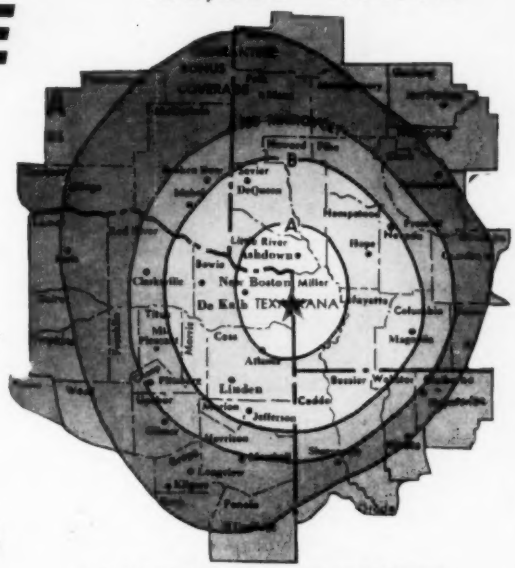
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Before using these figures, see explanation page 11.

POWERHOUSE of the SOUTHWEST

- Over 250 Hours Sponsored Network Programs per Month
- Serving over 160,140* TV Homes In Texas, Ark., Okla. & La. (Television Magazine — March, 1956)
- 58% Share of Audience—26 County Area Telephone (Sept., 1955)
- Station "B" has 14% and Station "C" has 12%. (Source: Telepulse—Feb., 1956)
- Established Penetration—Over 2½ Years of Service and Experience

100,000 WATTS



DOMINANT IN 26 COUNTIES

CBS CHANNEL 6

INTERCONNECTED

KCMC-TV

TEXARKANA — TEX-ARK

MAXIMUM POWER

REPRESENTED BY

Venard, Rintoul & McConnell, Inc.

General Manager Walter M. Windsor

Dir. Nat'l. Sales & Promotion Richard M. Peters

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ARKANSAS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Howard		7,066	.0039	2,524	.0037	61	84	1,411	134	1,018	211	283	2,203	333	983	306
Independence		16,132	.0086	2,881	.0080	66	71	2,942	545	1,381	955	652	4,796	1,207	1,539	327
Batesville		14,045	.0076		.0046	110	181	2,225	514	905	955	652	4,598	938	1,306	276
Izard		2,903	.0016	1,613	.0020	50	40	370	...	641	125	...	963	260	337	61
Jackson		20,931	.0113	2,907	.0107	66	70	3,089	1,303	1,794	1,260	1,444	4,511	1,600	3,791	515
Newport		15,746	.0085		.0050	119	202	1,884	712	925	1,260	1,132	3,973	972	3,578	437
Jefferson		52,543	.0283	2,206	.0338	67	56	15,281	2,194	3,958	4,435	2,563	11,244	3,740	3,728	1,271
Pine Bluff		47,578	.0256		.0234	86	94	13,345	1,941	3,273	4,075	2,512	10,862	3,141	3,275	1,240
Johnson		7,532	.0041	1,883	.0050	60	49	2,133	409	570	311	254	1,309	473	706	136
Lafayette		5,845	.0031	1,827	.0042	57	42	1,425	113	548	330	157	1,410	574	869	143
Lawrence		10,656	.0058	2,175	.0063	69	54	2,416	339	1,713	350	1,306	1,947	989	1,373	209
Lee		13,276	.0071	2,074	.0065	67	47	2,712	314	1,896	283	549	2,035	1,033	2,568	350
Lincoln		3,423	.0019	1,037	.0036	46	24	601	56	943	19	107	879	414	274	97
Little River		4,942	.0026	1,765	.0036	58	42	1,511	102	242	295	107	1,449	474	318	195
Logan		10,304	.0056	2,342	.0060	61	57	1,823	440	1,867	256	422	2,638	1,062	351	288
Lonoke		17,682	.0095	2,763	.0097	68	66	4,028	424	1,820	393	253	4,889	1,325	2,937	335
Madison		3,386	.0018	1,346	.0029	48	30	795	64	403	204	172	844	183	307	41
Marion		2,611	.0014	1,451	.0020	54	38	993	103	444	33	58	141	102	133	79
Miller	253	32,191	.0174	2,928	.0168	73	76	5,488	2,487	4,721	2,912	1,349	5,406	3,007	1,126	684
Texarkana (Tex.)-Texarkana (Ark.)		*67,008*	*.0361*		*.0291*	*91*	*113*	*12,295*	*5,885*	*10,439*	*4,667*	*3,408*	*11,816*	*6,787*	*4,238*	*2,284*
1△Texarkana		30,511	.0164		.0122	93	125	4,848	2,247	4,425	2,843	1,349	5,325	3,023	1,126	684
Mississippi		56,609	.0305	3,011	.0294	67	99	14,690	1,409	4,092	3,215	2,481	14,402	2,267	5,554	1,403
Blytheville		27,954	.0151		.0110	96	132	6,048	926	2,010	2,389	1,645	7,609	851	3,700	711
Osceola		13,537	.0073		.0040	121	221	2,132	215	423	597	505	5,221	324	3,179	281
Monroe		12,042	.0065	2,408	.0070	61	57	2,822	647	1,417	377	338	1,818	1,313	1,388	291

1 Texarkana is in Bowie County, Texas, and Miller County, Arkansas.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

ARKANSAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Montgomery		1,632	.0009	1,166	.0016	52	29	407	65	573	...	...	239	207	91	31
Nevada		6,201	.0033	1,879	.0042	58	45	1,532	180	599	285	128	1,801	471	691	181
Newton		481	.0003	301	.0018	41	8	216	72	75	...	...	...	40	...	30
Ouachita		23,537	.0126	2,140	.0156	66	53	5,397	1,126	2,336	1,256	1,076	5,498	1,907	1,785	588
Camden		18,671	.0101		.0088	85	98	3,957	686	1,781	1,256	947	5,433	1,258	1,454	413
Perry		1,265	.0007	1,150	.0013	50	27	340	...	444	...	...	303	65	58	...
Phillips		29,016	.0157	2,149	.0185	62	53	7,382	953	2,981	2,216	1,495	6,100	1,379	3,595	896
Helena-																
West Helena		*21,866*	*.0118*		*.0105*	*89*	*100*	*5,608*	*724*	*1,779*	*1,840*	*1,165*	*4,996*	*781*	*2,604*	*676*
Helena		18,213	.0098		.0071	99	136	4,556	599	1,444	1,794	1,077	4,592	519	2,215	503
Pike		4,772	.0025	2,188	.0029	62	53	804	107	596	77	23	1,740	492	418	172
Poinsett		24,115	.0130	3,173	.0120	65	70	4,773	940	2,092	939	1,049	3,941	1,353	5,476	824
Polk		8,619	.0047	2,394	.0045	61	64	1,816	417	1,174	326	395	1,812	775	651	303
Pope		15,883	.0085	2,890	.0082	68	71	3,307	498	1,293	746	1,291	3,884	1,082	1,527	447
Prairie		6,400	.0035	2,000	.0041	55	47	1,370	337	574	96	476	896	817	1,402	221
Pulaski	81	249,394	.1344	3,445	.1321	91	92	50,084	16,196	43,052	12,896	11,792	58,045	15,241	14,374	7,878
Little Rock-																
North Little Rock		*241,455*	*.1301*		*.1075*	*106*	*128*	*46,686*	*15,740*	*42,346*	*12,681*	*12,016*	*57,553*	*14,214*	*13,700*	*7,448*
▲Little Rock		185,502	.1000		.0804	113	141	35,871	12,809	39,496	11,270	8,509	38,151	9,096	9,444	6,370
▲North Little Rock		55,931	.0301		.0271	88	98	10,815	2,931	2,850	1,411	3,507	19,402	5,118	4,256	1,072
Randolph		7,933	.0043	2,479	.0047	59	54	1,191	150	813	345	239	2,493	535	1,227	283
St. Francis		20,818	.0112	2,339	.0125	59	53	5,195	896	1,949	1,253	878	3,936	1,407	3,340	443
Forrest City		15,081	.0081		.0052	98	153	3,512	610	1,082	972	689	3,247	1,093	2,227	443
Saline		18,112	.0098	2,628	.0110	64	57	4,568	310	3,156	436	317	5,902	1,286	1,293	384
Scott		4,420	.0023	2,456	.0023	58	58	1,076	474	328	38	100	1,113	475	420	126
Searcy		3,437	.0019	1,375	.0028	50	34	703	61	387	57	136	1,202	278	307	109
Sebastian	80	94,411	.0509	4,234	.0412	95	117	18,204	5,778	12,478	6,157	4,169	23,990	5,719	8,132	2,613
▲Fort Smith		90,892	.0490		.0359	105	143	16,928	5,551	11,505	6,157	4,029	23,768	5,220	8,088	2,512
Sevier		6,516	.0035	2,833	.0033	66	70	1,426	369	775	82	87	1,665	486	381	310
Sharp		1,806	.0010	951	.0021	49	23	524	81	284	...	...	455	280	69	63
Stone		2,987	.0016	1,991	.0018	51	46	477	123	743	121	41	815	63	306	180
Union		50,224	.0270	3,179	.0264	81	83	12,468	1,918	4,557	2,652	3,525	12,857	3,323	3,040	1,445
El Dorado		41,050	.0221		.0164	108	145	9,197	1,381	4,003	2,442	3,087	10,056	2,834	2,884	1,236
Van Buren		3,912	.0022	1,863	.0025	56	49	553	119	269	111	119	628	177	285	88
Washington		52,459	.0282	3,320	.0260	80	87	9,776	2,391	3,805	2,090	1,726	10,508	2,667	3,294	1,517
Fayetteville		27,027	.0146		.0124	105	124	4,669	1,273	2,215	1,515	1,338	6,668	1,362	2,168	1,109
Springdale		15,806	.0085		.0049	111	193	2,691	477	869	560	293	3,424	866	1,070	257
White		26,850	.0144	2,685	.0138	65	68	4,471	867	5,881	770	724	6,564	1,861	2,658	621
Searcy		18,062	.0097		.0054	129	231	2,432	374	4,500	683	514	5,615	713	1,501	431
Woodruff		8,040	.0043	2,010	.0053	54	43	1,958	173	2,041	338	254	980	576	905	238
Yell		10,061	.0054	3,049	.0045	64	77	948	271	1,216	70	138	1,971	461	329	286
Total Above Cities		819,407	.4415		.3344	102	135	158,574	41,899	93,810	52,545	40,967	207,524	48,434	70,585	22,867
State Total		1,417,121	.7637	2,730	.7809	70	66	302,626	63,257	165,650	71,415	60,878	327,425	95,996	134,310	40,191

ARKANSAS — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Fort Smith	80	72.0	.0434	22.3	58.0	91,605	.0345	1,272	4,108
Little Rock-North Little Rock	81	240.9	.1453	72.4	177.0	334,354	.1259	1,388	4,618
△Texarkana	253	106.5	.0642	31.1	55.5	109,430	.0412	1,028	3,519
Total Above Areas		419.4	.2529	125.8	290.5	535,389	.2016	1,277	4,256

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Before using these figures, see explanation page 11.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ARKANSAS—SM Metropolitan County Areas

RETAIL SALES—SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Fort Smith	80	94,411	.0509	4,234	.0412	95	117	18,204	5,778	12,478	6,157	4,169	23,990	5,719	8,132	2,613
Little Rock-North Little Rock	81	249,394	.1344	3,445	.1323	91	92	50,084	16,196	43,052	12,806	11,792	58,045	15,241	14,374	7,878
△Texarkana	253	88,704	.0483	2,756	.0474	74	72	17,703	4,863	11,877	5,335	4,044	17,071	8,342	4,820	2,884
Total Above Areas		429,509	.2316	3,414	.2209	87	92	85,991	26,837	67,407	24,298	20,005	99,106	29,302	27,326	13,375

(Other Pacific States: Oregon, Washington.)

CALIFORNIA—Counties and Cities

Map, pages 284, 6

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Alameda	Alameda	73.8	465	121	84	37	37	38	13	38	9	15
Albany	Alameda	19.5	140	30	32	7	7	7	11	12	3	2
Alhambra	Los Angeles	117.9	590	74	87	58	76	55	43	70	24	17
Aliso	Monterey	24.1	*	*	*	*	*	*	*	*	*	*
Altadena Township	Los Angeles	46.5	*	*	*	*	*	*	*	*	*	*
Anaheim	Orange	38.2	287	46	37	18	31	26	25	40	19	7
Antioch	Contra Costa	14.6	194	34	37	18	15	15	11	19	12	3
Arcadia	Los Angeles	37.4	329	35	42	41	41	24	17	42	22	9
Auburn	Placer	5.0	148	27	22	9	8	8	15	16	10	5
Azusa	Los Angeles	16.5	139	22	21	11	15	11	8	17	7	5
Bakersfield	Kern	44.5	1,193	200	259	71	67	73	72	165	42	26
Bell	Los Angeles	17.4	220	36	47	22	7	13	18	32	16	5
Belvedere Township	Los Angeles	50.1	*	*	*	*	*	*	*	*	*	*
Berkeley	Alameda	121.7	1,155	271	163	85	87	93	54	110	37	39
Beverly Hills	Los Angeles	31.9	614	44	67	52	153	43	16	41	16	34
Brawley	Imperial	13.4	178	20	54	8	12	11	8	24	9	4
Burbank	Los Angeles	94.5	949	104	171	82	75	78	60	121	51	25
Burlingame	San Mateo	22.5	280	51	45	15	50	24	19	20	8	8
Calexico	Imperial	6.1	110	13	22	17	15	5	3	10	8	4
Carmel-by-the-Sea	Monterey	6.2	149	18	23	9	30	9	1	11	4	3
Chico	Butte	66.0	337	52	54	34	31	23	19	29	19	12
Chula Vista	San Diego	32.5	245	39	41	11	32	15	9	29	20	4
Colton	San Bernardino	17.6	172	31	33	7	7	13	8	32	6	2
Compton	Los Angeles	66.3	621	98	113	47	36	35	68	74	32	6
Corona	Riverside	12.0	174	21	31	9	11	13	8	37	11	6
Coronado	San Diego	21.0	114	15	23	5	16	8	4	8	3	3
Costa Mesa	Orange	18.4	*	*	*	*	*	*	*	*	*	*
Culver City	Los Angeles	32.9	391	35	74	42	37	39	27	50	22	11
Daly City	San Mateo	29.0	221	54	40	13	16	12	19	17	12	6
Delano	Kern	12.0	181	31	35	7	20	10	12	27	13	3
East Bakersfield	Kern	52.5	*	*	*	*	*	*	*	*	*	*
El Cajon	San Diego	21.3	221	38	32	18	20	15	18	24	13	5
El Centro	Imperial	16.2	223	31	45	14	22	13	16	31	19	4

CALIFORNIA City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
El Cerrito	Contra Costa	25.4	149	29	24	11	11	8	10	24	12	6
El Monte	Los Angeles	10.3	316	35	44	25	33	31	39	35	23	5
Escondido	San Diego	9.3	195	30	28	16	19	19	11	25	9	4
Eureka	Humboldt	26.7	442	70	88	33	42	24	29	37	25	10
Fresno	Fresno	115.1	2,050	384	353	157	164	165	100	257	75	59
Fullerton	Orange	36.3	219	26	41	12	21	24	15	30	12	6
Gardena	Los Angeles	22.9	296	42	52	28	15	17	14	44	25	6
Gilroy	Santa Clara	6.0	145	16	36	10	10	10	13	21	5	3
Glendale	Los Angeles	117.9	1,199	164	161	105	128	108	80	128	56	44
Grass Valley	Nevada	5.3	173	19	37	12	14	20	11	16	10	3
Hanford	Kings	11.1	243	34	35	14	25	15	19	26	21	8
Hawthorne	Los Angeles	29.4	235	36	40	19	27	20	15	21	12	9
Hayward	Alameda	39.9	466	89	81	35	38	40	26	58	21	11
Hermosa Beach	Los Angeles	15.6	196	27	55	12	13	17	19	9	9	6
Huntington Park	Los Angeles	31.5	602	60	123	53	99	40	26	57	18	18
Indio	Riverside	8.8	152	9	35	13	10	12	8	29	10	4
Inglewood	Los Angeles	56.6	774	84	135	69	78	64	47	88	37	21
La Mesa	San Diego	19.6	183	25	24	21	18	19	11	25	10	4
Laguna Beach	Orange	7.9	203	27	48	9	24	11	9	17	10	6
Lodi	San Joaquin	17.2	354	58	73	21	34	30	26	38	25	6
Long Beach	Los Angeles	293.0	3192	473	697	252	280	245	175	332	112	74
Los Angeles	Los Angeles	2250.0	23859	3,955	4853	2478	1888	1706	854	2577	750	691
Lynwood	Los Angeles	30.4	313	35	69	27	23	21	17	44	17	8
Madera	Madera	13.3	267	66	44	16	19	7	14	39	21	5
Manhattan Beach	Los Angeles	31.3	171	29	34	13	12	10	3	19	9	7
Martinez	Contra Costa	10.2	189	29	38	10	14	12	14	23	8	4
Marysville	Yuba	9.2	329	48	76	20	33	21	22	37	15	13
Maywood	Los Angeles	14.9	189	23	57	16	10	12	7	20	9	3
Menlo Park	San Mateo	24.4	242	50	31	13	30	22	8	20	17	12
Merced	Merced	19.7	365	61	76	28	34	22	24	33	21	6
Modesto	Stanislaus	36.1	794	127	136	56	78	45	53	88	33	20
Monrovia	Los Angeles	26.0	282	37	41	21	18	28	25	32	15	8
Montebello	Los Angeles	29.1	282	40	51	32	24	21	11	33	15	11

*Not Available.

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Before using these figures, see explanation page 11.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Monterey Park	Los Angeles	30.7	290	30	32	33	12	17	10	25	8	5
Monterey	Monterey	21.2	351	47	81	26	38	17	25	32	15	6
Napa	Napa	16.0	326	46	58	24	23	26	21	34	16	11
National City	San Diego	32.5	251	47	45	25	19	15	19	31	12	5
Newport Beach	Orange	9.3	180	14	47	10	17	12	13	24	10	3
North Sacramento	Sacramento	19.2	177	19	31	7	14	17	23	26	15	4
Oakland	Alameda	412.0	4,824	1,124	1044	358	375	273	210	387	143	130
Oceanside	San Diego	25.0	258	25	57	17	27	20	17	29	13	5
Oildale	Kern	23.1	*	*	*	*	*	*	*	*	*	*
Ontario	San Bernardino	40.0	323	49	49	26	28	37	28	38	21	6
Orange	Orange	16.9	170	31	23	18	8	15	9	22	8	6
Oroville	Butte	5.9	213	46	27	12	21	19	17	25	14	9
Oxnard	Ventura	33.1	328	48	81	21	35	28	26	29	17	10
Palm Springs	Riverside	14.2	191	26	43	14	41	7	5	18	2	5
Palo Alto	Santa Clara	43.8	496	67	59	50	70	39	28	52	27	15
Pasadena	Los Angeles	119.2	1,422	177	219	116	153	132	73	164	66	38
Pass Robles	San Luis Obispo	8.5	154	22	33	8	9	9	14	17	22	5
Petaluma	Sonoma	12.3	245	43	43	15	26	18	12	24	11	10
Piedmont	Alameda	11.0	14	3	8	0	0	0	0	4	0	1
Pittsburg	Contra Costa	15.7	316	66	82	25	23	17	8	27	10	7
Pomona	Los Angeles	53.0	593	72	102	39	54	43	50	86	32	8
Porterville	Tulare	7.9	231	34	47	13	22	15	16	16	16	7
Red Bluff	Tehama	5.6	138	16	18	9	7	7	15	23	6	4
Redding	Shasta	12.2	285	24	63	26	18	20	27	45	10	10
Redlands	San Bernardino	21.9	249	45	29	19	24	19	15	33	13	6
Redondo Beach	Los Angeles	42.1	319	58	52	32	23	20	10	42	13	9
Redwood City	San Mateo	40.2	396	60	79	33	32	27	27	45	16	19
Reedley	Fresno	5.2	125	28	23	8	7	12	10	12	9	5
Richmond	Contra Costa	101.1	770	190	149	50	46	47	56	75	33	18
Riverside	Riverside	69.5	710	96	121	51	65	54	48	94	37	20
Roseville	Placer	10.4	158	23	32	8	11	7	18	21	3	7
Sacramento	Sacramento	160.0	2,496	453	618	154	189	145	125	239	116	77
Salinas	Monterey	21.6	521	66	118	36	61	32	34	52	22	14
San Bernardino	San Bernardino	85.9	1,028	143	196	71	81	80	72	132	56	25
San Bruno	San Mateo	16.2	177	28	27	17	16	14	9	24	10	5
San Carlos	San Mateo	19.3	214	32	27	13	17	21	8	14	22	5
San Diego	San Diego	478.1	3,835	634	832	312	345	278	191	399	107	122
San Fernando	Los Angeles	15.9	353	52	57	39	35	29	19	45	14	6
San Francisco	San Francisco	806.5	10041	2,323	2601	687	787	545	225	540	250	299
San Gabriel	Los Angeles	22.0	330	57	59	31	7	35	21	26	20	8
San Jose	Santa Clara	109.8	1,748	363	321	135	150	127	97	177	47	49
San Leandro	Alameda	48.0	577	105	100	51	32	39	36	84	26	17
San Marino	Los Angeles	13.7	1,06	9	9	9	21	14	1	20	3	4
San Mateo	San Mateo	59.5	587	99	100	51	69	49	13	60	25	17
San Pablo	Contra Costa	17.8	194	48	53	12	3	5	7	22	9	3
San Rafael	Marin	15.9	312	45	65	18	25	27	21	28	11	7
Santa Ana	Orange	63.4	800	97	136	73	77	68	53	90	39	18
Santa Barbara	Santa Barbara	52.5	778	119	131	44	75	89	34	82	31	27
Santa Clara	Santa Clara	22.5	280	54	43	26	12	19	14	36	16	7
Santa Cruz	Santa Cruz	23.4	492	68	119	29	37	30	22	46	20	14
Santa Monica	Los Angeles	79.1	1,064	122	208	68	127	75	47	120	36	32
Santa Maria	Santa Barbara	14.1	240	45	45	14	26	16	11	26	10	5
Santa Paula	Ventura	12.9	161	31	29	14	10	17	13	19	6	3
Santa Rosa	Sonoma	27.0	526	95	87	34	44	44	36	51	19	14
San Luis Obispo	San Luis Obispo	16.0	290	50	45	16	31	12	21	36	12	8
Seaside	Monterey	17.1	*	*	*	*	*	*	*	*	*	*
South Bakersfield	Kern	17.5	*	*	*	*	*	*	*	*	*	*
South San Francisco	San Mateo	32.2	168	38	46	10	8	10	7	13	5	4
South Gate	Los Angeles	54.1	563	75	115	50	29	39	35	55	20	15
South Pasadena	Los Angeles	19.4	139	18	22	12	9	13	4	25	7	6
Stockton	San Joaquin	79.9	1,475	251	341	93	129	80	83	149	85	45
Susanville	Lassen	5.6	95	12	17	6	7	7	11	9	3	4
Taft	Kern	4.2	153	32	25	8	16	14	13	15	6	3
Terrance	Los Angeles	69.9	312	64	64	23	24	19	15	40	19	8
Tracy	San Joaquin	10.0	165	23	37	8	14	8	16	24	7	5
Tulare	Tulare	13.3	264	39	58	19	22	11	20	31	16	8
Turlock	Stanislaus	6.9	213	30	38	13	22	14	15	20	21	5
Ukiah	Mendocino	9.6	196	30	32	14	13	15	16	21	11	4
Vallejo	Solano	41.5	535	108	118	32	43	37	33	60	16	13
Ventura	Ventura	20.0	361	46	62	26	39	33	25	43	16	14
Visalia	Tulare	13.5	367	66	61	28	32	30	26	38	20	7
Watsonville	Santa Cruz	13.4	282	42	64	12	24	23	18	26	19	8
Whittier	Los Angeles	35.1	537	76	77	53	71	36	24	65	27	13
Woodland	Yolo	11.9	193	18	31	11	25	13	16	24	13	5
Yreka	Siskiyou	4.2	106	14	19	5	7	12	6	8	6	5

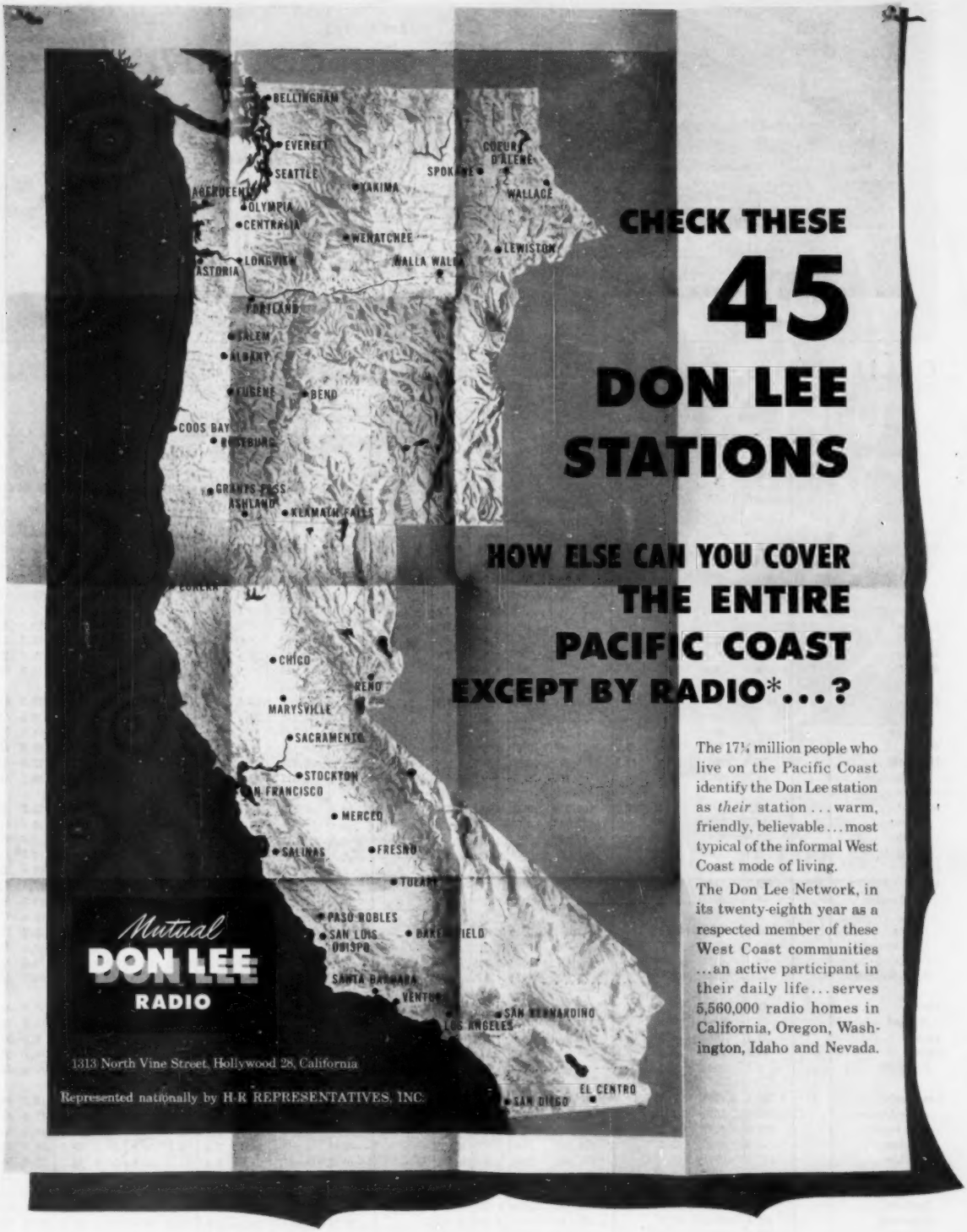
COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Alameda	130	864.6	.5214	292.6	831.7	1,798,863	.6772	2,081	6,148	34,345	329.7	5,456	23.5	8.2	21.0	21.8	36.1	34.1	19.4	46.9
▲Oakland		412.0	.2485	142.0		874,613	.3293	2,123	6,159		163.3	5,357	23.4	6.3	21.6	13.5	36.4	34.9	18.6	45.3
Berkeley		121.7	.0734	39.9		294,977	.1111	2,424	7,393		55.2	5,343	30.4	8.2	20.8	13.0	29.8	28.7	19.0	50.1
Alameda		73.8	.0445	23.7		146,459	.0551	1,985	6,180		26.7	5,494	20.4	5.3	21.4	13.1	38.5	36.0	19.7	45.6
Hayward		39.9	.0241	12.2		70,964	.0267	1,779	5,817		13.3	5,346	19.9	5.4	20.8	13.0	41.1	39.6	18.2	42.0
San Leandro		48.0	.0239	15.0		91,386	.0344	1,904	6,092		15.3	5,972	17.1	4.1	17.6	9.8	43.1	36.3	23.2	49.8
Albany		19.5	.0118	6.3		37,123	.0140	1,904	5,893		6.4	5,832	15.3	3.8	18.7	10.6	43.6	38.5	22.4	47.1
Piedmont		11.0	.0066	3.3		40,088	.0151	3,644	12,148		3.9	10,391	19.2	2.7	15.3	4.9	22.0	10.9	43.5	81.5
Alpine		.3	.0002	.2		620	.0003	2,067	3,100	270	.1	6,526	30.5	6.6	4.3	2.1	34.7	27.4	30.5	63.7
Amador		8.3	.0050	2.6		12,659	.0047	1,525	4,869	3,791	2.8	4,491	29.4	9.5	24.5	18.1	34.1	39.1	12.0	33.3
Butte		66.0	.0398	22.6	28.2	104,153	.0392	1,578	4,609	35,234	23.1	4,505	30.3	9.7	26.4	19.5	31.2	35.7	12.1	35.1
Chico		14.3	.0086	4.8		28,224	.0106	1,974	5,880		5.9	4,813	29.2	8.7	25.0	17.3	32.1	34.4	13.7	39.6
Oroville		5.9	.0036	2.4		11,976	.0045	2,030	4,990		2.5	4,880	29.7	8.8	24.0	16.3	30.8	32.5	15.5	42.4
Calaveras		9.0	.0054	3.0		13,743	.0052	1,527	4,581	3,677	3.2	4,303	29.0	9.7	26.2	20.3	33.9	40.8	10.9	29.4
Colusa		11.7	.0071	3.6	3.1	21,775	.0082	1,861	6,049	25,331	4.1	5,250	30.7	8.4	27.2	17.3	27.1	26.6	15.0	47.7

▲ and △ See end of state for SM Metropolitan County Areas.
*Not Available.

Before using these figures, see explanation page 11.

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Careful reading of explanatory introduction, starting on page 11, will help you make the best possible use of the Survey data.



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HOW ELSE CAN YOU COVER THE ENTIRE PACIFIC COAST EXCEPT BY RADIO*...?

The 17¼ million people who live on the Pacific Coast identify the Don Lee station as *their* station . . . warm, friendly, believable . . . most typical of the informal West Coast mode of living.

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*DON LEE IS PACIFIC COAST RADIO



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PACIFIC OUTDOOR *Advertising Co.*

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CALIFORNIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Contra Costa	130	348.2	.2100	101.7	253.5	641,655	.2416	1,843	6,309	25,586	120.6	5,320	22.2	6.0	20.0	12.5	39.4	38.2	18.4	43.3
Richmond		101.1	.0610	29.4		158,214	.0596	1,565	5,381		30.5	5,179	17.0	4.7	22.1	14.3	44.4	44.1	16.5	36.9
Pittsburg		15.7	.0095	4.6		29,585	.0111	1,884	6,432		5.4	5,515	19.9	5.2	21.5	13.0	38.9	36.3	19.7	45.5
Martinez		10.3	.0062	3.1		22,020	.0083	2,159	7,103		3.9	5,636	19.3	4.9	17.4	10.3	41.6	38.0	21.7	46.8
El Cerrito		25.4	.0153	7.9		50,163	.0189	1,975	6,350		8.0	6,245	18.2	4.2	17.3	9.2	40.0	33.0	24.5	53.6
Antioch		14.6	.0088	4.4		25,504	.0096	1,747	5,796		4.6	5,564	15.9	4.1	18.0	10.9	46.0	42.5	20.1	42.5
San Pablo		17.8	.0107	5.1		27,566	.0104	1,549	5,405		5.6	4,923	20.6	6.0	22.0	14.9	42.7	44.7	14.7	34.4
Del Norte		19.6	.0118	6.4		30,587	.0115	1,561	4,779	1,837	7.3	4,167	29.1	10.1	29.7	23.8	31.1	38.4	10.1	27.7
Eldorado		16.4	.0099	5.9	3.9	24,386	.0092	1,486	4,130	4,291	5.6	4,339	31.9	10.6	26.8	20.5	30.6	36.3	10.7	32.6
Fresno	53	317.3	.1913	96.8	181.2	499,235	.1880	1,573	5,157	213,589	101.0	4,942	26.8	7.8	25.6	17.3	32.4	33.7	15.2	41.2
▲Fresno		115.1	.0694	37.2		224,536	.0845	1,951	6,036		42.9	5,235	25.2	7.0	23.0	14.6	34.3	33.7	17.5	44.7
Reedley		5.2	.0031	1.4		7,263	.0027	1,397	5,188		1.7	4,362	32.4	10.7	29.4	22.4	26.5	31.3	11.7	35.6
Glenn		16.0	.0097	4.9	3.2	27,057	.0101	1,691	5,522	27,248	5.3	5,131	27.3	7.7	26.2	17.0	30.6	30.7	15.9	44.6
Humboldt		96.3	.0581	31.3	41.6	184,222	.0694	1,913	5,886	18,294	34.5	5,339	22.3	6.0	21.6	13.5	38.4	37.0	17.7	43.5
Eureka		28.7	.0173	9.2		60,416	.0227	2,105	6,567		10.9	5,547	22.9	6.0	20.1	12.0	37.5	34.8	19.5	47.2
Imperial		68.9	.0415	18.5	37.7	102,318	.0385	1,485	5,531	111,534	23.2	4,410	36.3	11.9	24.1	18.2	26.9	31.4	12.7	38.5
El Centro		16.2	.0098	4.7		27,563	.0104	1,701	5,864		5.6	4,941	29.4	8.6	22.1	14.9	32.1	33.4	16.4	43.1
Brawley		13.4	.0081	3.6		19,383	.0073	1,446	5,384		4.2	4,590	36.8	11.6	24.3	17.6	25.5	28.6	13.4	42.2
Calexico		8.1	.0049	1.9		9,974	.0038	1,231	5,249		2.3	4,292	35.8	12.1	25.8	20.0	26.7	32.0	11.7	35.9
Inyo		12.0	.0073	4.0	3.1	22,778	.0086	1,898	5,695	2,034	4.6	4,961	21.3	6.2	22.6	15.2	40.7	42.2	15.4	36.4
Kern	175	262.1	.1580	77.9	168.3	448,631	.1689	1,712	5,758	181,049	85.3	5,257	24.0	6.6	22.2	14.0	36.4	35.7	17.4	43.7
△Bakersfield		44.5	.0268	14.2		103,543	.0390	2,327	7,292		17.1	6,050	20.5	4.9	18.9	10.4	37.6	32.0	23.0	52.7
Taft		4.2	.0025	1.2		9,076	.0034	2,161	7,563		1.6	5,620	19.8	5.1	16.6	9.8	43.4	39.7	20.2	45.4
Delano		12.0	.0072	3.3		17,464	.0066	1,455	5,292		3.9	4,476	32.9	10.6	24.7	18.4	29.5	33.9	12.9	37.1
East Bakersfield		52.5	.0317	14.7		79,652	.0300	1,517	5,419		15.8	5,049	26.3	7.5	23.1	15.4	34.7	35.3	15.9	41.8
Oildale		23.1	.0139	7.3		39,858	.0150	1,725	5,460		7.4	5,379	19.5	5.2	19.2	11.9	43.3	41.4	18.0	41.5
South Bakersfield		17.5	.0106	5.0		31,847	.0120	1,820	6,369		5.4	5,893	19.1	4.7	19.5	11.0	40.1	35.0	21.3	49.3
Kings		48.0	.0290	14.1	17.9	73,139	.0276	1,524	5,187	64,914	14.4	5,088	25.4	7.2	25.4	16.7	33.3	33.6	15.9	42.5
Hanford		11.1	.0067	3.5		19,070	.0072	1,718	5,449		3.7	5,172	28.3	7.9	22.8	14.7	32.5	32.3	16.4	45.1
Lake		11.1	.0067	3.9		15,930	.0060	1,435	4,085	6,238	4.1	3,924	39.4	14.5	29.8	25.4	21.5	28.1	9.3	32.0
Lassen		17.8	.0107	5.6	8.8	30,928	.0116	1,738	5,523	5,213	5.8	5,318	16.7	4.5	22.3	13.9	45.3	43.9	15.7	37.7
Susanville		5.6	.0034	1.7		10,601	.0040	1,893	6,236		1.9	5,479	18.9	5.0	21.2	12.9	42.5	39.9	17.4	42.2
Los Angeles	83	5,300.3	3.1966	1833.8	5252.6	10,647,282	4.0067	2,009	5,807	235,358	1,998.5	5,328	24.0	6.5	22.8	14.3	34.9	33.7	18.3	45.5
▲Los Angeles		2,250.0	1.3570	780.7		4,687,212	1.7648	2,083	6,004		912.5	5,136	26.0	7.3	24.0	15.6	32.7	32.7	17.3	44.4
Long Beach		298.0	.1797	112.8		617,547	.2325	2,072	5,475		123.6	4,995	25.7	7.4	22.6	15.2	35.6	36.6	16.1	40.8
Pasadena		119.2	.0719	42.2		376,615	.1041	2,321	6,555		50.6	5,468	28.1	7.4	23.2	14.2	29.9	28.1	18.8	50.3
Glendale		117.9	.0711	43.4		283,986	.1069	2,409	6,543		46.9	6,057	21.0	5.0	21.3	11.8	34.4	29.2	23.3	54.0
Santa Monica		79.1	.0477	28.9		173,135	.0652	2,189	5,991		32.9	5,258	24.3	6.7	23.7	15.0	34.4	33.6	17.6	44.7
Beverly Hills		31.9	.0192	11.8		140,925	.0531	4,418	11,943		14.4	9,763	21.8	3.2	18.4	6.3	22.4	11.8	37.4	78.7
Burbank		94.5	.0570	30.5		185,376	.0698	1,962	6,078		31.4	5,903	16.2	3.9	18.7	10.6	43.0	37.5	22.1	48.0
Inglewood		56.8	.0343	19.1		122,440	.0461	2,156	6,410		20.2	6,064	18.2	4.3	18.8	10.3	39.1	33.2	23.9	52.2
Alhambra		55.8	.0337	19.7		119,427	.0450	2,140	6,062		20.3	5,879	19.9	4.9	18.9	10.7	37.9	33.2	23.3	51.2
Huntington Park		31.5	.0190	12.5		70,872	.0267	2,250	5,670		13.5	5,268	20.4	5.6	23.1	14.6	38.5	37.6	18.0	42.2
Compton		66.3	.0400	20.2		113,793	.0428	1,716	5,633		21.1	5,390	17.3	4.6	20.4	12.6	44.1	42.1	18.2	40.7
Pomona		53.0	.0320	17.0		94,587	.0356	1,785	5,564		19.2	4,920	24.5	7.2	23.9	16.2	36.3	38.0	15.3	38.6
South Gate		54.1	.0326	17.7		102,121	.0384	1,888	5,770		17.9	5,702	14.5	3.7	18.3	10.7	46.0	41.5	21.2	44.1
Whittier		35.1	.0212	12.2		77,351	.0291	2,204	6,340		13.3	5,834	23.0	5.7	19.7	11.3	35.6	31.4	21.7	51.6
San Fernando		15.9	.0096	4.8		25,987	.0098	1,634	5,414		5.4	4,842	24.2	7.2	25.3	17.4	36.2	38.5	14.3	36.9
Monrovia		26.0	.0157	8.7		50,736	.0191	1,951	5,832		9.7	5,214	25.0	6.9	22.7	14.5	34.8	34.4	17.5	44.2
Culver City		32.9	.0198	10.8		64,608	.0243	1,964	5,982		11.3	5,730	18.4	4.6	20.1	11.7	40.5	36.4	21.0	47.3

▲ and △ See end of state for SM Metropolitan County Areas.

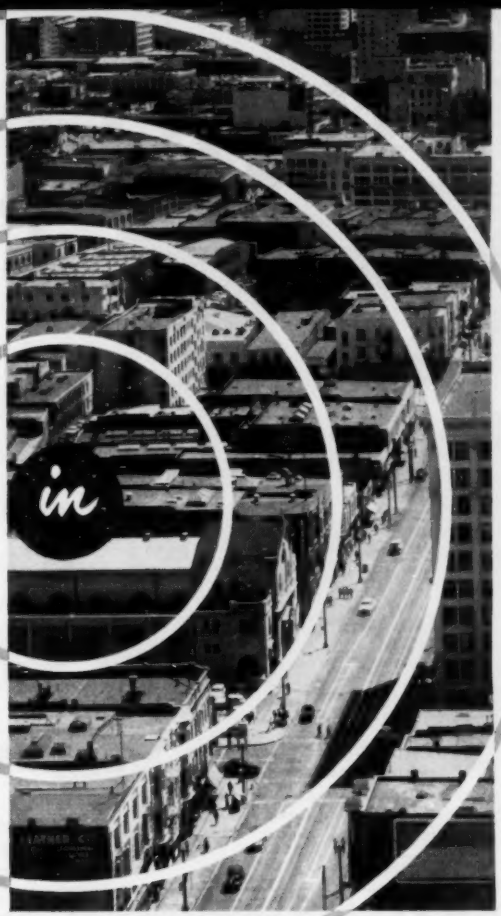
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Before using these figures, see explanation page 11.

Southern California?

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the Examiner... you're *in*



THE PAPER THAT'S A POWER-HOUSE...FOR SALES!

Let's forget that Los Angeles County now rates No. 1 in National Retail Sales.

Let's look at the phenomenal expansion *all over Southern California.*

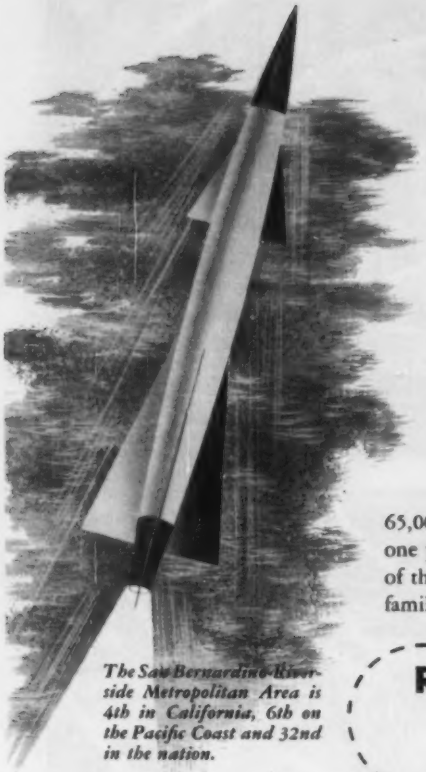
And let's remember that this vast and fast-growing market offers a man-sized challenge to every manufacturer, distributor and sales executive operating in this area.

Adequate sales cultivation means adequate advertising impact. And that's exactly what you get in the Los Angeles Examiner. Because – when you're in the Examiner you're in!

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Los Angeles Examiner *Over 340,000 every day • Almost 700,000 every Sunday*

Represented Nationally by Hearst Advertising Service Inc.



The San Bernardino-Riverside Metropolitan Area is 4th in California, 6th on the Pacific Coast and 32nd in the nation.

everything is UP in

RIVERSIDE, CALIF.

POPULATION UP 14½%

EFFECTIVE BUYING INCOME UP 25%

FAMILIES UP 14%

65,000 people with $111,336,000 to spend. $22,368,000 E. B. I. more in just one year . . . that's Riverside, California. Get your share of the purchasing power of the 22,900 families in this rapidly growing and prosperous market. 9 out of 10 families in this fast growing city read the . . .

RIVERSIDE PRESS and ENTERPRISE

RIVERSIDE, CALIFORNIA

An independent market 65 miles from Los Angeles.
Represented nationally by Doyle and Hawley.

CALIFORNIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Arcadia		37.4	.0226	12.5		89,413	.0337	2,391	7,153		12.8	6,981	19.8	4.1	17.6	8.3	34.4	25.4	28.2	62.2
El Monte		10.3	.0062	3.3		15,935	.0060	1,547	4,829		3.4	4,726	24.3	7.4	22.9	16.1	38.9	42.4	13.9	34.1
San Gabriel		22.0	.0133	6.9		47,119	.0177	2,142	6,829		6.8	6,894	16.6	3.5	17.7	8.6	36.6	27.3	29.1	60.6
Redondo Beach		42.1	.0254	13.6		71,144	.0268	1,690	5,231		14.1	5,042	22.5	6.4	22.0	14.5	39.5	40.4	16.0	38.7
Lynwood		30.4	.0183	9.4		54,164	.0204	1,782	5,762		9.8	5,551	15.0	3.9	18.5	11.1	46.5	43.1	20.0	41.9
Bell		17.4	.0105	6.1		35,554	.0134	2,043	5,829		6.5	5,460	17.4	4.6	20.9	12.8	41.5	39.1	20.2	43.5
Gardena		22.9	.0138	7.2		38,097	.0143	1,664	5,291		7.1	5,346	20.0	5.4	20.7	13.0	40.9	39.3	18.4	42.3
Hermosa Beach		15.6	.0094	5.7		33,347	.0126	2,138	5,850		6.3	2,291	22.7	6.2	21.9	13.9	37.6	36.5	17.8	43.4
Torrance		69.9	.0422	20.0		116,141	.0437	1,662	5,807		22.1	5,267	24.4	6.7	21.8	13.8	35.3	34.5	18.5	45.0
Maywood		14.9	.0090	5.3		28,957	.0109	1,943	5,464		5.6	5,131	18.3	5.2	21.1	13.7	43.4	43.5	17.2	37.6
Belvedere Township		50.1	.0302	11.9		79,559	.0300	1,588	6,686											
Montebello		29.1	.0176	8.7		53,151	.0200	1,826	6,109		8.9	5,955	16.0	3.9	17.8	9.9	43.5	37.6	22.7	48.6
Hawthorne		29.4	.0177	9.0		50,790	.0191	1,728	5,643		10.0	5,085	21.2	6.0	21.3	13.9	41.4	41.9	16.1	38.2
South Pasadena		19.4	.0117	7.2		53,649	.0198	2,714	7,312		7.7	6,822	21.6	4.6	17.9	8.7	32.3	24.4	28.2	62.3
Monterey Park		30.7	.0185	10.3		57,386	.0216	1,869	5,571		10.4	5,539	19.0	4.9	18.6	11.3	41.1	38.1	21.3	45.7
Altadena Township		46.5	.0280	13.0		110,531	.0416	2,377	8,502											
Azusa		16.5	.0100	5.0		25,351	.0095	1,536	5,070		4.8	5,241	16.3	4.5	21.3	13.5	46.8	46.0	15.6	36.0
Manhattan Beach		31.3	.0189	10.2		65,321	.0246	2,087	6,404		11.4	5,736	19.8	5.0	19.8	11.5	39.4	35.3	21.0	48.3
San Marino		13.7	.0083	4.2		71,051	.0268	5,186	16,917		4.8	14,927	12.7	1.2	11.0	2.5	18.7	6.4	57.6	89.9
Madera		**38.1**	**.0230**	**10.9**	**17.2**	**49,248**	**.0186**	**1,293**	**4,518**	**46,063**	**11.3**	**4,348**	**32.3**	**10.7**	**29.7**	**22.8**	**26.3**	**31.1**	**11.7**	**35.4**
Madera		13.3	.0080	3.8		17,836	.0067	1,341	4,694		4.0	4,457	32.2	10.4	26.0	19.5	29.0	33.5	12.8	36.6
Marin	130	**116.1**	**.0700**	**35.7**	**94.2**	**283,017**	**.0952**	**2,179**	**7,097**	**18,264**	**40.1**	**6,309**	**21.1**	**4.8**	**19.3**	**10.3**	**34.6**	**28.2**	**25.0**	**56.7**
San Rafael		15.9	.0096	5.2		39,263	.0148	2,469	7,551		6.1	6,455	21.1	4.7	17.6	9.1	35.0	27.9	26.3	58.3
Mariposa		**4.4**	**.0029**	**1.3**		**7,672**	**.0029**	**1,744**	**5,902**	**2,945**	**1.9**	**3,942**	**34.8**	**12.7**	**30.7**	**26.1**	**26.3**	**34.3**	**8.2**	**26.9**
Mendocino		**58.9**	**.0344**	**17.6**	**17.9**	**84,268**	**.0318**	**1,481**	**4,788**	**11,039**	**18.6**	**4,543**	**27.8**	**8.8**	**27.7**	**20.3**	**32.2**	**36.5**	**12.3**	**34.4**
Ukiah		9.6	.0058	3.2		16,126	.0061	1,680	5,039		3.3	4,815	26.3	7.9	25.5	17.7	34.5	36.8	13.7	37.6
Merced		**84.3**	**.0508**	**24.8**	**27.1**	**128,127**	**.0482**	**1,520**	**5,166**	**81,243**	**26.9**	**4,757**	**29.4**	**8.9**	**27.6**	**19.3**	**28.9**	**31.3**	**14.1**	**40.5**
Merced		19.7	.0119	6.4		33,816	.0127	1,717	5,284		6.7	5,076	27.0	7.7	24.9	16.3	31.2	31.6	16.9	44.4
Modoc		**10.0**	**.0060**	**3.1**	**2.9**	**16,488**	**.0062**	**1,650**	**5,322**	**14,276**	**3.4**	**4,909**	**23.6**	**8.9**	**26.8**	**18.3**	**33.1**	**34.7**	**16.5**	**40.1**

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CALIFORNIA — Counties and Cities — (Continued)

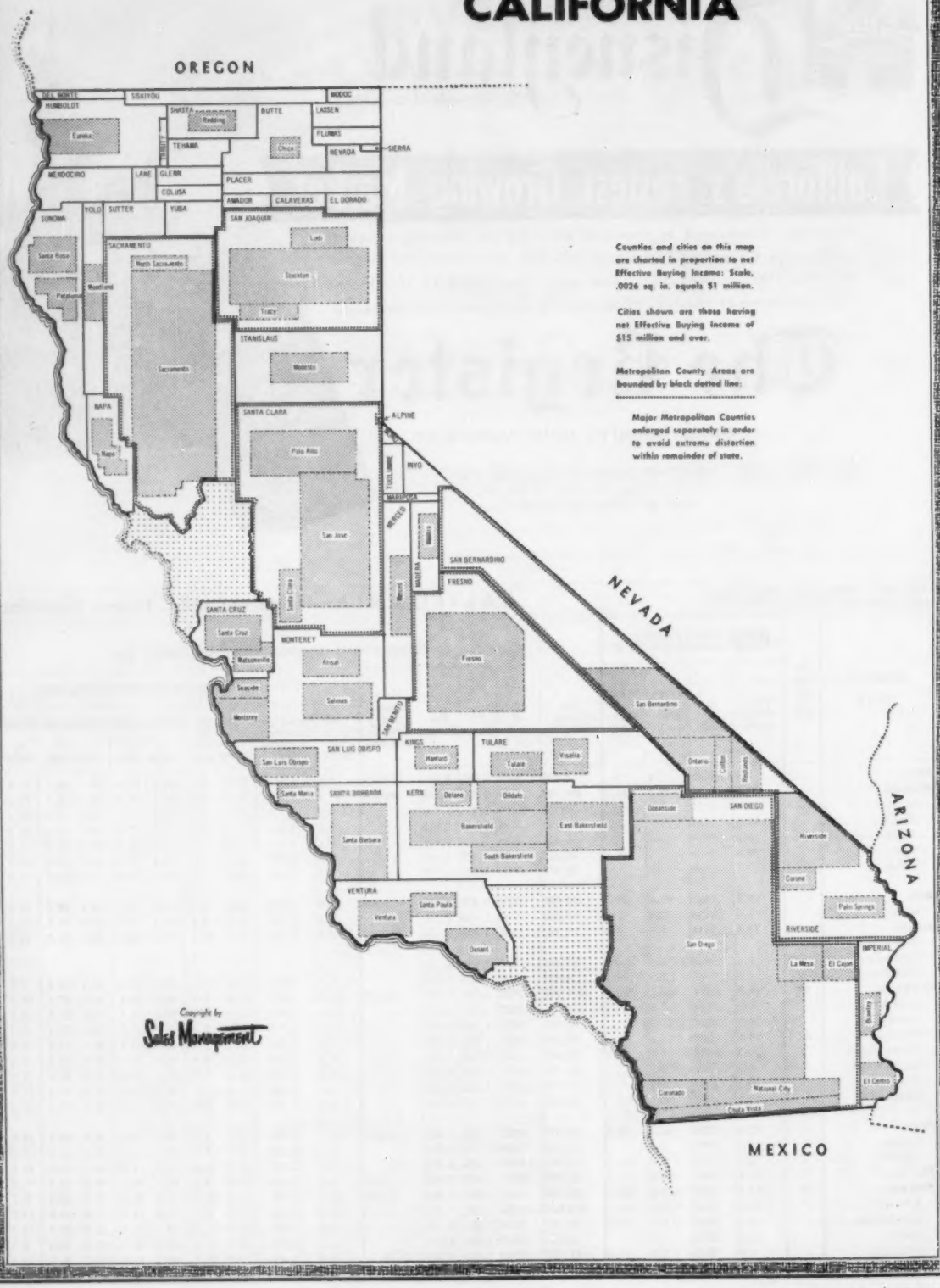
COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Mono		2.4	.0015	.8		4,688	.0018	1,953	5,860	1,712	1.0	4,689	27.3	8.4	24.1	17.3	36.1	39.7	12.5	34.6
Monterey		168.5	.1016	49.9	93.2	315,792	.1189	1,874	6,328	85,778	67.1	4,709	31.4	9.6	25.2	17.8	29.0	31.7	14.4	40.9
Salinas		21.8	.0131	7.0		50,439	.0190	2,314	7,206		9.2	5,490	29.5	7.8	22.9	13.8	28.2	26.5	19.4	51.9
Monterey		21.2	.0128	6.7		44,145	.0166	2,082	6,589		9.0	4,903	27.9	8.2	25.0	17.0	30.7	32.2	16.4	42.6
Carmel-by-the-Sea		6.2	.0037	1.8		15,446	.0058	2,491	8,581		2.8	5,431	27.6	7.3	24.8	15.2	28.2	26.8	19.4	50.7
Alisal		24.1	.0145	7.0		34,512	.0130	1,432	4,930		7.3	4,756	22.5	6.8	24.4	17.2	39.8	43.0	13.3	33.0
Seaside		17.1	.0103	5.2		23,373	.0088	1,367	4,495		5.3	4,385	28.3	9.3	29.3	22.2	31.2	36.7	11.2	31.8
Napa		56.5	.0353	16.5	19.3	80,434	.0303	1,375	4,875	13,703	17.0	4,734	26.8	9.2	24.6	17.3	35.1	38.1	13.5	36.4
Napa		16.0	.0096	5.4		28,082	.0106	1,755	5,200		5.5	5,134	23.4	6.6	21.3	13.8	39.0	39.1	16.3	40.5
Nevada		18.4	.0111	6.5	7.4	28,189	.0106	1,532	4,337	2,703	6.9	4,104	33.0	11.6	29.3	23.8	26.9	33.8	10.8	30.8
Grass Valley-Nevada City		*8.1*	*.0049*	*2.5*		*13,661*	*.0051*	*1,687*	*5,484*											
Grass Valley		5.3	.0032	1.7		8,560	.0033	1,634	5,094		2.2	4,011	31.7	11.4	30.2	25.0	28.5	36.6	9.6	27.0
Orange	83	365.9	.2206	123.3	228.3	624,769	.2352	1,707	5,067	85,018	129.7	4,816	27.0	8.1	24.2	16.7	34.7	37.1	14.1	38.1
Santa Ana		63.4	.0382	21.5		113,461	.0427	1,790	5,277		23.4	4,846	25.9	7.7	24.2	16.7	35.4	37.6	14.5	38.0
Anaheim		38.2	.0230	12.2		62,837	.0237	1,645	5,151		13.3	4,716	26.9	8.2	24.7	17.5	35.1	38.3	13.3	36.0
Fullerton		36.3	.0219	11.4		68,346	.0257	1,883	5,995		13.8	4,954	26.0	7.6	23.4	15.7	35.6	37.0	15.0	39.7
Newport Beach		19.3	.0116	7.1		42,169	.0159	2,185	5,939		7.4	5,674	25.5	6.5	23.2	13.7	32.4	29.3	18.9	50.5
Laguna Beach		7.9	.0048	2.7		16,128	.0061	2,042	5,973		3.5	4,656	31.5	9.8	24.3	17.4	29.5	32.6	14.7	40.2
Costa Mesa		18.4	.0111	5.9		24,877	.0094	1,352	4,216		5.5	4,486	27.6	8.9	24.3	18.1	36.2	41.5	11.9	31.5
Orange		16.9	.0102	5.9		29,991	.0113	1,775	5,083		6.5	4,581	28.3	8.9	24.6	17.9	34.9	39.2	12.2	34.0
Placer		47.0	.0284	14.2	15.4	68,381	.0257	1,455	4,816	11,627	14.7	4,645	26.8	8.3	25.7	18.4	34.4	38.1	13.1	35.2
Roseville		10.4	.0063	3.5		18,425	.0069	1,773	5,264		3.6	5,128	20.1	5.6	22.3	14.6	40.4	40.5	17.2	39.3
Auburn		5.0	.0030	1.8		9,963	.0038	1,993	5,535		2.0	5,086	25.8	7.3	21.0	13.8	38.1	38.5	15.1	40.4
Plumas		12.1	.0073	3.9		22,060	.0084	1,823	5,656	1,947	4.2	5,248	17.8	4.9	23.7	15.1	40.9	40.1	17.6	39.9
Riverside	128	221.4	.1335	73.0	129.5	330,110	.1242	1,491	4,522	77,940	78.7	4,193	34.3	11.8	27.9	22.2	27.1	33.3	10.7	32.7
▲Riverside		69.5	.0419	22.9		111,338	.0419	1,602	4,862		24.5	4,545	30.3	9.6	26.6	19.5	29.9	33.9	13.2	37.0
Palm Springs		14.2	.0086	6.8		28,624	.0108	2,016	4,209		6.4	4,499	34.4	11.0	28.1	20.8	25.4	29.1	12.1	39.1
Corona		12.0	.0072	3.6		15,017	.0057	1,251	4,171		3.7	4,072	32.5	11.5	30.8	25.3	27.8	35.1	8.9	28.1
Indio		8.8	.0053	2.9		13,139	.0049	1,493	4,531		3.0	4,408	31.2	10.2	25.7	19.4	30.7	35.9	12.4	34.5

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

CALIFORNIA

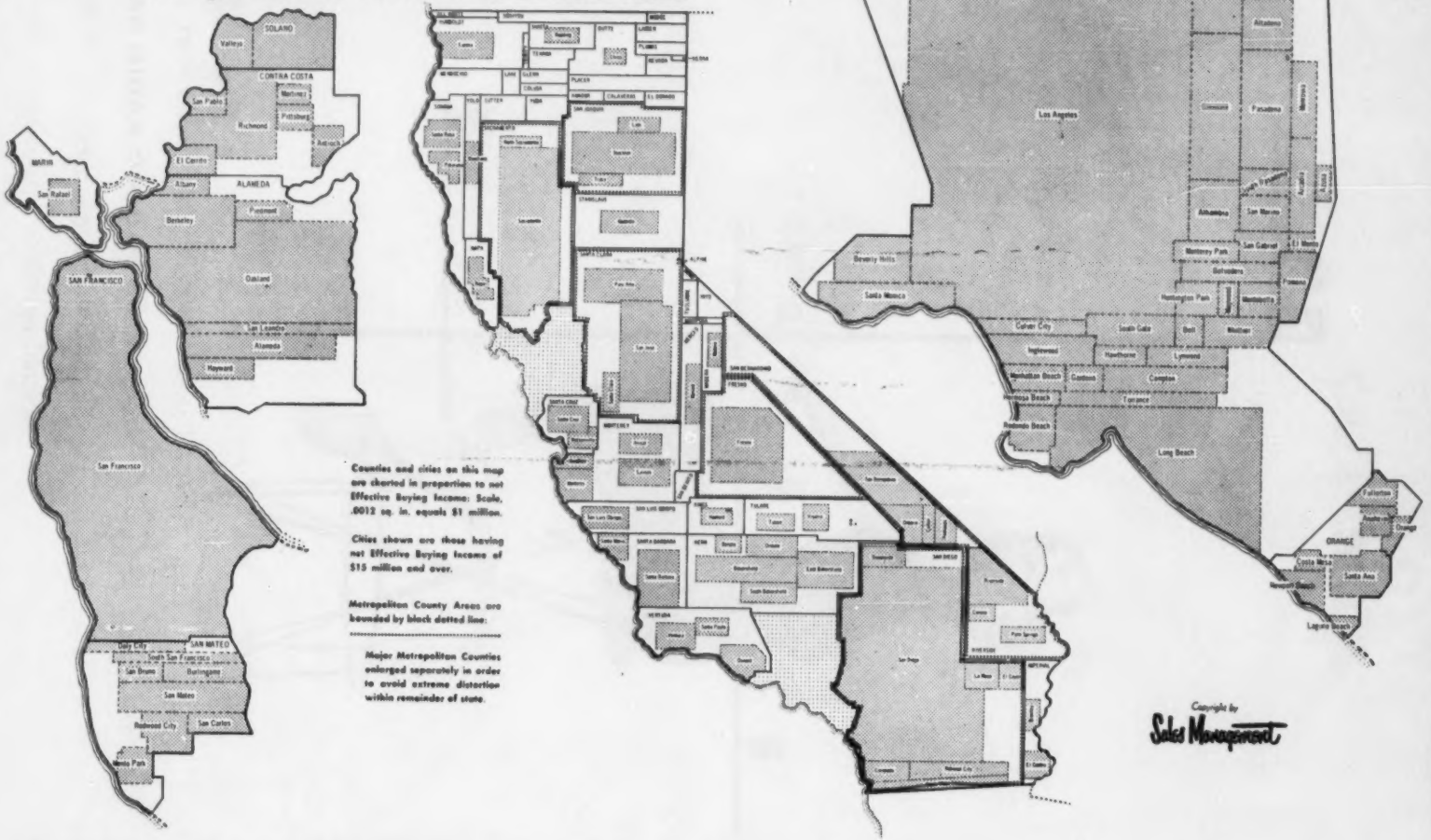

OREGON
DEL NORTE
SISKIYOU
MODOC
HUMBOLDT
SHASTA
Redding
BUTTE
LASSEN
Eureka
PLUMAS
TEHAMA
Chico
NEVADA
SIERRA
MENDOCINO
LAKE
GLENN
PLACER
COLUSA
AMADOR
CALAVERAS
EL DORADO
SONOMA
YOLO
SUTTER
YUBA
SAN JOAQUIN
Lodi
SACRAMENTO
Santa Rosa
North Sacramento
Stockton
Petaluma
Woodland
Tracy
STANISLAUS
Sacramento
Modesto
NAPA
SANTA CLARA
ALPINE
Napa
Palo Alto
TUOLUMNE
INYO
MARIPOSA
MERCED
San Jose
Madera
SAN BERNARDINO
FRESNO
Santa Clara
Merced
NEVADA
SANTA CRUZ
Santa Cruz
MONTEREY
Watsonville
Fresno
Seaside
Alisal
San Bernardino
Monterey
Salinas
SAN BENITO
KINGS
TULARE
SAN LUIS OBISPO
San Luis Obispo
Hanford
Tulare
Visalia
Ontario
Colton
Rialto
Santa Maria
SANTA BARBARA
KERN
Delano
Oildale
Oceanside
SAN DIEGO
Bakersfield
East Bakersfield
Santa Barbara
South Bakersfield
Riverside
ARIZONA
Corona
Palm Springs
VENTURA
Ventura
Santa Paula
RIVERSIDE
San Diego
IMPERIAL
Oxnard
La Mesa
El Cajon
Brawley
El Centro
Coronado
National City
Chula Vista
MEXICO
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0026 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state.
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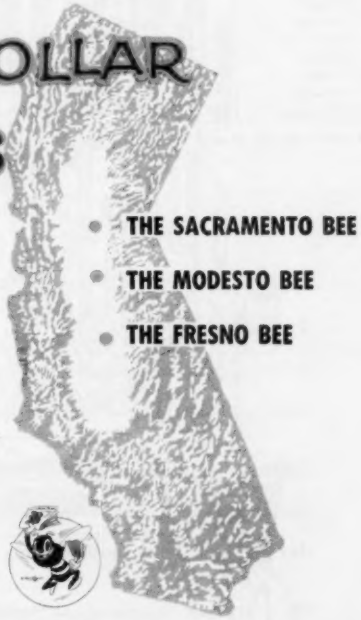
Sources on request

LOS ANGELES and SAN FRANCISCO
Metropolitan County Areas Compared to Remainder of State





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LOOKING *for a new plant site?*
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12 DISTINCT ADVANTAGES
OFFERED TO INDUSTRY BY
LONG BEACH, CALIFORNIA

CALIFORNIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Sacramento	121	**389.9**	**.2352**	**122.1**	**296.3**	**764,405**	**.2678**	**1,961**	**6,260**	**50,203**	**141.2**	**5,412**	**22.9**	**6.1**	**21.1**	**13.0**	**36.7**	**34.9**	**19.3**	**46.0**
▲Sacramento		160.0	.0965	52.1		368,035	.1386	2,300	7,064		65.9	5,589	23.0	5.9	20.6	12.4	35.6	32.7	20.8	49.0
North Sacramento		9.2	.0055	2.8		18,061	.0068	1,963	6,450		3.0	6,057	17.7	4.2	17.3	9.5	41.8	35.5	23.2	50.8
San Benito		**14.6**	**.0088**	**4.4**	**5.1**	**23,090**	**.0087**	**1,582**	**5,248**	**16,643**	**5.1**	**4,541**	**30.9**	**9.8**	**31.0**	**22.8**	**25.5**	**28.9**	**12.6**	**38.5**
San Bernardino	128	**389.8**	**.2351**	**124.1**	**263.1**	**581,385**	**.2189**	**1,491**	**4,685**	**74,945**	**131.9**	**4,406**	**28.6**	**9.4**	**25.5**	**19.3**	**34.3**	**40.6**	**11.6**	**31.3**
▲San Bernardino		85.5	.0516	27.9		140,203	.0528	1,640	5,025		30.4	4,610	27.5	8.6	24.0	17.4	35.2	39.2	13.3	34.8
Ontario-Upland		*52.8*	*.0318*	*17.1*		*88,286*	*.0309*	*1,658*	*4,818*											
▲Ontario		40.0	.0241	13.0		62,537	.0235	1,563	4,811		13.6	4,585	27.4	8.6	24.9	18.1	35.0	39.3	12.7	34.0
Redlands		21.9	.0132	7.1		36,169	.0136	1,652	5,094		8.8	4,132	35.6	12.4	25.6	20.8	28.1	34.9	10.7	31.9
Colton		17.8	.0107	5.0		24,262	.0091	1,363	4,852		5.5	4,448	24.8	8.1	23.7	17.7	40.6	46.9	10.9	27.3
San Diego	129	**826.2**	**.4982**	**271.8**	**736.1**	**1,551,950**	**.5843**	**1,878**	**5,710**	**61,572**	**335.0**	**4,633**	**30.0**	**9.3**	**24.2**	**17.5**	**32.3**	**35.9**	**13.5**	**37.3**
▲San Diego		478.1	.2883	158.5		925,633	.3485	1,936	5,840		198.9	4,654	30.1	9.3	24.2	17.3	32.1	35.5	13.6	37.9
National City		32.5	.0196	10.0		47,246	.0178	1,454	4,725		10.4	4,535	25.2	8.0	25.9	19.1	37.2	42.2	11.7	30.7
Escondido		9.3	.0056	3.0		13,438	.0051	1,445	4,479		3.4	3,997	34.0	12.3	27.7	23.1	28.5	36.7	9.8	27.9
Oceanside		25.0	.0151	8.5		40,582	.0153	1,623	4,774		8.8	4,631	27.5	8.6	25.8	18.5	34.4	38.2	12.3	34.7
Chula Vista		32.5	.0196	10.1		52,310	.0197	1,610	5,179		10.6	4,943	24.9	7.3	22.3	14.9	37.6	39.2	15.2	38.6
La Mesa		19.6	.0118	6.7		34,093	.0128	1,739	5,089		6.8	4,989	25.4	7.3	22.2	14.9	36.5	37.6	15.9	40.2
El Cajon		21.3	.0128	6.7		30,657	.0115	1,439	4,576		6.8	4,509	30.0	9.6	23.5	17.4	34.0	38.8	12.5	34.2
Coronado		21.0	.0127	6.5		45,253	.0170	2,155	6,962		8.8	5,152	27.2	7.6	23.2	15.1	31.4	31.3	18.2	46.0
San Francisco	130	**808.5**	**.4864**	**286.5**	**808.5**	**1,939,242**	**.7298**	**2,403**	**6,765**	**2,207**	**366.2**	**5,292**	**25.3**	**6.9**	**23.5**	**14.8**	**32.9**	**32.0**	**18.3**	**46.3**

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.

IN SAN FRANCISCO...IT'S THE EXAMINER

First in news and first in advertising · plus
the largest circulation in northern California
daily or Sunday

The San Francisco Examiner is represented
nationally by Hearst Advertising Service



San Francisco's California Street

San Mateo County

CALIFORNIA'S WEALTHIEST COUNTY!*

IN EFFECTIVE BUYING INCOME

PER FAMILY — $7,438.00 — 1st in California — 15th in U. S. A.

INDIVIDUAL — $2,364.00 — 2nd in California — 6th in U. S. A.

*May 10, 1956 Sales Management Estimates

THE PENINSULA'S LEADING NEWSPAPER
San Mateo Times
DEVOTED TO THE INTEREST OF SAN MATEO COUNTY

Represented Nationally by
Gilman, Nicoll and Ruthman

CALIFORNIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
▲San Francisco	144	806.5	.4864	286.5		1,938,242	.7298	2,403	6,765		366.2	5,292	25.3	6.9	23.5	14.8	32.9	32.0	18.3	46.3
San Joaquin	144	229.8	.1384	69.2	161.3	385,787	.1453	1,681	5,575	113,981	81.4	4,739	29.9	9.1	24.1	17.0	31.8	34.5	14.2	39.4
▲Stockton		79.9	.0482	23.5		155,315	.0585	1,944	6,609		30.9	5,026	29.1	8.3	22.3	14.9	32.3	33.0	16.3	43.8
Lodi		17.2	.0104	6.0		29,160	.0110	1,695	4,860		6.4	4,589	31.5	9.9	24.2	17.6	30.5	34.2	13.8	38.3
Tracy		10.0	.0060	3.0		18,026	.0068	1,803	6,009		3.4	5,260	21.8	6.0	21.7	13.6	39.5	38.7	17.0	41.7
San Luis Obispo		61.8	.0373	20.6	33.3	105,018	.0395	1,699	5,098	30,222	24.2	4,339	32.6	10.8	25.5	19.6	30.6	36.2	11.4	33.4

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

Sales Management's

1956 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . . in 6 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by County shadings . . .
   Red—for counties with $100 million or more.
   Green—for counties with $50 million to $100 million.
   Yellow—for counties with $25 million to $50 million.
   Blue—for counties with $10 million to $25 million.
4. 1570 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1956).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed U. S. family average.

PRICE: $3.50 a single copy; $3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.



STOCKTON . . .
A KEY Northern California
Metropolitan Market
1955 Population

Stockton ABC City Zone	Retail Trading Zone*
124,895	299,678

* Calif. State Dept. of Finance Estimate for July 1, 1956

Now Available . . .
in STOCKTON
Starting June 1st, 1956

The Stockton Record will accept ONE COLOR AND BLACK, TWO COLORS AND BLACK and THREE COLORS AND BLACK advertising starting June 1, 1956.
Advertisers can take advantage of the FULL COVERAGE offered by the RECORD by selecting this rich independent market to receive their complete color schedule.
Completion of our 7-Unit Goss Headliner Press with Colortrol makes ROP full color available. For color rates, closing dates and other information call your nearest Cresmer & Woodward man or write the General Advertising Dept., Stockton Record, Stockton 2, Calif.

Stockton Daily Evening Record

Read in over 53,000 Homes Daily

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CALIFORNIA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
San Luis Obispo		18.0	.0109	6.0		36,791	.0139	2,044	6,132		7.5	4,917	25.2	7.4	24.0	16.3	35.7	37.4	15.1	38.9
Paso Robles		8.5	.0051	2.9		14,399	.0054	1,694	4,965		3.3	4,348	32.1	10.7	25.8	19.7	30.6	36.2	11.5	33.4
San Mateo	130	**351.1**	**.2118**	**111.6**	**332.1**	**830,086**	**.3125**	**2,364**	**7,438**	**15,094**	**117.3**	**7,077**	**14.7**	**3.0**	**15.8**	**7.5**	**39.6**	**28.8**	**29.9**	**60.7**
1San Mateo		59.5	.0359	18.5		162,119	.0610	2,725	8,763		20.8	7,810	13.8	2.6	14.5	6.1	37.6	24.8	34.1	66.5
Burlingame		22.5	.0136	7.8		63,063	.0237	2,803	8,085		8.0	7,882	13.6	2.5	15.0	6.3	35.7	23.3	35.7	67.9
Redwood City		40.2	.0242	12.5		86,980	.0327	2,164	6,958		13.5	6,431	16.5	3.7	16.3	8.5	41.1	32.9	26.1	54.9
Daly City		28.0	.0169	8.6		59,858	.0225	2,138	6,960		9.1	6,545	14.1	3.1	16.8	8.5	42.4	33.4	26.7	55.0
San Bruno		16.2	.0098	4.9		32,299	.0122	1,994	6,592		5.1	6,299	12.5	2.9	15.1	8.0	46.1	37.6	26.3	51.5
San Carlos		19.3	.0116	5.8		46,292	.0174	2,399	7,981		5.8	7,979	10.3	1.9	11.1	4.6	41.5	26.7	37.1	66.8
South San Francisco		32.2	.0194	9.5		67,971	.0256	2,111	7,155		10.4	6,523	11.8	2.6	17.0	8.7	45.1	35.6	26.1	53.1
Menlo Park		24.4	.0147	6.1		59,341	.0223	2,432	9,728		9.0	6,627	20.0	4.4	18.3	9.2	35.2	27.3	26.5	59.1
Santa Barbara	240	**110.9**	**.0668**	**36.0**	**77.3**	**210,400**	**.0792**	**1,897**	**5,844**	**71,501**	**42.2**	**4,986**	**28.9**	**8.4**	**25.3**	**16.9**	**30.4**	**31.3**	**15.4**	**43.4**
△Santa Barbara		52.5	.0317	18.0		103,938	.0391	1,980	5,774		21.5	4,833	30.6	9.1	25.4	17.7	29.3	31.1	14.7	42.1
Santa Maria		14.1	.0085	4.5		26,947	.0101	1,911	5,988		5.0	5,426	23.4	6.2	23.9	14.7	34.5	32.7	18.2	46.4
Santa Clara	131	**444.2**	**.2679**	**136.7**	**335.4**	**816,013**	**.3073**	**1,837**	**5,969**	**74,141**	**157.5**	**5,181**	**27.1**	**7.6**	**21.9**	**14.1**	**33.5**	**33.2**	**17.5**	**45.1**
▲San Jose		109.8	.0662	35.1		213,767	.0805	1,947	6,090		42.3	5,050	27.7	7.9	22.3	14.6	33.0	33.7	17.0	43.8
Palo Alto		43.8	.0264	14.8		109,742	.0413	2,506	7,415		17.4	6,323	22.8	5.2	19.8	10.5	33.1	26.9	24.3	57.4
Gilroy		6.0	.0036	2.1		13,302	.0050	2,217	6,334		2.2	5,995	27.0	6.5	19.5	10.9	30.3	26.0	23.2	56.6
Santa Clara		22.5	.0136	6.2		41,532	.0156	1,846	6,699		8.7	4,792	30.3	9.1	20.8	14.6	33.4	35.8	15.5	40.5
Santa Cruz		**67.6**	**.0408**	**25.2**	**44.4**	**118,066**	**.0437**	**1,717**	**4,606**	**25,804**	**26.1**	**4,453**	**33.3**	**10.6**	**25.1**	**18.8**	**29.4**	**34.0**	**12.2**	**36.4**
Santa Cruz		23.4	.0141	9.1		44,593	.0168	1,906	4,900		10.2	4,388	34.4	11.3	25.7	19.6	28.2	33.0	11.7	36.1
Watsonville		13.4	.0081	4.5		25,923	.0098	1,935	5,761		5.2	4,939	28.3	8.3	23.4	18.7	33.2	34.6	15.1	41.4
Shasta		**43.2**	**.0261**	**14.1**	**12.2**	**71,860**	**.0270**	**1,663**	**5,096**	**6,123**	**14.6**	**4,929**	**24.4**	**7.1**	**23.7**	**16.1**	**37.0**	**35.6**	**14.9**	**38.2**
Redding		12.2	.0074	4.2		27,204	.0102	2,230	6,477		4.8	5,651	20.3	5.2	22.1	13.1	37.6	34.2	20.0	47.5

1 Special Census results received too late for inclusion above, indicates that population of San Mateo on October 31, 1955 was 60,437.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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1st IN THE WEALTHY.... FRESNO MARKET

Covering 5 rich counties—Fresno, Merced, Madera, Kings, Tulare—all in the Fresno trading area, with effective buying power of over $947,304,000. Latest published survey shows KBIF far ahead of all other stations, with 22.1% audience average.

MUSIC and NEWS ALL DAY LONG
REPRESENTED BY BROADCAST TIME SALES

FRESNO'S GREATEST INDEPENDENT
1000 WATTS
KBIF
900 KC. Center of Dial
Offices in the Hotel Californian
Fresno, California

JOHN POOLE BROADCASTING CO., KBIG - Catalina Island, KBIF - FRESNO

CALIFORNIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Sierra		2.8	.0016	.8		4,252	.0016	1,519	5,315	769	1.0	4,429	22.8	7.4	27.8	20.9	38.8	45.0	10.8	26.7
Siskiyou		31.7	.0192	10.5	6.3	57,378	.0216	1,810	5,465	14,144	11.3	5,095	24.0	8.8	22.7	14.8	37.4	37.8	15.9	40.6
Yreka City		4.2	.0025	1.4		8,129	.0031	1,935	5,806		1.6	5,211	24.2	6.7	21.9	13.9	37.4	37.0	16.5	42.4
Solano	130	126.6	.0763	38.9	102.0	234,465	.0883	1,852	6,027	26,808	49.3	4,759	24.2	7.3	22.8	16.0	39.1	42.3	13.9	34.4
Vallejo		41.5	.0250	10.9		93,980	.0354	2,265	8,622		20.0	4,692	26.5	8.1	23.2	16.6	36.6	40.1	13.7	35.2
Sonoma		129.1	.0779	43.0	43.2	202,394	.0762	1,568	4,707	77,493	44.4	4,557	31.6	10.0	25.1	18.4	30.6	34.6	12.7	37.0
Santa Rosa		27.0	.0163	9.8		53,068	.0200	1,965	5,415		11.3	4,703	31.7	9.7	23.6	16.7	30.3	33.2	14.4	40.4
Petaluma		12.3	.0074	4.2		24,527	.0092	1,994	5,840		4.8	5,131	24.6	6.9	20.9	13.6	38.9	39.0	15.6	40.5
Stanislaus	228	142.4	.0859	44.6	59.7	210,690	.0793	1,480	4,788	97,348	45.2	4,666	28.7	8.9	26.5	19.0	31.6	34.8	13.2	37.3
△Modesto		36.1	.0218	12.8		78,978	.0297	2,188	6,170		16.3	4,850	28.8	8.6	25.2	17.2	31.3	33.3	14.7	40.9
Turlock		6.9	.0042	2.5		12,172	.0046	1,764	4,869		2.5	4,777	29.5	8.9	25.1	17.5	31.9	34.4	13.5	39.2
Sutter		29.2	.0176	9.0	8.9	47,189	.0178	1,616	5,243	46,223	9.8	4,835	27.5	8.2	26.1	19.4	29.9	31.8	14.5	40.6
Tehama		19.6	.0118	6.4	7.7	32,223	.0121	1,644	5,035	18,404	6.7	4,834	29.7	8.9	25.2	17.3	30.5	32.5	14.6	41.3
Red Bluff		5.6	.0034	1.7		10,314	.0039	1,842	6,067		2.0	5,149	28.0	7.9	23.4	15.1	30.4	30.4	18.2	46.6
Trinity		6.9	.0041	2.5		9,582	.0036	1,389	3,833	805	2.8	3,463	35.9	15.0	31.1	29.9	28.2	41.9	4.8	13.2
Tulare		144.5	.0872	43.4	47.0	197,555	.0744	1,367	4,552	157,362	43.9	4,503	30.2	9.7	29.9	22.1	27.8	31.8	12.1	36.4
Visalia		13.8	.0083	4.3		29,890	.0113	2,166	6,951		5.2	5,717	22.6	5.7	22.2	13.0	34.5	31.0	20.7	50.3
Tulare		13.3	.0080	3.9		20,496	.0077	1,541	5,255		4.3	4,814	27.8	8.3	25.1	17.4	32.9	35.2	14.2	39.1
Porterville		7.9	.0048	2.6		13,239	.0050	1,676	5,092		2.9	4,559	30.1	9.5	27.3	20.0	29.6	33.4	13.0	37.1
Tuolumne		13.6	.0082	4.8		23,489	.0088	1,727	4,894	4,649	5.0	4,700	25.3	7.8	26.2	18.6	35.2	38.5	13.3	35.1
Ventura		154.4	.0931	45.4	86.0	262,759	.0989	1,702	5,788	73,480	50.8	5,177	23.8	6.6	23.5	15.3	36.3	36.0	16.4	42.1
Ventura		20.0	.0121	6.7		47,964	.0181	2,398	7,159		7.9	6,064	18.9	4.5	20.0	11.0	39.0	33.1	22.1	51.4
Oxnard		33.1	.0200	9.3		53,357	.0201	1,612	5,737		10.7	4,999	25.4	7.3	24.4	16.3	34.3	35.3	15.9	41.1
Santa Paula		12.8	.0077	3.8		20,343	.0077	1,589	5,353		4.2	4,833	30.0	9.0	22.3	15.4	33.3	35.4	14.4	40.2
Yolo		54.4	.0328	16.5	30.0	95,921	.0361	1,763	5,813	43,286	20.4	4,696	33.2	10.2	24.0	17.1	28.7	31.4	14.1	41.3
Woodland		11.9	.0072	3.8		24,544	.0092	2,063	6,459		4.3	5,670	25.7	6.5	20.9	12.4	34.5	31.3	18.9	49.8
Yuba		33.3	.0201	10.2	22.0	50,576	.0191	1,519	4,958	11,989	11.1	4,549	30.7	9.7	28.3	20.8	28.4	32.1	12.6	37.4
Marysville-Yuba City		*19.8*	*.0119*	*6.3*		*40,744*	*.0153*	*2,058*	*6,467*											
Marysville		9.2	.0055	2.8		21,559	.0081	2,343	7,700		4.1	5,207	28.9	8.0	25.3	16.3	28.6	28.2	17.2	47.5
Total Above Cities		8455.6	5.0996	2835.6		17,465,340	6.5757	2,066	6,159		3,269.8	5,283	25.0	6.8	22.7	14.4	34.3	33.4	18.0	45.4
State Total		1,3321.7	8.0342	4408.3	11003.3	26,535,989	9.6144	1,917	5,793	2,568,244	4,929.0	5,170	25.4	7.1	23.2	14.9	34.2	34.1	17.2	43.9

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Before using these figures, see explanation page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

METROPOLITAN OAKLAND AREA

NORTHERN CALIFORNIA'S LARGEST POPULATION CENTER. . .

A *Separate* MARKET WITH 63,900 MORE CUSTOMERS

COVERED ONLY BY THE

Oakland Tribune

CRESMER & WOODWARD, INC

National Representatives Including Sunday Magazine Section

METROPOLITAN
OAKLAND
AREA

*POPULATION 1955

Alameda County	852,700
Contra Costa County	343,400
TOTAL	1,196,100

METROPOLITAN
SAN FRANCISCO AREA

*POPULATION 1955

San Francisco County	794,900
San Mateo County	337,300
TOTAL	1,132,200

*Source: CALIFORNIA STATE DEPARTMENT OF FINANCE, JULY 1, 1955

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CALIFORNIA — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Alameda	130	1,078,088	.5811	3,685	.8172	116	111	259,415	83,749	153,073	73,801	78,817	195,258	67,433	41,744	36,534
1▲Oakland		649,367	.3500		.3194	129	141	133,044	54,689	124,293	49,004	51,707	113,224	32,559	20,815	20,313
Berkeley		138,056	.0744		.0926	126	101	35,633	8,401	11,650	9,439	13,640	25,757	10,561	4,487	5,384
Alameda		50,316	.0271		.0416	100	61	17,593	3,684	2,518	2,505	2,979	9,566	3,720	488	2,825
Hayward		72,274	.0390		.0299	124	162	16,312	3,641	5,326	6,219	4,232	15,202	5,161	4,786	2,297
San Leandro		66,665	.0359		.0338	117	124	19,815	4,309	4,774	3,042	3,156	13,814	6,366	4,334	2,437
Albany		16,037	.0086		.0119	101	73	3,849	1,161	328	250	334	6,476	633	1,237	270
Piedmont		1,935	.0010		.0092	139	15	1,322	85	...	...	...	...	441	...	43
Alpine		752	.0004	3,760	.0003	150	200	103	174	238	...	55	...	182	...	...
Amador		8,233	.0044	3,167	.0047	94	88	2,226	1,355	926	199	57	1,329	577	675	277
Butte		96,257	.0519	4,259	.0431	108	130	24,327	5,218	7,383	4,689	4,627	16,883	5,638	13,423	2,750
Chico		43,998	.0237		.0141	164	276	10,382	1,971	3,523	3,195	1,967	7,951	2,249	6,505	1,362
Oroville		22,493	.0121		.0066	183	336	6,085	941	2,446	1,175	1,623	5,426	1,396	983	803
Calaveras		7,265	.0039	2,422	.0049	91	72	2,151	772	649	143	182	1,440	808	276	289
Colusa		17,569	.0095	4,880	.0084	118	134	3,335	1,560	920	603	525	3,090	1,768	3,852	352
Contra Costa	130	356,148	.1919	3,502	.2203	105	91	107,007	24,114	30,853	15,931	21,260	60,403	29,654	23,739	10,531
Richmond		103,921	.0560		.0588	96	92	28,848	6,083	12,807	5,838	6,858	23,607	7,498	4,079	2,548
Pittsburg		28,060	.0151		.0120	126	159	5,902	2,252	3,640	2,041	1,811	6,573	2,040	424	1,225
Martinez		18,474	.0100		.0084	135	161	4,611	1,410	1,173	1,093	1,066	5,460	1,444	845	401
El Cerrito		20,919	.0113		.0159	104	74	7,054	1,275	375	247	736	2,429	2,166	5,146	655
Antioch		20,806	.0112		.0099	113	127	5,549	1,215	2,203	1,010	1,250	4,745	1,383	1,346	522
San Pablo		14,232	.0077		.0097	91	72	7,535	1,253	196	61	226	553	1,827	890	238
Del Norte		20,777	.0112	3,246	.0115	97	95	4,790	2,853	1,697	565	439	4,666	2,440	1,513	495
Eldorado		22,072	.0119	3,741	.0102	103	120	6,132	2,415	647	932	531	4,584	2,478	2,029	428
Fresno	53	399,234	.2152	4,124	.1968	103	112	101,482	28,043	36,377	24,728	26,717	57,821	27,517	37,828	13,284
▲Fresno		265,470	.1431		.0991	143	206	60,587	18,103	28,931	21,097	21,607	37,817	16,545	20,406	9,930
Reedley		13,781	.0074		.0042	135	239	3,923	693	719	388	882	2,688	526	2,936	315
Glenn		22,684	.0122	4,629	.0106	109	126	4,357	1,432	2,122	383	569	5,693	1,872	3,573	533

1 General mechandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order".

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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BAKERSFIELD IS A **MUST BUY** MARKET....

....IN AMERICA'S FASTEST GROWING STATE

HIGHEST EVENING RATINGS — LOWEST COST PER THOUSAND — HIGHEST TRANSMITTER IN THE WEST

IN THE SAN JOAQUIN VALLEY

KERO-TV consistently produces the highest ARB evening ratings in the San Joaquin Valley delivering a greater total audience and building distribution for you faster than any other area station.

$1.67 on KERO-TV buys 1000 homes in the rich rural San Joaquin Valley giving advertisers the lowest cost-per-thousand of any area station. Your nearest Hollingbery man has the complete story . . . phone him now.

Business looks great from KERO-TV's mountain top location (7,668′ above sea level; 3,711′ above average terrain) overlooking 3 of America's top 5 richest farm counties (plus the 25th) in the San Joaquin Valley with its half a million people and billion dollar income.

KERO-TV

CHANNEL 10

NBC CBS

BAKERSFIELD, CALIFORNIA

GENE DeYOUNG, President • ED URNER, National Sales Manager

Represented by GEORGE P. HOLLINGBERY CO.

CALIFORNIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Humboldt		148,673	.0802	4,750	.0764	121	128	37,472	11,208	15,840	5,602	5,243	30,450	11,729	13,544	3,262
Eureka		80,585	.0434		.0278	161	251	17,735	4,990	9,943	3,890	4,322	19,897	4,287	5,874	1,320
Imperial		97,282	.0524	5,258	.0433	104	126	20,253	7,638	10,737	4,932	3,224	15,967	8,738	13,469	2,487
El Centro		40,813	.0220		.0138	141	224	8,439	2,497	4,305	2,189	1,657	10,599	2,935	5,495	1,264
Brawley		21,873	.0118		.0088	109	146	4,393	1,800	1,696	618	1,161	3,783	1,533	3,158	590
Calexico		15,405	.0083		.0054	110	169	3,102	1,135	3,963	1,702	262	1,456	725	2,060	476
Inyo		20,208	.0109	5,051	.0090	123	149	4,326	2,313	2,178	296	283	4,807	2,845	727	542
Kern	178	317,733	.1712	4,679	.1674	106	106	75,178	24,443	37,990	13,522	16,850	56,196	28,744	30,499	8,858
△Bakersfield		180,174	.0971		.0540	201	362	33,082	11,940	31,293	9,013	11,387	34,346	12,685	16,159	5,483
Taft		17,877	.0096		.0051	204	354	4,796	1,138	1,032	1,036	1,418	4,954	1,274	784	473
Delano		20,826	.0112		.0081	113	156	4,507	1,267	885	1,251	1,016	4,144	2,156	3,795	318
East Bakersfield		25,770	.0139		.0255	80	44	8,549	2,633	1,142	580	791	3,326	3,291	2,544	673
Oildale		11,341	.0061		.0121	87	44	3,762	1,158	503	256	348	1,464	1,449	1,119	296
South Bakersfield		8,589	.0046		.0095	90	43	2,850	877	380	193	264	1,108	1,097	848	224
Kings		54,818	.0296	3,868	.0286	98	102	12,035	3,034	5,138	2,345	3,196	9,711	2,889	7,472	1,827
Hanford		30,647	.0165		.0099	143	246	5,667	1,542	3,833	1,371	2,317	5,823	1,108	4,087	1,014
Lake		15,367	.0082	3,838	.0086	101	122	4,228	1,683	1,271	445	430	1,930	1,517	1,718	398
Lassen		20,889	.0113	3,727	.0113	108	108	5,573	1,157	1,279	554	464	4,546	1,584	523	486
Susanville		12,853	.0069		.0048	141	203	3,254	606	771	554	451	4,421	495	420	450
Los Angeles	93	7,554,493	4.0715	4,120	3.8651	121	127	1,724,147	559,926	1,000,363	469,931	495,042	1,507,032	546,042	397,415	239,313

▲ and △ See end of state for SM Metropolitan County Areas.

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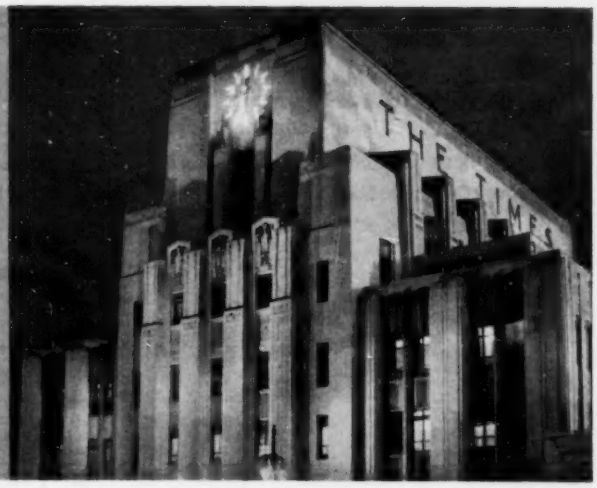
Before using these figures, see explanation page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

The Los Angeles Times enters its 75th Anniversary Year...

FIRST in The Nation in News and Features

FIRST in The Nation in Advertising Volume



The modest four-page first issue of the Los Angeles Times, published on December 4, 1881, was the start of one of the most extraordinary newspaper success stories in American history.

Figures released by Media Records, Inc., show that for the full year of 1955 The Times led all papers in the country in volume of news and features and in total advertising volume.

To attain this national leadership for a Western newspaper for the first time, The Times set records in both classifications. News and feature content exceeded that of the second-place newspaper (the New York Times) by more than 2,700,000 lines. In total advertising, the Los Angeles Times led the runner-up Milwaukee Journal by more than 5,000,000 lines. The Times also was Number One in the Nation in Retail and Classified linage.

The reading value which the Los Angeles Times provides to its subscribers, coupled with the rule of uncompromising quality of news coverage, pictures and features, means the best possible value in a newspaper. For these reasons and a record of three-quarters of a century of integrity, The Times is first in the West in daily, Sunday and home-delivered circulation.



1881-1956

Our 75th Year

LOS ANGELES *Times*

REPRESENTED BY CRESMER AND WOODWARD, NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

There's only 1 Independent in Southern California

powerful enough and popular enough to register audiences in radio survey ratings of both **Los Angeles** and **San Diego.**



REACH BOTH these great markets via the salt water route from Catalina by KBIG at a lower cost-per-thousand listeners than any other station.

Any **KBIG** or **WEED ACCOUNT EXECUTIVE** will show you the documents.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

CALIFORNIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
▲Los Angeles		3,642,911	1.9634		1.7428	128	145	761,872	300,856	596,049	238,186	255,882	637,739	250,976	169,662	117,979
Long Beach		531,383	.2864		.2381	132	159	110,318	42,548	83,501	31,834	35,487	113,026	40,102	21,350	14,690
Pasadena		271,853	.1465		.1104	154	204	44,175	12,543	61,188	19,653	18,217	62,919	15,577	9,695	7,013
Glendale		217,139	.1170		.1028	145	165	58,524	11,118	24,912	12,988	14,089	56,002	12,828	8,147	6,306
Santa Monica		171,085	.0922		.0698	146	193	39,755	12,994	20,177	13,137	11,847	35,118	10,137	8,385	5,058
Beverly Hills		159,512	.0860		.0562	293	448	17,540	13,134	23,919	28,366	19,820	32,732	4,697	5,275	5,574
Burbank		147,266	.0794		.0701	123	130	42,491	12,289	9,515	5,722	8,543	32,081	11,480	9,188	4,876
Inglewood		140,658	.0758		.0527	154	221	26,910	7,307	28,617	13,210	8,190	28,410	10,959	3,796	4,510
Alhambra		108,237	.0584		.0468	139	173	19,665	6,673	10,164	8,498	10,524	31,862	6,841	4,760	3,023
Huntington Park		111,614	.0602		.0352	185	317	11,748	6,399	10,777	13,308	8,419	43,165	3,933	2,139	5,453
Compton		140,997	.0760		.0522	131	190	30,071	5,302	26,440	4,086	6,834	46,940	7,129	4,193	2,522
Pomona		94,794	.0511		.0395	129	160	20,689	5,318	11,476	7,071	6,305	19,857	6,166	6,023	1,976
South Gate		76,272	.0411		.0381	117	126	15,024	5,710	2,973	1,670	3,419	30,581	6,184	3,688	3,208
Whittier		92,529	.0499		.0338	150	235	24,833	4,558	5,723	10,005	7,403	18,830	6,706	4,214	2,672
San Fernando		52,787	.0284		.0153	159	296	9,956	2,329	3,767	3,338	3,243	16,768	3,786	3,387	1,648
Monrovia		49,347	.0266		.0207	132	169	10,052	1,347	3,544	1,607	2,394	19,074	3,013	3,283	972
Culver City		85,140	.0459		.0299	151	232	17,150	4,594	4,437	3,048	3,752	35,581	5,663	6,039	1,566
Arcadia		46,396	.0250		.0289	128	111	14,920	2,941	3,270	3,866	1,875	3,694	4,450	5,718	1,872
El Monte		50,429	.0272		.0124	200	439	10,685	2,276	3,043	4,379	3,473	13,507	5,000	3,784	1,371
San Gabriel		42,614	.0230		.0184	138	173	14,729	2,440	3,078	467	1,243	7,915	2,766	5,559	1,032
Redondo Beach		55,804	.0301		.0275	108	119	22,190	2,147	2,386	1,938	2,613	13,468	3,808	1,753	2,432
Lynwood		44,154	.0239		.0210	115	130	18,109	3,421	704	1,534	1,565	7,572	3,778	3,571	1,480
Bell		31,746	.0171		.0139	132	163	9,155	2,369	2,204	449	2,324	9,618	2,239	1,558	661
Gardena		44,055	.0237		.0170	123	172	13,000	3,867	1,079	1,850	1,644	8,263	5,608	4,169	1,052
Hermosa Beach		30,603	.0165		.0131	130	176	4,265	1,761	1,438	1,234	947	14,660	1,466	2,591	721
Torrance		44,644	.0241		.0375	80	87	15,909	2,853	2,919	2,297	2,361	6,364	4,842	2,483	1,561
Maywood		16,596	.0089		.0099	110	99	3,920	2,493	1,482	437	1,389	1,490	2,090	549	1,040
Belvedere Township		22,153	.0119		.0246	31	39	11,777	873	2,738	938	1,097	307	2,181	377	268
Montebello		29,968	.0162		.0184	105	92	12,257	1,862	1,663	1,409	1,817	796	3,459	2,615	1,286
Hawthorne		43,619	.0235		.0201	114	133	16,799	2,294	1,119	2,919	2,558	8,265	2,567	2,529	1,947
South Pasadena		23,106	.0125		.0160	137	107	5,893	1,426	855	553	817	7,392	1,870	1,135	1,298
Monterey Park		21,919	.0118		.0180	97	64	10,399	1,339	1,022	573	957	1,339	2,963	929	859
Altadena Township		26,551	.0143		.0307	110	51	8,286	2,140	1,262	852	1,569	3,836	2,613	2,498	859
Azusa		18,332	.0099		.0097	97	99	7,524	1,106	845	717	945	869	2,121	1,513	826
Manhattan Beach		21,555	.0116		.0196	104	61	3,434	1,950	366	847	1,507	7,166	2,369	879	949
San Marino		15,374	.0083		.0176	212	100	4,720	747	300	1,303	1,436	3,088	1,699	215	863
Madera		**40,256**	**.0217**	**3,693**	**.0208**	**89**	**94**	**11,678**	**2,385**	**2,048**	**1,554**	**1,479**	**7,078**	**4,244**	**4,306**	**935**
Madera		27,507	.0148		.0094	118	185	7,151	1,511	1,396	1,390	881	5,468	2,821	2,779	664
Marin	130	**134,519**	**.0725**	**3,766**	**.0833**	**119**	**104**	**38,088**	**12,398**	**9,852**	**6,352**	**5,610**	**23,846**	**10,298**	**10,414**	**3,823**
San Rafael		60,302	.0325		.0191	190	339	8,323	3,925	7,977	3,851	2,918	17,067	3,167	4,415	1,226
Mariposa		**4,174**	**.0022**	**3,211**	**.0026**	**100**	**85**	**1,640**	**908**	**59**	**52**	**...**	**82**	**1,085**	**60**	**133**
Mendocino		**60,615**	**.0327**	**3,444**	**.0326**	**95**	**96**	**15,163**	**5,902**	**7,733**	**1,395**	**1,569**	**9,649**	**6,728**	**5,838**	**1,231**
Ukiah		25,497	.0137		.0083	143	236	5,774	1,765	2,324	921	893	6,316	2,264	1,837	529
Merced		**94,504**	**.0509**	**3,811**	**.0490**	**98**	**109**	**20,901**	**6,852**	**6,090**	**4,999**	**4,933**	**15,617**	**7,580**	**12,504**	**2,468**
Merced		50,456	.0272		.0160	142	239	9,962	3,852	3,042	3,667	2,786	9,486	3,061	6,321	1,112

1 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order".

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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If you want to

SCORE HIGH

in the rich Long Beach Market you've got to

use this double-barrelled combination . . .

Read in 8 out of 10 Long Beach City Zone Homes

No other daily reaches more than 1 out of 14

Independent Press-Telegram



Look at these significant increases in the Survey figures on Long Beach, 1956 issue compared to 1955

RETAIL SALES UP $51,523,000 (13%)
FOOD SALES UP $793,000 (1%)
GEN. MDSE. SALES UP $12,883,000 (18%)
AUTOMOTIVE SALES UP $15,685,000 (16%)
POPULATION UP 8,900 (3%)
EFFECTIVE BUYING INCOME UP $47,287,000 (8.3%)

IMPORTANT FOOTNOTE:
During the past year,
INDEPENDENT, PRESS-TELEGRAM CIRCULATION UP 25,583 (19%)

morning Sunday evening

Independent Press-Telegram

Long Beach, California

National Representatives: RIDDER-JOHNS, INC.

THE SENATOR FROM SACRAMENTO SAYS...

"I strongly urge you to buy KCRA-TV, the center of one of California's richest markets, with a 20-county buying power!"

- ALL **NBC** NETWORK PROGRAMMING!
- THE ONLY LOW-BAND **VHF** STATION IN THE SACRAMENTO TV MARKET!
- UNDUPLICATED **NBC** NETWORK COVERAGE IN 10 COUNTIES!
- FULL PROMOTIONAL SUPPORT!



CALIFORNIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Modoc		9,834	.0063	3,172	.0058	97	88	2,136	1,254	889	328	353	1,281	971	1,067	354
Mono		3,226	.0018	4,033	.0018	120	120	1,017	671	333	...	...	...	803	140	...
Monterey		181,099	.0978	3,629	.1090	107	96	40,693	17,040	23,550	10,814	6,937	29,517	17,078	12,965	5,034
Salinas		67,233	.0362		.0230	176	276	12,669	5,148	8,839	5,027	2,831	13,325	4,675	4,963	1,758
Monterey		41,470	.0224		.0176	138	178	7,432	5,103	3,172	2,155	1,244	13,113	3,028	1,820	1,033
Carmel-by-the-Sea		12,350	.0067		.0057	154	181	3,012	1,517	1,128	1,988	266	180	1,139	1,061	503
Alisal		12,074	.0065		.0114	79	45	3,534	1,060	2,074	330	523	598	1,655	1,038	350
Seaside		8,566	.0046		.0078	76	45	2,508	752	1,471	234	370	425	1,175	736	248
Napa		56,548	.0304	3,427	.0314	89	86	13,791	4,228	4,852	1,787	2,249	10,088	3,912	6,520	1,474
Napa		42,594	.0230		.0141	147	240	10,128	2,347	4,045	1,529	2,051	8,564	2,503	4,575	1,134
Nevada		28,371	.0153	4,385	.0121	109	138	10,309	2,157	1,290	815	1,061	4,441	2,555	2,313	739
Grass Valley-Nevada City		*17,648*	*.0095*		*.0064*	*121*	*194*	*4,738*	*1,339*	*1,247*	*816*	*943*	*3,194*	*1,899*	*1,553*	*644*
Grass Valley		13,665	.0074		.0045	141	231	3,509	853	1,069	698	785	2,766	910	1,241	434
Orange	83	481,899	.2589	3,900	.2396	109	116	118,175	45,542	34,982	30,559	28,812	88,791	42,382	37,622	15,483
Santa Ana		150,562	.0811		.0533	140	212	24,478	7,810	23,234	16,809	9,886	32,329	8,423	11,331	4,842
Anaheim		48,485	.0261		.0243	106	113	10,029	3,063	4,417	2,253	3,854	12,071	3,386	4,192	1,208
Fullerton		44,350	.0239		.0244	111	109	10,916	2,000	1,273	2,283	4,841	13,139	3,182	2,970	1,586
Newport Beach		27,515	.0148		.0147	127	128	7,387	3,871	451	1,419	1,012	4,615	3,783	2,692	940
Laguna Beach		23,657	.0128		.0079	165	267	5,073	3,047	771	1,631	1,247	5,639	1,642	1,534	633
Costa Mesa		16,819	.0091		.0097	87	82	5,444	2,497	384	568	731	1,618	2,014	1,382	555
Orange		19,238	.0104		.0108	106	102	5,876	800	995	506	676	4,229	1,803	1,082	726
Placer		61,621	.0332	4,340	.0285	100	117	14,807	4,603	4,632	1,418	2,481	15,738	5,353	3,875	1,741
Roseville		23,650	.0127		.0095	135	202	4,019	1,323	1,300	602	1,608	8,969	1,964	941	542
Auburn		18,129	.0098		.0054	180	327	4,589	746	1,989	609	409	3,730	1,373	1,338	608
Plumas		13,322	.0072	3,418	.0078	107	99	4,331	1,509	1,265	532	153	2,171	1,339	676	710
Riverside	128	279,341	.1505	3,827	.1340	100	113	63,344	23,655	21,823	14,809	14,299	48,935	29,341	23,811	9,965
▲Riverside		114,250	.0616		.0478	114	147	23,679	5,322	12,526	7,006	7,589	25,334	7,414	6,925	3,393
Palm Springs		25,369	.0137		.0112	130	159	4,966	4,885	2,147	3,529	603	3,023	2,183	175	2,078
Corona		18,688	.0101		.0073	101	140	4,715	1,355	576	849	1,099	4,407	2,504	933	442
Indio		21,219	.0114		.0069	130	215	3,750	1,853	1,398	831	608	5,311	3,460	1,940	560
Sacramento	121	523,329	.2821	4,286	.2758	117	120	132,662	40,720	63,113	27,759	44,542	84,562	33,772	40,375	15,574
▲Sacramento		399,822	.2155		.1533	159	223	81,849	32,840	54,492	24,823	35,413	70,055	23,423	31,926	12,757
North Sacramento		27,121	.0146		.0089	162	265	5,870	1,369	1,682	805	4,393	7,740	1,689	1,826	554
San Benito		15,675	.0084	3,863	.0086	98	95	3,230	1,103	1,030	563	468	2,834	1,431	1,871	501

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE RADIO

delivers more for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this mountain-ringed market, the Beeline serves an area with over 2¼ million people who spend more than $2¼ billion annually at retail.

(Sales Management's 1955 Copyrighted Survey)



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

GET THE FACTS ABOUT
SAN DIEGO'S MIGHTY MARKET

REPRESENTED NATIONALLY BY San Diego Union AND Evening Tribune THE WEST-HOLLIDAY COMPANY, INC.
SAN DIEGO CALIFORNIA
THE MOST IMPORTANT CORNER IN THE U.S.A.

CONTINUING
HOME AUDIT
CONDUCTED BY
FACTS CONSOLIDATED

For current product and service market status — as revealed by FACTS CONSOLIDATED research — see your West-Holliday man — or write Union-Tribune National Advertising Department.

COPLEY NEWSPAPERS

CALIFORNIA— Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
San Bernardino	128	**438,727**	**.2365**	**3,535**	**.2274**	**97**	**101**	**103,885**	**31,803**	**44,600**	**18,830**	**25,267**	**80,440**	**45,124**	**35,607**	**12,065**
▲San Bernardino		164,412	.0886		.0633	123	172	34,077	8,595	25,896	10,074	10,779	33,511	11,877	11,522	5,764
Ontario-Upland		*59,809*	*.0322*		*.0315*	*99*	*101*	*14,078*	*2,696*	*4,518*	*3,245*	*3,678*	*14,862*	*4,996*	*6,142*	*1,359*
▲Ontario		45,140	.0243		.0239	90	101	7,830	2,314	3,530	2,829	3,402	13,427	3,695	4,688	956
Redlands		28,663	.0154		.0141	107	117	6,890	1,146	2,898	1,595	2,535	6,547	2,690	1,101	864
Colton		20,773	.0112		.0101	94	105	6,931	1,532	461	705	976	2,546	2,476	1,013	400
San Diego	129	**862,813**	**.4758**	**3,248**	**.5345**	**107**	**98**	**199,062**	**67,252**	**104,222**	**55,568**	**56,842**	**162,503**	**61,419**	**51,461**	**26,708**
▲San Diego		579,595	.3124		.3256	113	108	111,732	46,366	86,955	40,361	38,919	124,981	37,463	26,892	17,497
National City		35,498	.0191		.0186	95	97	9,998	2,003	1,313	1,348	2,341	10,029	1,868	3,734	817
Escondido		29,262	.0158		.0084	150	282	4,990	1,294	4,512	1,261	1,465	6,243	1,549	2,395	791
Oceanside		32,319	.0174		.0159	105	115	8,279	3,120	1,445	2,233	3,440	6,781	2,151	1,493	800
Chula Vista		32,683	.0176		.0191	97	90	12,257	1,841	1,470	2,360	2,127	4,070	2,114	2,397	706
La Mesa		27,592	.0149		.0132	112	126	7,186	781	902	1,113	1,514	10,737	1,799	1,455	761
El Cajon		32,087	.0173		.0135	105	135	8,697	1,022	3,094	1,684	2,402	6,339	2,317	2,585	1,587
Coronado		12,210	.0066		.0130	102	52	3,523	1,455	443	1,354	180	2,166	653	243	676

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.



"Be sure you get the name right!"

It's the
San Bernardino—Riverside—
ONTARIO
Metropolitan Area

ONTARIO International Airport, with installations of Lockheed, Northrop, General Electric and others, is the hub of a new industrial empire. See market data under ONTARIO-UPLAND.

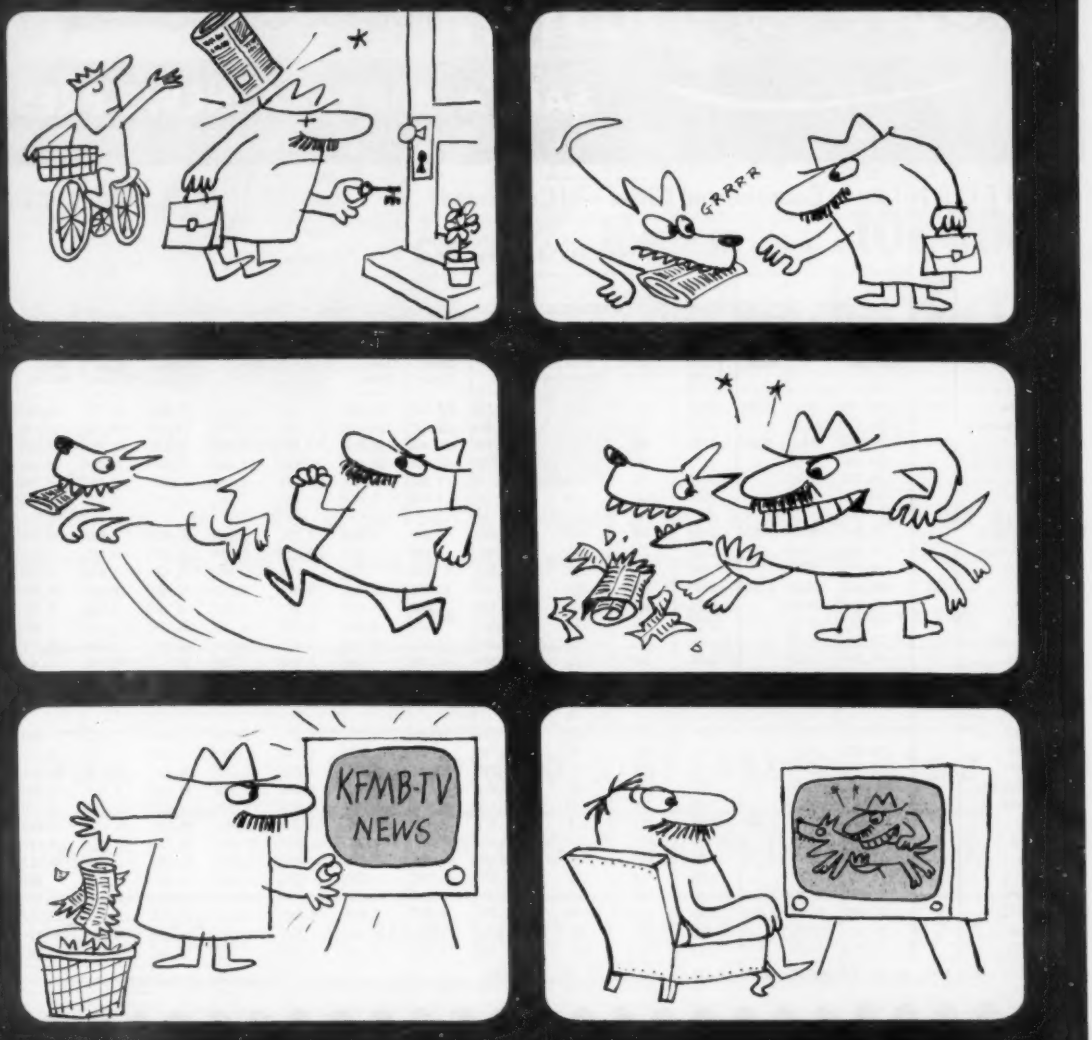
Largest Evening Circulation in San Bernardino County

THE DAILY REPORT

Second Largest Evening Circulation in Entire Metropolitan Area

Table of Contents on pages 1, 3 and 5

In newsy San Diego it's all on Channel 8!



On Channel 8, San Diego gets all the news all the time.

With ratings as high as 33.8* on locally produced news programs.

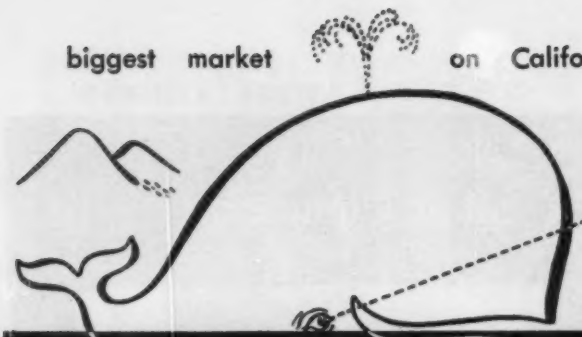
San Diego has more people making more news and watching more news on Channel 8 than ever before.

San Diego Nielson TV report, January, 1956

KFMB TV

WEATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market



biggest market on California's coast between L.A. and S.F.

SANTA BARBARA

52,500 city pop.

center of a

$150,000,000 market

SANTA BARBARA NEWS-PRESS

NATIONAL REPRESENTATIVES, CRESMER & WOODWARD

CALIFORNIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
San Francisco	130	1,234,310	.8652	4,308	.8618	136	137	262,358	161,987	194,334	117,005	81,147	194,668	48,142	25,542	33,968
▲San Francisco		1,234,310	.8653		.8618	136	137	262,358	161,987	194,334	117,005	81,147	194,668	48,142	25,542	33,968
San Joaquin	144	276,614	.1491	3,997	.1450	105	108	59,701	21,936	26,732	17,097	14,739	55,810	18,397	26,842	8,083
▲Stockton		174,293	.0939		.0671	139	195	33,705	13,151	20,480	13,803	11,488	31,883	10,559	15,185	5,771
Lodi		34,292	.0185		.0131	126	178	6,784	2,251	2,408	1,705	1,574	9,387	2,127	3,785	885
Tracy		17,111	.0092		.0074	123	153	4,131	2,009	1,651	583	594	3,234	1,595	1,345	465
San Luis Obispo		70,814	.0430	3,674	.0402	106	115	19,060	6,536	3,974	3,790	4,159	12,660	8,941	10,175	1,975
San Luis Obispo		33,880	.0183		.0146	134	168	7,680	1,935	2,544	2,420	2,960	7,507	2,607	2,387	767
Paso Robles		17,872	.0096		.0066	129	188	3,388	878	812	777	799	3,159	1,883	5,038	423
San Mateo	130	399,014	.2150	3,575	.2631	124	102	113,475	33,233	32,122	19,854	19,810	72,028	29,781	33,213	13,744
San Mateo		88,946	.0479		.0521	145	133	20,449	7,595	13,437	6,532	5,911	4,587	5,576	8,129	2,609
Burlingame		50,041	.0270		.0227	167	199	11,691	2,234	2,632	3,055	1,249	21,780	2,117	553	1,407
Redwood City		70,570	.0380		.0326	135	157	21,790	4,578	5,179	2,975	3,092	15,135	4,786	4,476	3,034
Daly City		36,885	.0199		.0206	122	116	11,840	2,096	434	1,103	784	14,742	2,255	1,354	809
San Bruno		24,259	.0131		.0120	122	134	6,945	1,614	910	1,357	1,569	5,722	2,380	1,831	654
San Carlos		27,616	.0149		.0155	134	128	8,640	1,857	630	1,374	1,817	2,416	1,799	5,321	793
South San Francisco		19,732	.0106		.0199	103	55	6,720	2,039	1,108	577	1,149	3,612	1,672	340	708
Menlo Park		25,052	.0135		.0181	123	92	7,786	2,309	697	1,724	1,700	1,192	2,368	4,016	1,932
Santa Barbara	249	150,012	.0809	4,167	.0772	116	121	34,735	11,616	8,324	11,748	10,870	25,187	11,478	16,709	5,198
△Santa Barbara		91,914	.0495		.0407	128	156	20,877	6,733	5,303	9,536	7,908	13,446	5,493	9,666	3,639
Santa Maria		29,661	.0160		.0116	136	188	6,547	1,884	1,566	1,735	2,299	7,543	2,144	2,740	647
Santa Clara	131	554,803	.2990	4,060	.2969	111	112	141,233	37,009	52,975	38,138	38,421	95,126	41,052	40,648	17,606
▲San Jose		272,332	.1468		.0975	147	222	60,983	17,297	39,264	21,853	23,510	44,729	16,564	13,987	8,602
Palo Alto		89,597	.0483		.0404	153	183	17,885	5,658	6,069	10,852	5,351	21,250	5,668	5,797	2,706
Gilroy		16,647	.0090		.0059	164	256	3,856	987	926	700	1,054	4,257	1,838	551	325
Santa Clara		22,780	.0123		.0142	104	90	7,793	1,990	875	600	1,335	1,931	2,990	3,527	483
Santa Cruz		92,645	.0499	3,676	.0450	110	122	23,796	8,917	8,408	4,998	5,758	15,748	6,286	5,273	3,297
Santa Cruz		46,441	.0250		.0187	133	177	11,087	4,032	4,683	2,895	2,801	9,060	3,001	1,724	1,763
Watsonville		30,210	.0163		.0114	141	201	7,470	2,133	3,348	1,495	1,775	6,468	1,468	2,180	1,014

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

CBS
NBC
ABC

CALIFORNIA'S LARGEST SINGLE STATION TV MARKET

The primary KEY-T coverage area which includes Ventura, Santa Barbara and San Luis Obispo Counties plus the western portion of Kern County is one of America's richest regions.

IN TOTAL AREA: The KEY-T coverage area is larger than the combined states of Massachusetts, Connecticut and Rhode Island.

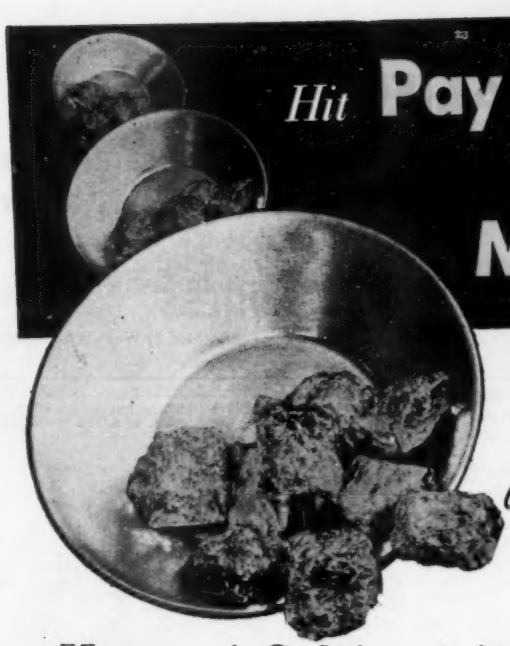
IN POPULATION: The KEY-T coverage area is larger than the state of Delaware.

IN TOTAL RETAIL SALES: Ventura County ranks 194th in the U.S.
Santa Barbara County ranks 195th in the U.S.

THE ONLY TV STATION THAT COMPLETELY AND EFFECTIVELY COVERS THIS RICH AREA

Represented Nationally by The Hollingbery Co.

KEY-T channel **3**



Hit Pay Dirt *in* San Jose* *with the* Mercury *and* News

A Market . . . 454,000

and Medium 101,000**

That Will 'Pan Out'!

Heart of California's 2nd *Gold Rush!*

Population gain of 70.3% since 1948 is matched by that of Mercury & News daily circulation . . . up 70.8%. And Buying Power has done even better:**

	1948	1956	Percent Gain
Retail Sales	$279,967,000	$554,803,000	98.1
Food	$ 65,901,000	$141,233,000	115.8
Auto	$ 40,790,000	$ 95,126,000	133.1
Gen. Mdse.	$ 30,311,000	$ 52,975,000	77.7

And Remember San Jose Leads The Nation In New Home Starts!

1955 Building Permits . . $200,000,000!***

*Metropolitan San Jose (Santa Clara County)
**ABC Combined Daily
***County Bldg. Insp.

Note: All Figures Not Otherwise Credited are from SM's 1956 Survey of Buying Power.

Mercury and News

A RIDDER NEWSPAPER

Represented Nationally by Ridder-Johns, Inc.

A Consistent High Spot City
VENTURA, CALIFORNIA

Ventura, California was listed among the first ten HIGH SPOT CITIES every month of 1955.

HIGH EFFECTIVE BUYING INCOME
Per family, 1955 .....$7,159

Ventura is the Buying Center of Ventura County

VENTURA COUNTY STAR-FREE PRESS

VENTURA, CALIFORNIA

A John P. Scripps Newspaper, Represented by West-Holliday, Inc.

CALIFORNIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Shasta		**69,420**	**.0375**	**4,823**	**.0300**	**115**	**144**	**18,177**	**5,227**	**7,034**	**2,200**	**3,355**	**13,444**	**9,023**	**4,480**	**1,728**
Redding		49,312	.0266		.0146	197	359	10,651	2,871	5,729	1,871	2,778	12,285	6,413	2,254	1,323
Sierra		**1,959**	**.0010**	**2,449**	**.0014**	**88**	**63**	**566**	**295**	**319**	...	**41**	**257**	**199**	**145**	**51**
Siskiyou		**39,641**	**.0214**	**3,775**	**.0211**	**110**	**111**	**10,311**	**3,648**	**3,031**	**1,131**	**1,183**	**8,310**	**3,762**	**4,508**	**1,090**
Yreka City		14,122	.0076		.0043	172	304	2,616	713	1,332	406	724	3,786	970	1,786	435
Solano	130	**132,183**	**.0712**	**3,398**	**.0807**	**106**	**93**	**35,525**	**11,994**	**10,976**	**5,748**	**10,297**	**25,157**	**12,775**	**6,555**	**3,569**
Vallejo		68,047	.0367		.0337	135	147	16,012	5,844	8,356	3,949	7,056	11,625	5,389	1,932	2,396
Sonoma		**190,907**	**.1029**	**4,440**	**.0846**	**109**	**132**	**41,527**	**13,360**	**18,377**	**6,091**	**7,752**	**27,637**	**13,542**	**18,857**	**5,569**
Santa Rosa		74,049	.0399		.0252	155	245	12,898	3,436	11,783	3,224	4,297	11,601	3,973	9,168	2,479
Petaluma		42,688	.0230		.0130	176	311	7,171	1,975	1,551	1,357	1,523	5,775	1,870	2,923	998
Stanislaus	228	**194,502**	**.1048**	**4,421**	**.0882**	**103**	**122**	**41,536**	**10,853**	**17,041**	**11,068**	**8,142**	**33,453**	**13,566**	**23,738**	**5,896**
△Modesto		113,094	.0610		.0375	172	280	20,919	5,926	12,269	8,332	5,308	22,937	6,538	13,611	3,943
Turlock		26,611	.0143		.0074	176	340	4,540	1,044	1,768	1,493	1,004	4,447	1,528	3,234	659
Sutter		**22,942**	**.0124**	**2,549**	**.0162**	**92**	**70**	**6,577**	**1,738**	**830**	**517**	**455**	**2,588**	**1,683**	**3,620**	**410**
Tehama		**22,925**	**.0124**	**3,582**	**.0121**	**103**	**105**	**5,317**	**1,950**	**1,599**	**888**	**580**	**4,175**	**2,993**	**2,318**	**842**
Red Bluff		14,044	.0076		.0049	144	224	2,895	910	1,272	657	357	2,975	1,991	1,141	400
Trinity		**3,918**	**.0021**	**1,567**	**.0031**	**80**	**51**	**1,815**	**407**	**395**	**19**	...	**48**	**500**	**411**	**22**
Tulare		**176,899**	**.0953**	**4,076**	**.0832**	**95**	**109**	**42,448**	**12,069**	**14,429**	**7,770**	**9,219**	**31,226**	**11,184**	**22,225**	**4,399**
Visalia		44,114	.0238		.0145	175	287	8,778	2,191	5,065	2,608	3,615	8,187	2,315	4,297	1,029
Tulare		31,943	.0172		.0106	133	215	5,927	3,178	2,425	1,894	1,095	6,884	2,276	4,559	800
Porterville		31,155	.0168		.0085	177	350	6,373	1,724	2,884	1,542	1,620	7,445	1,057	4,065	1,103
Tuolumne		**15,248**	**.0082**	**3,177**	**.0085**	**104**	**100**	**3,819**	**1,717**	**1,398**	**568**	**811**	**2,351**	**1,447**	**1,300**	**460**
Ventura		**177,131**	**.0955**	**3,902**	**.0968**	**104**	**103**	**45,505**	**13,395**	**16,166**	**9,417**	**9,751**	**37,273**	**14,858**	**13,640**	**5,269**
Ventura		66,562	.0359		.0222	183	297	16,890	4,979	9,148	4,988	4,016	12,445	4,286	2,655	2,463
Oxnard		52,484	.0283		.0225	113	142	12,073	3,987	3,204	2,790	3,228	12,856	3,862	6,120	1,107
Santa Paula		18,801	.0101		.0084	109	131	4,938	797	1,858	633	1,428	5,835	1,124	764	569
Yolo		**64,578**	**.0348**	**3,914**	**.0350**	**107**	**106**	**15,490**	**4,380**	**3,370**	**2,454**	**1,418**	**16,607**	**5,718**	**9,276**	**1,828**
Woodland		30,423	.0164		.0110	153	228	5,460	1,691	1,889	2,169	843	7,116	2,317	5,038	1,075
Yuba		**50,279**	**.0271**	**4,929**	**.0217**	**108**	**135**	**8,946**	**3,724**	**5,038**	**3,613**	**3,505**	**10,934**	**3,882**	**6,719**	**1,365**
Marysville-Yuba City		*60,587*	*.0327*		*.0198*	*166*	*276*	*11,638*	*4,481*	*4,886*	*4,005*	*3,960*	*3,258*	*4,140*	*7,894*	*1,611*
Marysville		45,475	.0245		.0125	227	445	7,069	3,120	4,392	3,545	3,505	10,879	3,011	6,441	1,250
Total Above Cities		14,295,036	7.7044		6.6198	130	151	3,129,704	1,101,521	1,889,905	971,908	950,833	2,839,164	936,860	794,652	443,037
State Total		**17,818,034**	**9.4415**	**3,974**	**9.2485**	**115**	**118**	**4,128,343**	**1,398,934**	**2,068,421**	**1,061,851**	**1,087,728**	**3,283,026**	**1,278,705**	**1,121,668**	**636,742**

CALIFORNIA — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Bakersfield	178	262.1	.1560	77.9	168.3	448,631	.1689	1,712	5,759
Fresno	53	317.3	.1913	96.8	181.2	499,235	.1880	1,573	5,157
Los Angeles-Long Beach	83	5,866.2	3.4172	1,956.8	5,480.9	11,272,051	4.2439	1,989	6,760
Modesto	228	142.4	.0859	44.0	59.7	210,690	.0793	1,480	4,786
Sacramento	121	389.9	.2352	122.1	296.3	764,405	.2878	1,961	6,260
San Bernardino	128	611.2	.2686	197.1	392.6	911,495	.3431	1,491	4,625

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

will they buy yours?

in

SAN BERNARDINO, CALIF.

FAMILIES SPEND

$34,077,000

FOR FOOD



Sure they'll buy yours in San Bernardino, California if you tell them your story. 140 national food advertisers increased their budgets 17.4% in the $34,077,000 San Bernardino City food market in 1955. 27,900 families will each spend an average of $1,221.39 for foodstuffs in this rapidly growing market in 1956. 83% of the retail grocery advertisers increased their budgets in 1955 and placed a total of 2,676,254 lines, up 14.3% in the San Bernardino Sun-Telegram. In the County of San Bernardino more food is sold than in the entire state of Wyoming. The San Bernardino-Riverside Metropolitan Area is 4th in California, 6th on the Pacific Coast, and 32nd in the nation. Definitely an independent market, 65 miles from Los Angeles...reached by less than ½ of 1% of the total circulation of the major Los Angeles newspapers. For more information on this up-and-coming market write for our brochure "A BRAND NEW MARKET".

SAN BERNARDINO SUN and TELEGRAM

SAN BERNARDINO, CALIFORNIA

Represented nationally by West-Holliday Co., Inc.

CALIFORNIA — SM Metropolitan County Areas — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
San Diego	129	826.2	.4982	271.8	736.1	1,551,980	.5843	1,878	5,716
San Francisco-Oakland	130	2,613.1	1.5759	867.0	2,420.0	5,690,328	2.1448	2,180	6,570
San Jose	131	444.2	.2679	136.7	335.4	816,013	.3073	1,837	5,969
△Santa Barbara	249	110.9	.0668	36.0	77.3	210,400	.0792	1,897	5,844
Stockton	144	229.5	.1384	69.2	161.3	385,787	.1453	1,681	5,575
Total Above Areas		11613.0	7.0034	3,875.4	10,309.1	22,766,865	8.5717	1,960	5,875

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production
△Bakersfield	175	317,733	.1712	4,079	.1674	106	108
Fresno	53	399,234	.2152	4,124	.1968	103	112
Los Angeles-Long Beach	53	8,036,362	4.3313	4,107	4.1047	120	127
△Modesto	228	194,502	.1048	4,421	.0882	103	122
Sacramento	121	523,329	.2821	4,286	.2758	117	120
San Bernardino-Riverside-Ontario	126	718,068	.3870	3,643	.3614	98	105
San Diego	129	982,813	.4758	3,248	.5345	107	96
San Francisco-Oakland	130	3,334,282	1.7969	3,846	1.9284	122	114
San Jose	131	554,803	.2990	4,069	.2969	111	112
△Santa Barbara	249	150,012	.0809	4,167	.0772	116	121
Stockton	144	276,614	.1491	3,997	.1459	105	108
Total Above Areas		15,387,672	8.2933	3,971	8.1741	117	118

AREAS	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Bakersfield	75,178	24,443	37,590	13,522	16,850	56,188	28,744	30,499	8,858
Fresno	101,492	26,043	38,377	24,728	26,717	57,821	27,517	37,628	13,284
Los Angeles-Long Beach	1,842,322	695,458	1,035,345	505,490	523,854	1,595,823	585,394	435,037	254,796
△Modesto	41,536	10,853	17,041	11,068	8,142	33,453	13,565	23,738	5,896
Sacramento	132,662	40,720	63,113	27,789	44,542	84,562	33,772	40,375	15,874
San Bernardino-Riverside-Ontario	167,209	55,458	66,423	33,639	39,536	129,375	74,465	59,418	21,030
San Diego	199,062	67,252	104,222	55,565	56,842	182,563	61,419	51,461	26,708
San Francisco-Oakland	815,868	327,478	431,210	238,691	216,941	660,360	196,083	141,207	102,189
San Jose	141,233	37,009	52,975	38,138	36,421	95,126	41,052	40,849	17,606
△Santa Barbara	34,735	11,616	8,324	11,743	10,879	25,187	11,476	16,709	5,198
Stockton	58,701	21,936	26,732	17,097	14,739	55,810	18,387	28,842	8,083
Total Above Areas	3,610,998	1,230,273	1,879,352	972,448	997,454	2,896,206	1,096,885	903,763	479,212

COLORADO — Counties and Cities —

(Other Mountain States: Arizona, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.)

City	County	Map, page 310	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Alamosa	Alamosa		5.4	110	11	10	16	5	6	8	14	13	4
Aurora	Adams		26.1	164	18	21	13	15	11	8	28	15	11
Boulder	Boulder		27.5	313	36	51	16	31	17	26	36	25	9
Colorado Springs	El Paso		55.3	846	114	138	41	62	58	66	94	54	39
Denver	Denver		498.1	4,464	776	802	368	277	329	259	495	196	229
Durango	La Plata		9.7	153	14	24	10	11	10	16	15	13	7
Englewood	Arapahoe		33.0	264	37	31	22	17	24	28	36	18	6
Fort Collins	Larimer		10.6	235	31	37	10	16	19	18	36	23	6
Fort Morgan	Morgan		6.6	118	13	20	5	12	12	10	8	15	4
Grand Junction	Mesa		19.4	301	43	32	25	23	23	32	37	28	10
Greeley	Weld		21.8	338	51	44	18	37	26	30	35	31	11
La Junta	Otero		8.9	140	20	27	12	17	12	7	13	7	5
Lamar	Prowers		9.1	117	9	25	6	8	4	12	14	16	4
Longmont	Boulder		10.3	208	26	18	19	17	22	21	23	21	5
Loveland	Larimer		8.2	163	21	27	14	8	11	17	20	15	6
Pueblo	Pueblo		97.3	833	179	181	52	55	44	49	93	34	26
Sterling	Logan		9.6	172	22	27	11	11	13	19	18	14	5
Trinidad	Las Animas		12.4	219	39	50	16	17	9	16	22	10	5

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)
Adams	39	66.1	.0390	17.4	39.1	91,912	.0346	1,390	5,282	17,533
Aurora		33.0	.0199	10.0		41,291	.0155	1,251	4,129	
Alamosa		10.6	.0064	2.6	5.4	14,385	.0054	1,357	5,138	3,663
Alamosa		5.4	.0033	1.5		8,477	.0032	1,570	5,651	
Arapahoe	39	75.7	.0456	22.8	55.3	106,859	.0401	1,406	4,674	7,135
Englewood		26.1	.0157	8.2		39,516	.0149	1,514	4,819	
Archuleta		2.6	.0016	.7		2,074	.0008	798	2,963	1,440
Baca		8.6	.0052	2.6		13,781	.0052	1,602	5,300	15,144
Bent		8.8	.0053	2.2	3.3	9,011	.0034	1,024	4,096	7,154
Boulder		54.2	.0327	16.3	41.6	80,095	.0301	1,478	4,914	11,045
Boulder		27.5	.0166	7.8		46,425	.0175	1,688	5,952	
Longmont		10.3	.0062	3.2		15,481	.0058	1,503	4,838	

Income Breakdown of Consumer Spending Units

COUNTIES CITIES	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Adams	22.3	4,126	31.1	10.6	28.2	22.3	30.5	37.0	10.2	30.1
Aurora	9.6	4,310	26.3	8.6	29.1	21.2	34.6	40.3	11.0	29.9
Alamosa	3.2	4,485	30.1	9.5	29.7	21.6	28.5	32.0	11.7	36.9
Alamosa	1.8	4,736	27.5	8.2	28.2	19.4	31.3	33.0	13.1	39.4
Arapahoe	22.7	4,686	23.2	7.0	25.3	17.5	38.8	41.5	12.7	34.0
Englewood	8.2	4,825	20.7	6.0	23.6	16.0	42.1	43.7	13.6	34.3
Archuleta	.9	3,292	51.1	21.8	28.7	29.4	10.8	16.4	9.4	33.4
Baca	2.7	5,131	37.2	10.2	25.3	16.0	20.4	20.0	17.1	53.8
Bent	2.4	3,734	33.7	12.7	38.6	33.6	20.1	27.0	7.6	26.7
Boulder	22.6	3,549	47.3	18.8	23.2	21.1	21.4	30.3	8.1	29.8
Boulder	13.5	3,445	51.4	21.0	21.1	19.9	19.4	28.2	8.1	30.9
Longmont	3.7	4,200	34.7	11.8	26.7	20.7	27.8	33.2	10.8	34.5

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Before using these figures, see explanation page 11.

A 24 Hour True-Life Drama

Complete in Three Acts

THE CAST
Father, Mother & Children, all average, and avid, Herald-Express readers

Salesman - Employee of an aggressive retailer who advertises regularly and wisely in the Herald-Express

For TIME and PLACE, check the Acts



Act I, Scene I—Time: 5:05 p. m. any weekday. Place: Almost every Los Angeles street corner.



Act. II, Scene 1—Time: 5:40 p.m. same day. Place: Average Los Angeles home.



Act II, Scene II—Time: Approximately 7:45. Place: The same.



Act III, Scene I—Time: The next morning. Place: Retail store of Herald-Express advertiser.

The Moral of Our Story:

IF YOU'RE an advertiser, it's to your advantage to know that this newspaper has . . . in addition to its huge carrier delivered circulation . . . tens-of-thousands MORE home circulation. The circulation of the street corner buyer who regularly takes his Herald-Express home! Just another reason why this newspaper has the . . .

Largest Evening Circulation in Western America!

LOS ANGELES EVENING

HERALD-EXPRESS

Represented Nationally by Moloney, Regan & Schmitt, Inc



GROWTH REFLECTS SALES OPPORTUNITIES

	1950	1955	% Increase
Metropolitan Denver			
Population	563,832	726,500	29%
Retail Sales (000's)	$591,343	$887,438	50%
Construction (000's)	$105,796	$201,114	90%
Employment	130,141	172,600	70%
Colorado			
Oil Prod. (bbls.)	23 million	53 million	129%
Gas Prod. (cu. ft.)	15 billion	92 billion	513%
Mining (000's)	$ 47,549	$214,478	352%
Tourist Trade (000's)	$105,282	$214,247	103%

IN KOA-TV LAND*

Population 1,158,000
Families 361,500
Buying Income $1,918,829,000
*1956 Survey of Buying Power

Denver's tallest tower by far 2,867 feet above Denver

the nation's 4th fastest-growing market

among the 40 largest metropolitan areas

BIG things are happening in this mile-high boom-land! Among the nation's 40 largest metropolitan markets, Denver is 4th in population percentage increase from 1950 to 1955. In 1955 alone, uranium...oil... agriculture...new transportation...new industry...new enterprise and wealth brought new customers to this area at the rate of 3,841 per month.* To penetrate the ¼-million-plus TV homes in metropolitan Denver and 13 other counties—representing 74% of Colorado's population and 82% of the state's spendable income—KOA-TV is your **best cost-per-prospect buy!**

represented by **NBC SPOT SALES**

KOA TV 4
NBC—CHANNEL

COLORADO — Counties and Cities — (Continued)

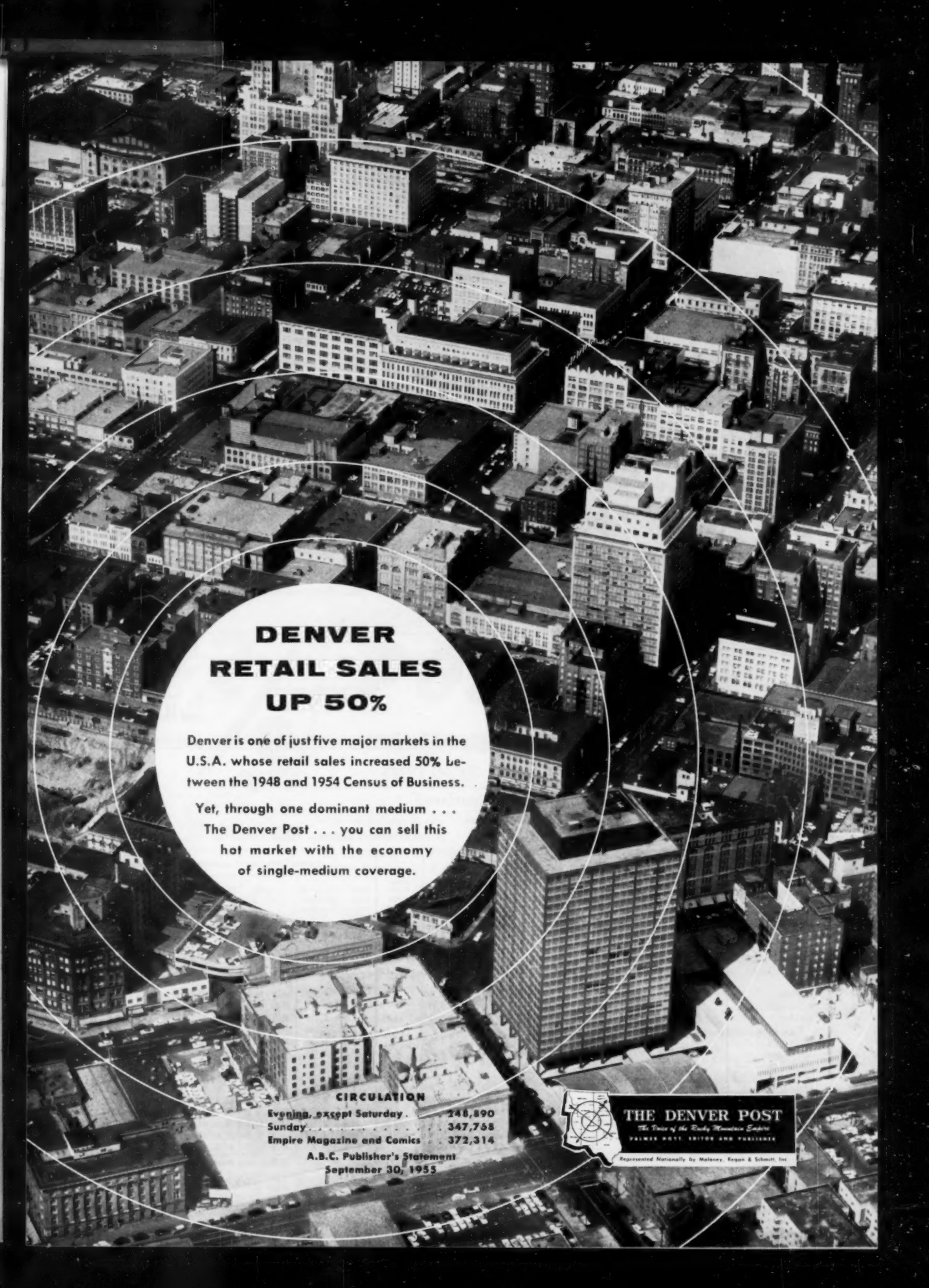
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

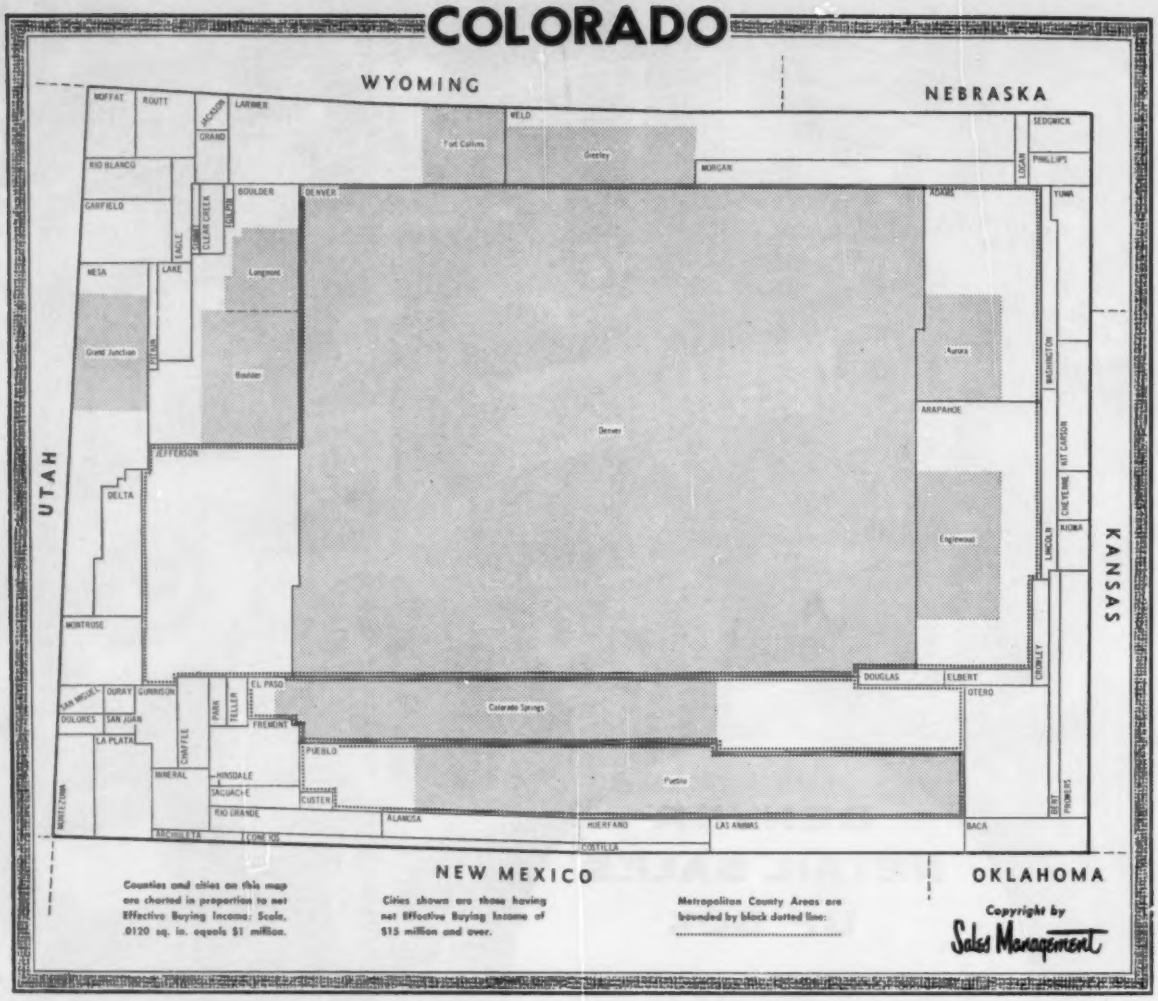
COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Chaffee		6.8	.0041	2.2	4.4	8,733	.0033	1,284	3,970	833	2.3	3,881	38.5	14.0	28.1	23.4	23.4	30.3	10.0	32.3
Cheyenne		3.4	.0020	1.1		4,934	.0019	1,451	4,485	5,465	1.2	4,276	35.2	11.6	31.5	24.0	21.1	24.7	12.2	39.7
Clear Creek		3.7	.0022	1.2		4,954	.0018	1,339	4,128	71	1.3	3,817	34.9	12.9	25.8	21.9	29.8	39.2	9.5	26.0
Conejos		10.4	.0063	2.4		9,145	.0035	879	3,810	6,350	2.7	3,447	49.6	20.3	28.3	28.6	14.5	21.1	7.6	32.0
Costilla		5.9	.0036	1.2		3,284	.0012	557	2,737	2,446	1.4	2,415	64.3	37.5	22.7	30.5	9.6	19.9	3.4	12.1
Crowley		5.4	.0032	1.4		5,363	.0020	993	3,831	3,988	1.5	3,554	45.9	18.2	30.9	28.3	16.0	22.6	7.2	30.9
Custer		1.5	.0009	.6		1,629	.0006	1,086	2,715	1,462	.5	3,373	47.2	19.7	30.9	29.7	15.7	23.4	6.2	27.2
Delta		18.1	.0110	5.6	4.3	17,936	.0068	991	3,203	6,887	5.5	3,235	47.2	20.5	30.3	30.5	18.1	24.9	6.4	24.1
Denver	39	498.1	.3004	163.4	498.1	927,406	.3492	1,862	5,676	2,072	191.7	4,838	29.8	8.7	23.8	15.9	30.8	32.0	15.6	43.4
▲Denver		498.1	.3004	163.4		927,406	.3492	1,862	5,676		191.7	4,838	29.8	8.7	23.8	15.9	30.8	32.0	15.6	43.4
Dolores		2.1	.0012	.6		2,829	.0010	1,347	4,715	1,846	.6	4,911	23.6	6.8	33.7	22.3	28.6	29.2	14.1	41.7
Douglas		3.5	.0021	1.2		3,941	.0015	1,126	3,284	2,677	1.1	3,707	28.0	10.6	38.3	33.6	27.2	36.8	6.5	19.0
Eagle		4.4	.0027	1.2		5,713	.0022	1,298	4,761	2,750	1.4	3,998	29.9	10.5	35.8	29.1	27.7	34.8	6.6	25.6
Elbert		4.3	.0026	1.1		4,276	.0016	994	3,887	6,196	1.2	3,648	41.2	15.9	33.0	29.4	18.4	25.3	7.4	29.4
El Paso	190	105.6	.0637	34.6	73.6	160,255	.0603	1,518	4,632	7,654	41.2	3,894	40.0	14.5	28.3	21.8	24.4	31.5	9.3	32.2
△Colorado Springs		55.3	.0334	19.6		87,343	.0329	1,579	4,456		21.7	4,020	37.5	13.1	26.4	21.5	26.1	32.5	10.0	32.9
Fremont		18.5	.0111	5.6	9.3	18,351	.0069	992	3,277	2,110	5.4	3,406	45.2	18.7	28.4	27.1	19.7	29.0	6.7	25.2
Garfield		12.3	.0074	3.8		17,626	.0067	1,433	4,638	4,719	4.0	4,408	32.1	10.2	29.4	21.7	26.2	29.8	12.3	38.3
Gilpin		.8	.0005	.2		977	.0003	1,221	4,885	22	.3	3,182	44.0	19.4	29.0	29.6	24.1	38.0	2.9	13.0
Grand		3.6	.0022	1.1		5,081	.0019	1,411	4,619	1,427	1.3	4,001	33.5	11.8	26.1	21.3	29.1	36.4	11.3	30.5
Gunnison		5.9	.0036	1.7	3.0	8,694	.0033	1,474	5,114	2,687	2.2	3,970	40.2	14.2	25.2	20.6	25.4	32.1	9.2	33.1
Hinsdale		.2	.0001	.1		200	.0001	1,000	2,000	184	.1	2,439	53.7	31.0	36.5	49.0	9.8	20.0		
Huerfano		10.0	.0060	3.0	5.5	9,272	.0035	927	3,091	2,412	2.9	3,171	45.5	20.2	33.2	34.0	15.9	25.1	5.4	20.7
Jackson		1.9	.0012	.7		3,454	.0013	1,818	4,934	2,334	.8	4,557	26.4	8.8	36.9	25.7	24.0	26.4	11.6	39.1

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.


DENVER
RETAIL SALES
UP 50%
Denver is one of just five major markets in the U.S.A. whose retail sales increased 50% between the 1948 and 1954 Census of Business.
Yet, through one dominant medium . . . The Denver Post . . . you can sell this hot market with the economy of single-medium coverage.
CIRCULATION
Evening, except Saturday . . 248,890
Sunday 347,758
Empire Magazine and Comics . . 372,314
A.B.C. Publisher's Statement
September 30, 1955
THE DENVER POST
The Voice of the Rocky Mountain Empire
PALMER HOYT, EDITOR AND PUBLISHER
Represented Nationally by Maloney, Regan & Schmitt, Inc.



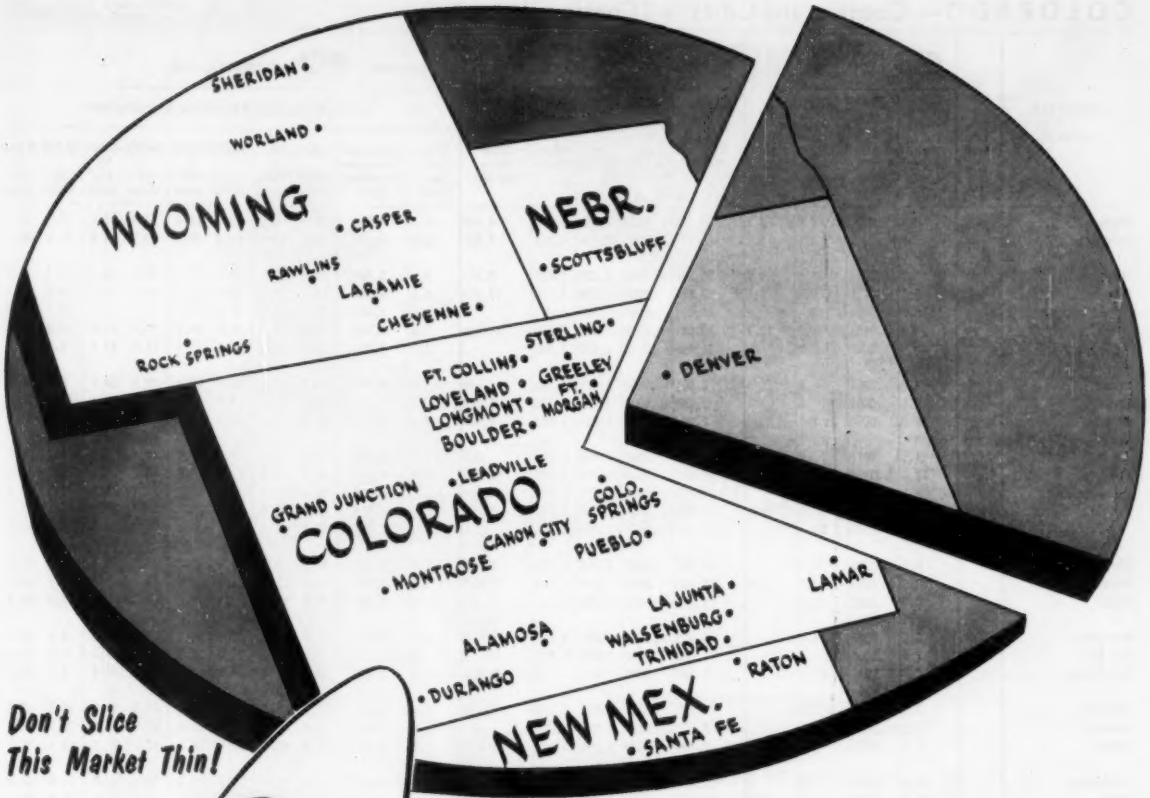
COLORADO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
											Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Jefferson	39	85.2	.0513	26.0	48.1	122,047	.0459	1,432	4,694	6,850	25.7	4,744	25.0	7.4	23.8	16.3	37.1	39.2	14.1	37.1
Kiowa		3.0	.0018	.9		5,366	.0020	1,799	5,932	4,712	1.0	5,501	31.2	7.8	28.0	16.2	23.0	20.6	17.8	55.4
Kit Carson		9.5	.0058	2.8		13,729	.0052	1,445	4,903	9,884	2.8	4,910	35.4	10.2	26.6	17.5	23.0	23.5	15.0	48.8
Lake		5.8	.0035	1.8	3.9	9,063	.0034	1,563	5,035	118	1.9	4,757	21.5	6.3	19.5	13.4	45.9	48.4	13.1	31.9
La Plata		15.5	.0093	4.3	9.7	18,295	.0062	1,051	3,790	3,695	4.8	3,535	40.1	16.0	29.8	27.2	23.5	33.3	6.8	23.5
Durango		9.7	.0059	3.0		11,757	.0044	1,212	3,919		3.1	3,783	35.3	13.3	28.5	24.4	27.8	36.9	7.9	25.4
Larimer		48.3	.0292	15.1	25.2	66,962	.0252	1,387	4,436	14,952	17.3	3,875	39.3	14.3	27.1	22.7	24.3	31.5	9.3	31.5
Fort Collins		17.0	.0103	5.2		26,126	.0098	1,537	5,024		7.1	3,680	44.2	16.9	24.3	21.3	22.8	31.0	8.8	30.8
Loveland		8.2	.0049	2.8		12,312	.0046	1,501	4,397		3.0	4,157	32.5	11.0	29.0	22.6	28.1	33.9	10.4	32.5
Las Animas		25.5	.0153	7.1	12.4	25,189	.0095	988	3,548	6,636	7.4	3,403	44.4	18.4	27.7	26.4	21.6	31.8	6.3	23.4
Trinidad		12.4	.0075	3.6		13,549	.0051	1,093	3,764		4.0	3,409	43.6	18.0	28.6	27.3	20.9	30.8	6.9	24.0
Lincoln		6.1	.0037	1.9		8,738	.0033	1,432	4,599	7,470	1.9	4,511	35.3	11.0	28.7	19.2	23.9	26.6	14.1	43.2
Logan		18.7	.0113	5.4	9.6	25,583	.0096	1,368	4,738	19,393	5.7	4,526	30.2	9.4	28.2	20.2	29.0	32.2	12.6	38.2
Sterling		9.6	.0058	2.8		15,818	.0060	1,648	5,649		3.5	4,570	29.1	9.0	27.7	19.7	30.5	33.4	13.7	37.9
Mesa		46.3	.0279	14.1	19.4	57,009	.0217	1,244	4,086	9,551	14.6	3,948	34.5	12.3	29.4	24.1	25.9	34.2	9.2	29.4
Grand Junction		19.4	.0117	6.0		29,409	.0111	1,516	4,902		6.9	4,235	31.3	10.3	26.9	20.4	30.4	35.6	11.4	33.7
Mineral		.7	.0004	.2		1,087	.0004	1,553	5,435	35	.3	4,026	25.2	8.8	42.5	34.4	23.0	28.6	9.3	28.2

© SM, 1956.

Before using these figures, see explanation page 11.



Don't Slice This Market Thin!

The BIG 2/3 PORTION

of this rich region is OUTSIDE the 4-County, Denver Area!

Want to sell the Rocky Mountain West? One-city medium in this big, rich region won't do the job for you!

The Lion's share of this big Western market is located beyond the sphere of metropolitan Denver. Look at the wealth *outside* the 4-county Denver area:

	4-County Denver Area	*Outside Denver Retail Zone*
Total Retail Sales	$991,431,000 (37.7%)*	$1,634,953,000 (62.3%)*
Total Retail Food Sales	$210,722,000 (38.6%)*	$ 334,921,000 (61.4%)*
Total Automotive Sales	$214,609,000 (37.4%)*	$ 361,692,000 (62.6%)*
Total Families	229,600 (35.0%)*	427,300 (65.0%)*

It pays to spend the most where the most is spent. Whatever you're selling, in this wide-open country the most effective medium is the *local* daily newspaper . . . the *one* medium that gets into *every* home.

*Sales Management Survey of Buying Power, May 10, 1956

MARKET FACTS AVAILABLE . . . WRITE TODAY!
All you need to successfully analyze this rich market is available on request.

MOUNTAIN NEWSPAPER RESEARCH INSTITUTE—1312 Cherokee, Denver, Colorado

COLORADO

Alamosa Courier
Boulder Camera
Canon City Record
Colorado Springs Free Press
Durango Herald-News
Ft. Collins Coloradoan
Ft. Morgan Times
Grand Junction Sentinel
Greeley Tribune
La Junta Tribune-Democrat
Lamar News
Leadville Herald-Democrat
Longmont Times-Call
Loveland Reporter-Herald
Montrose Press
Pueblo Star-Journal & Chieftain
Sterling Journal-Advocate
Trinidad Chronicle-News
Walsenburg World-Independent

NEBRASKA

Scottsbluff Star-Herald

NEW MEXICO

Raton Range
Santa Fe New Mexican

COLORADO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

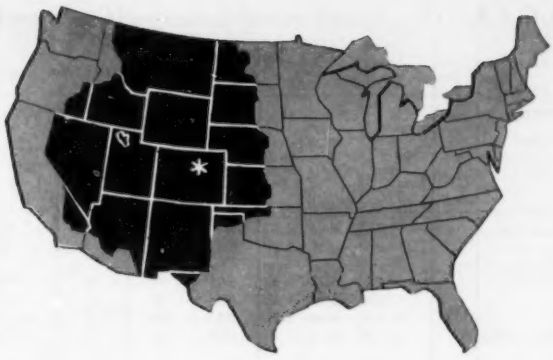
COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Moffat		6.1	.0037	1.8	3.2	9,104	.0034	1,492	5,058	4,475	2.0	4,579	29.8	9.2	22.7	16.0	34.4	37.7	13.1	37.1
Montezuma		10.2	.0062	3.0	2.7	12,342	.0047	1,210	4,114	3,825	3.0	4,154	42.0	14.2	26.4	20.8	20.7	24.9	10.9	40.1
Montrose		15.7	.0094	4.6	5.1	16,889	.0063	1,076	3,672	7,397	4.9	3,482	40.4	16.3	33.2	31.0	20.3	29.3	6.1	23.4
Morgan		19.3	.0117	5.5	6.6	23,858	.0090	1,236	4,338	17,599	5.6	4,289	34.6	11.3	28.8	21.9	24.6	28.7	12.0	38.1
Fort Morgan		6.6	.0040	2.0		11,021	.0041	1,670	5,511		2.4	4,550	31.7	9.8	27.5	19.7	27.5	30.3	13.3	40.2
Otero		26.8	.0161	7.9	12.7	30,831	.0116	1,150	3,903	10,515	7.8	3,950	33.9	12.1	30.5	25.1	25.6	32.5	10.0	30.3
La Junta		8.0	.0048	2.5		11,498	.0043	1,437	4,599		2.7	4,294	30.7	10.0	22.3	16.9	34.3	40.1	12.7	33.0
Ouray		1.7	.0011	.6		2,501	.0009	1,471	4,168	799	.7	3,738	38.1	14.4	25.7	23.1	26.8	38.7	6.4	23.8
Park		1.6	.0009	.5		2,585	.0010	1,616	5,170	1,483	.6	4,103	35.6	12.2	27.8	22.0	26.3	32.2	10.3	33.6
Phillips		5.0	.0030	1.5		7,052	.0027	1,410	4,701	5,805	1.3	5,396	30.8	8.0	32.2	19.4	19.6	18.2	17.4	54.4
Pitkin		1.6	.0010	.5		2,492	.0009	1,558	4,984	691	.6	4,319	32.2	10.5	29.7	22.3	27.4	31.8	10.7	35.4
Prowers		17.3	.0104	5.1	9.1	20,977	.0079	1,213	4,113	12,846	5.0	4,216	37.4	12.5	31.1	23.9	20.2	24.1	11.3	39.5
Lamar		9.1	.0055	2.5		12,713	.0048	1,397	5,085		2.9	4,378	36.2	11.6	30.5	22.7	21.1	24.2	12.2	41.5
Pueblo	113	108.1	.0640	30.1	99.5	136,478	.0514	1,286	4,534	8,160	30.9	4,418	26.1	8.3	27.1	19.9	35.0	39.7	11.8	32.1
▲Pueblo		97.3	.0587	29.7		126,464	.0476	1,300	4,258		28.4	4,445	25.9	8.2	26.8	19.6	35.3	39.8	12.0	32.4
Rio Blanco		6.3	.0038	1.8		11,058	.0042	1,755	6,142	2,702	2.1	5,176	22.8	6.2	29.3	18.4	32.5	31.5	15.4	43.9
Rio Grande		13.3	.0080	3.6	3.5	13,153	.0049	989	3,654	11,837	3.2	4,147	36.8	12.5	31.4	24.6	19.7	23.6	12.1	39.1
Routt		8.7	.0053	2.6		11,292	.0043	1,298	4,343	4,044	2.8	4,037	33.2	11.6	26.5	22.9	29.0	36.1	9.3	29.4
Saguache		5.5	.0033	1.4		6,004	.0022	1,092	4,289	4,536	1.5	3,876	43.0	15.6	29.0	24.4	18.5	23.9	9.5	36.1
San Juan		1.5	.0009	.4		1,970	.0008	1,313	4,925		.5	4,283	22.6	7.4	29.4	22.3	39.1	45.8	8.9	24.5
San Miguel		2.5	.0015	.7		3,332	.0012	1,333	4,760	1,029	.8	3,943	32.1	11.4	25.9	23.9	31.0	39.4	8.0	25.3
Sedgwick		5.2	.0032	1.5		7,917	.0030	1,523	5,278	5,596	1.6	4,860	30.0	8.7	32.2	21.5	21.5	22.2	16.3	47.6
Summit		1.2	.0007	.4		1,523	.0006	1,269	3,808	193	.5	3,333	37.6	15.9	27.4	26.7	30.0	45.1	5.0	12.3
Teller		2.0	.0012	.8		2,409	.0009	1,205	4,015	452	.8	3,137	44.8	20.1	32.9	34.1	17.2	27.5	5.1	18.3
Washington		8.0	.0048	2.5		10,062	.0038	1,258	4,025	10,958	2.3	4,287	38.0	12.5	29.5	22.3	19.5	22.8	13.0	42.4
Weld		72.2	.0436	20.7	21.9	90,006	.0339	1,247	4,348	75,639	21.8	4,138	35.8	12.2	28.7	22.5	24.6	29.8	10.9	35.5
Greeley		21.8	.0131	7.0		32,058	.0121	1,471	4,580		8.0	4,029	38.8	13.5	26.6	21.5	24.4	30.4	10.2	34.6
Yuma		10.8	.0065	3.3		16,107	.0060	1,491	4,881	10,016	3.4	4,780	31.2	9.2	28.4	19.3	26.2	27.5	14.2	44.0
Total Above Cities		874.8	.5277	280.8		1,468,664	.5529	1,679	5,230		322.0	4,561	31.5	9.7	24.6	17.6	30.2	33.2	13.7	39.5
State Total		1566.2	.9446	479.0	1035.4	2,333,495	.8785	1,490	4,872	413,382	533.4	4,375	33.1	10.6	26.1	19.4	28.5	32.7	12.3	37.3

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adams	39	48,640	.0282	2,795	.0332	83	66	9,855	4,125	1,777	1,816	1,664	8,573	7,869	6,506	2,901
Aurora		32,816	.0177		.0170	85	89	9,477	2,039	4,427	1,580	1,282	4,243	3,659	2,629	1,770
Alamosa		11,891	.0064	4,247	.0059	92	100	2,520	884	2,304	237	404	2,559	1,065	1,215	380
Alamosa		11,819	.0064		.0042	127	194	2,471	661	2,304	237	404	2,559	1,065	1,215	380
Arapahoe	39	92,801	.0500	4,070	.0441	97	110	27,449	4,724	9,220	1,934	5,752	21,800	6,810	7,246	3,392
Englewood		52,687	.0284		.0191	122	181	14,290	1,633	4,091	1,221	4,295	18,852	2,342	2,506	1,591
Archuleta		2,832	.0016	4,048	.0012	75	100	420	182	502	33	...	632	353	221	218
Baca		5,062	.0027	1,947	.0045	87	52	850	170	277	93	144	1,031	780	1,021	213
Bent		4,961	.0027	2,255	.0035	66	51	1,174	272	257	93	193	1,633	431	573	131
Boulder		60,605	.0326	3,718	.0314	96	100	13,189	3,679	3,240	3,803	3,531	12,153	5,085	7,562	2,318
Boulder		35,946	.0194		.0179	108	117	7,897	2,099	1,862	2,913	2,127	7,459	2,797	3,407	1,313
Longmont		17,408	.0094		.0070	113	152	3,454	609	1,200	864	1,285	3,686	1,088	2,919	752
Chaffee		9,599	.0052	4,363	.0040	98	127	2,034	872	489	287	439	2,478	1,040	1,093	231
Cheyenne		2,382	.0013	2,138	.0018	90	65	563	273	71	...	78	358	353	334	145
Clear Creek		4,563	.0024	3,819	.0020	91	109	654	1,238	294	26	155	1,121	564	214	148
Conejos		4,169	.0023	1,737	.0037	88	37	713	295	558	...	...	1,047	703	329	198
Costilla		1,656	.0009	1,380	.0016	44	25	155	45	529	25	...	...	251	332	77
Crowley		2,925	.0016	2,089	.0022	69	50	493	90	166	29	...	1,286	30	517	111
Custer		543	.0002	905	.0005	56	22	215	61	37	15	...	...	...	30	141
Delta		14,445	.0076	2,579	.0079	72	71	3,626	577	1,260	660	409	2,937	930	2,161	522
Denver	39	765,358	.4125	4,654	.3585	119	137	144,551	53,186	149,756	42,634	43,813	163,593	37,720	37,744	36,723
1▲Denver		765,358	.4125		.3585	119	137	144,551	53,186	149,756	42,634	43,813	163,593	37,720	37,744	36,723

1 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order".

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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KOA-Radio... your best Western Salesman!

Because KOA-Radio's capable management has established and maintained listener respect for the station and its advertisers for more than 31 years!

Because KOA-Radio covers Denver and the big, wide West. You need the power of 50,000 watts to blanket the rich Western Market! You reach the whole market with KOA-Radio.

Because KOA-Radio's programming is tailor-made to the interests and tastes of the area. Skillful local and NBC programming combine to give listeners what they want, when they want it!

Because KOA-Radio has always shown devotion to the public welfare, it is highly respected and has top stature in its community.

Because KOA-Radio SELLS! Make your ad budget work harder...more effectively! Use KOA-Radio!

KOA DENVER *Radio*

Covers The West...*Best!*

Call or write NBC ***Spot Sales— KOA-RADIO SALES***

5-10-56

COLORADO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Dolores		1,277	.0007	2,125	.0009	75	58	120	189	...	...	...	252	170	246	247
Douglas		4,862	.0026	4,052	.0020	95	124	720	665	159	37	75	1,971	694	345	76
Eagle		3,066	.0017	2,555	.0021	78	63	863	238	137	54	69	432	301	241	185
Elbert		2,063	.0011	1,894	.0017	65	42	686	92	113	...	...	407	170	455	50
El Paso	190	159,608	.0860	4,613	.0687	108	135	30,553	12,097	13,125	10,836	9,742	29,289	12,963	19,571	6,258
△Colorado Springs		144,618	.0779		.0465	139	233	27,371	9,943	13,643	10,707	9,269	28,481	10,002	18,052	5,501
Fremont		15,890	.0086	2,838	.0082	74	77	3,439	1,114	1,001	572	853	3,280	2,187	1,298	543
Garfield		15,654	.0084	4,119	.0074	109	114	2,853	1,529	1,141	528	304	4,023	1,331	2,177	697
Gilpin		908	.0005	4,540	.0004	80	100	119	352	...	...	17	...	137	66	54
Grand		5,390	.0029	4,900	.0022	100	132	845	932	373	58	80	912	646	748	382
Gunnison		6,034	.0033	3,549	.0034	94	92	1,341	551	300	288	324	922	1,072	800	155
Hinsdale		95	.0000	950	.0000	...	..	...	60	...	...	...	...	...	...	...
Huerfano		6,264	.0034	2,088	.0040	67	57	1,707	670	475	110	95	1,325	948	316	275
Jackson		1,578	.0009	2,254	.0012	100	75	207	194	135	...	...	487	188	118	179
Jefferson	39	84,632	.0456	3,255	.0469	91	89	28,867	5,773	2,783	890	2,905	20,643	6,583	6,730	3,713
Kiowa		3,048	.0016	3,387	.0018	100	89	870	186	214	36	...	212	725	483	94
Kit Carson		8,372	.0045	2,990	.0051	88	78	1,330	476	434	151	51	1,448	674	1,892	355
Lake		8,460	.0046	4,700	.0038	109	131	2,070	832	2,092	80	119	1,345	792	281	309
La Plata		22,889	.0123	5,319	.0088	92	132	4,814	1,186	1,905	788	1,069	5,605	2,028	2,758	662
Durango		20,441	.0110		.0067	114	186	4,072	986	1,636	579	964	5,605	1,670	2,327	614
Larimer		49,394	.0266	3,271	.0265	91	91	10,334	3,186	3,848	2,150	2,524	11,158	3,593	6,232	1,775
Fort Collins		28,092	.0151		.0115	112	147	6,112	1,269	2,681	1,170	1,606	7,412	1,700	3,340	812
Loveland		12,954	.0070		.0054	110	143	2,479	574	924	528	654	3,272	853	2,191	591
Las Animas		16,482	.0089	2,321	.0104	68	58	3,376	1,383	2,965	667	492	3,283	1,531	1,023	504
Trinidad		14,274	.0077		.0064	85	103	3,036	1,124	2,164	667	468	3,283	1,008	978	458
Lincoln		7,299	.0039	3,842	.0036	97	105	815	529	143	217	25	1,215	1,279	1,033	289
Logan		27,002	.0146	5,000	.0114	101	129	4,531	1,414	2,386	943	1,693	6,128	2,929	2,810	673
Sterling		24,288	.0131		.0081	140	226	4,237	1,204	2,160	943	1,693	5,703	2,060	2,373	581
Mesa		72,667	.0392	5,154	.0282	101	141	14,658	3,489	6,232	2,964	4,234	17,022	4,304	10,819	2,148
Grand Junction		64,879	.0350		.0184	157	209	10,938	3,121	6,036	2,895	4,107	16,514	3,440	9,606	1,927
Mineral		467	.0002	2,035	.0004	100	50	78	58	87	...	...	...	119	67	...
Moffat		8,086	.0043	4,492	.0037	100	116	1,684	904	451	231	137	1,142	788	1,090	251
Montezuma		15,099	.0082	5,033	.0061	98	132	2,833	1,035	1,763	260	353	5,238	1,308	1,413	529
Montrose		16,304	.0088	3,557	.0078	81	94	3,520	911	1,599	517	926	2,742	1,866	2,100	719
Morgan		27,163	.0146	4,939	.0112	96	125	5,363	1,803	1,485	1,010	1,407	5,844	2,075	5,660	959
Fort Morgan		16,728	.0090		.0056	140	225	3,301	1,019	862	642	1,106	4,025	994	3,349	513
Otero		22,566	.0122	2,856	.0127	79	76	6,061	1,512	2,372	1,170	1,293	4,264	1,681	2,542	760
La Junta		11,037	.0059		.0049	102	123	2,448	666	1,469	695	954	2,546	599	734	419
Ouray		1,463	.0008	2,438	.0009	82	73	375	119	193	...	...	...	239	145	218
Park		1,596	.0008	3,190	.0010	111	89	296	322	329	...	...	234	303	...	67
Phillips		6,833	.0037	4,555	.0030	100	123	1,294	248	239	96	118	2,081	184	1,401	271
Pitkin		2,404	.0013	4,808	.0011	110	130	340	528	65	64	61	184	284	239	106
Prowers		15,412	.0083	3,922	.0085	82	80	2,717	1,097	1,055	554	427	3,681	2,186	2,341	581
Lamar		12,007	.0065		.0055	100	118	2,119	847	930	420	342	3,182	1,590	1,462	388
Pueblo	113	112,313	.0606	3,731	.0567	89	95	28,072	7,925	11,941	7,000	7,130	25,249	8,299	7,843	3,155
▲Pueblo		108,959	.0587		.0533	91	100	26,717	7,351	11,794	6,988	7,130	25,084	5,931	7,506	3,088
Rio Blanco		4,715	.0025	2,619	.0036	95	68	1,128	231	221	98	...	1,225	346	772	256
Rio Grande		10,919	.0059	3,033	.0058	73	74	2,535	518	1,083	142	308	1,888	1,035	1,252	430
Routt		5,877	.0032	2,260	.0042	79	60	1,504	259	595	116	140	1,263	711	363	298
Saguache		2,775	.0015	1,982	.0022	67	45	431	157	248	10	...	807	430	421	185
San Juan		543	.0002	1,358	.0006	67	22	174	61	...	...	...	60	78	73	52
San Miguel		1,875	.0011	2,679	.0012	80	73	358	156	175	42	...	733	43	89	52
Sedgwick		8,513	.0035	4,343	.0032	100	109	1,052	327	607	104	262	1,926	263	1,532	185
Summit		983	.0005	2,458	.0006	86	71	117	439	107	...	...	...	211	...	81
Teller		2,363	.0013	3,938	.0011	92	108	779	374	30	30	45	216	313	134	224
Washington		5,908	.0032	2,363	.0038	79	67	1,264	230	556	61	133	890	508	1,466	237
Weld		72,084	.0388	3,481	.0373	88	89	13,895	3,732	4,933	3,456	4,085	15,131	5,564	9,837	1,982
Greeley		46,578	.0251		.0162	124	192	9,657	1,463	4,055	3,081	3,313	11,987	2,041	5,093	1,302
Yuma		9,616	.0062	2,914	.0059	91	80	1,912	523	603	163	319	2,447	577	1,751	431
Total Above Cities		1,420,886	.7658		.6121	115	145	284,627	89,794	210,894	78,764	84,812	317,488	80,559	107,431	58,723
State Total		1,909,216	1.0290	3,966	.9369	99	109	401,384	131,089	241,848	98,124	98,427	409,815	138,608	170,070	79,481

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COLORADO — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Colorado Springs	190	105.6	.0637	34.6	73.6	160,255	.0603	1,518	4,632
Denver	39	725.1	.4372	229.6	640.6	1,247,924	.4698	1,721	5,435
Pueblo	113	106.1	.0640	30.1	99.5	136,478	.0514	1,286	4,534
Total Above Areas		936.8	.5649	294.3	813.7	1,544,657	.5815	1,649	5,249

AREAS	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Colorado Springs	190	159,606	.0860	4,613	.0687	108	135	30,553	12,097	13,125	10,836	9,742	29,289	12,963	19,571	6,258
Denver	39	991,431	.5343	4,318	.4827	110	122	210,722	67,808	163,536	47,274	54,134	214,609	58,992	58,226	46,729
Pueblo	113	112,313	.0606	3,731	.0567	89	95	28,072	7,925	11,941	7,000	7,130	25,249	6,299	7,843	3,155
Total Above Areas		1,263,352	.6809	4,293	.6081	108	121	269,347	87,830	188,602	65,110	71,006	269,147	78,254	85,640	56,142

(Other New England States: Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.)

— CONNECTICUT — Counties and Cities

Map, page 324

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Ansonia	New Haven	18.8	281	58	50	15	31	14	15	14	13	11
Bridgeport	Fairfield	187.5	2,176	538	391	180	214	134	58	153	71	92
Bristol	Hartford	42.7	454	82	79	33	57	31	17	35	12	17
Danbury	Fairfield	23.7	*	*	*	*	*	*	*	*	*	*
East Hartford	Hartford	38.3	*	*	*	*	*	*	*	*	*	*
Greenwich	Fairfield	46.4	*	*	*	*	*	*	*	*	*	*
Hartford	Hartford	187.6	2,346	442	439	243	234	163	81	160	65	109
Manchester	Hartford	38.8	*	*	*	*	*	*	*	*	*	*
Meriden	New Haven	48.6	625	131	120	45	62	46	24	60	22	16
Middletown	Middlesex	33.0	341	60	65	33	32	19	15	22	15	13
Naugatuck	New Haven	19.0	224	33	52	8	13	18	11	19	15	10
New Britain	Hartford	81.8	880	180	153	72	89	61	30	65	22	32
New Haven	New Haven	165.0	2,591	594	489	230	314	139	104	164	68	96
New London	New London	31.0	564	112	107	54	59	40	35	40	15	15
Norwalk	Fairfield	58.0	686	134	110	54	86	43	27	54	30	18
Norwich	New London	37.6	*	*	*	*	*	*	*	*	*	*
Putnam City	Windham	8.4	*	*	*	*	*	*	*	*	*	*
Shelton	Fairfield	15.0	144	30	25	9	9	3	8	14	15	7
Stamford	Fairfield	84.1	1,086	188	181	91	143	67	42	99	41	31
Stratford	Fairfield	39.9	*	*	*	*	*	*	*	*	*	*
Torrington	Litchfield	29.1	451	97	65	40	51	37	24	38	20	11
Wallingford	New Haven	13.5	*	*	*	*	*	*	*	*	*	*
Waterbury	New Haven	110.5	1,399	338	266	96	152	77	55	90	38	55
West Hartford	Hartford	52.1	*	*	*	*	*	*	*	*	*	*
West Haven	New Haven	35.2	*	*	*	*	*	*	*	*	*	*
Willimantic	Windham	14.3	257	45	43	21	28	18	18	20	9	9

*Not Available.

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Before using these figures, see explanation page 11.

TRENDS IN THE CONNECTICUT FOOD MARKET

In 1948, 3257 Connecticut food stores did $400,203,000 while sales in the remaining 3386 totaled only $78,470,000 ..... U. S. Census of Business

In 1954, 2977 Connecticut food stores did $571,733,000 while sales in the remaining 2172 totaled only $59,324,000 ..... U. S. Census of Business

In 1955, 2494 Connecticut super market and superette operators—as well as the buyers, supervisors and merchandisers at their chain, voluntary cooperative and independent supply depots received and read every issue of YANKEE GROCER, the Newspaper of the New England Food Market ..... BPA Audit of Circulation

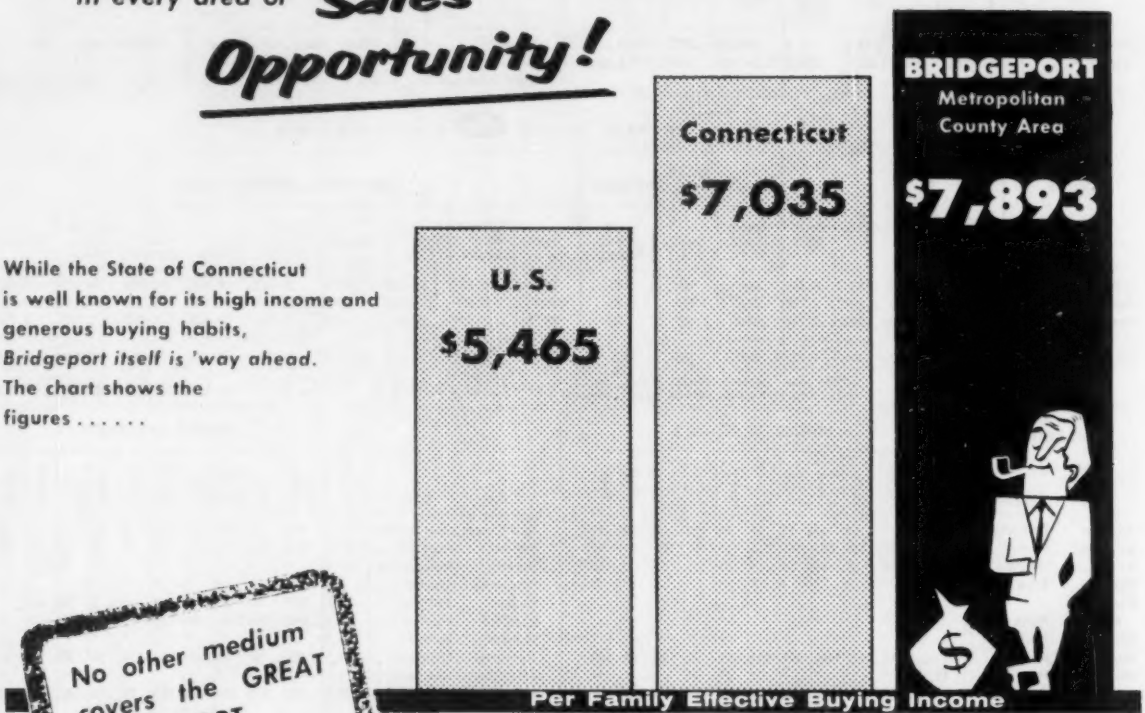
How much of Connecticut's $663,712,000 food sales passed through their check-outs? Did your firm get its share of this market? Were your products and promotions presold in YANKEE GROCER, the Newspaper of the New England Food Market?

take a close look at Prosperous BRIDGEPORT...

. . . One of America's GREAT Markets

in every area of **Sales Opportunity!**

While the State of Connecticut is well known for its high income and generous buying habits, *Bridgeport itself is 'way ahead.* The chart shows the figures . . . . . .



No other medium covers the GREAT BRIDGEPORT Market like the

The Bridgeport POST-TELEGRAM

96% ABC City coverage . . . **69%** ABC City & RTZ coverage

Source: Sales Management, 1955 ABC Publishers' Statements 9-30-55

represented nationally by **Moloney, Regan & Schmitt**

CONNECTICUT—Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Fairfield	19	592.9	.3570	173.5	505.2	1,389,508	.5156	2,313	7,893	10,589	203.0	6,745	19.3	4.3	23.6	12.1	35.3	27.8	21.8	55.8
▲Bridgeport		167.8	.1010	49.3		330,137	.1243	1,971	6,696		60.6	5,445	21.2	5.8	26.4	16.8	35.6	34.8	16.8	42.6
▲Stamford		84.1	.0507	24.0		188,589	.0710	2,242	7,858		28.4	6,639	18.2	4.1	21.7	11.3	35.3	28.3	24.8	56.3
▲Norwalk		58.0	.0350	17.4		133,271	.0502	2,298	7,659		20.2	6,584	17.6	4.0	21.6	11.3	37.0	30.0	23.8	54.7
Danbury		33.7	.0143	6.9		43,021	.0162	1,815	6,235		8.2	5,225	23.1	6.6	25.9	17.2	35.8	36.4	15.2	39.8
Stratford		39.9	.0241	11.7		108,289	.0408	2,714	9,255		*	*	*	*	*	*	*	*	*	*
Greenwich		46.4	.0280	13.8		137,762	.0519	969	9,983		*	*	*	*	*	*	*	*	*	*
Shelton		15.0	.0090	4.1		25,256	.0095	1,684	6,160		4.6	5,474	19.6	5.4	27.1	17.0	36.5	35.5	16.8	42.1
Hartford	63	622.9	.3757	181.0	512.6	1,334,179	.5024	2,142	7,371	61,499	215.9	6,180	18.2	4.4	23.7	13.2	38.0	32.7	20.1	49.7

*Not Available.
▲ and △ See end of state for SM Metropolitan County Areas.

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WTIC...

by Every Measurement

A GREAT RADIO STATION



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Measure of a Great Radio Station

MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE · MARKET

REPRESENTED NATIONALLY BY

THE HENRY I. CHRISTAL CO., INC.

NEW YORK ★ BOSTON ★ CHICAGO
DETROIT ★ SAN FRANCISCO



CONNECTICUT — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
▲Hartford		167.6	.1151	55.6		388,708	.1464	2,072	6,991		73.8	5,264	21.6	6.1	26.1	17.1	38.0	38.4	16.3	40.4
▲New Britain		81.8	.0493	23.5		163,750	.0617	2,002	6,968		27.8	5,897	16.0	4.1	24.7	14.4	39.2	35.4	20.1	46.1
West Hartford		52.1	.0314	14.8		168,335	.0634	3,231	11,374		*	*	*	*	*	*	*	*	*	*
Bristol		42.7	.0258	12.3		81,448	.0307	1,907	6,622		14.0	5,807	15.9	4.1	23.0	13.6	41.4	38.0	19.7	44.3
East Hartford		36.3	.0219	9.8		83,853	.0316	2,310	8,586		*	*	*	*	*	*	*	*	*	*
Manchester		38.8	.0234	11.4		75,350	.0284	1,942	6,610		*	*	*	*	*	*	*	*	*	*

*Not Available.
▲ and △ See end of state for SM Metropolitan County Areas.

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In MANCHESTER, Connecticut

The Herald Gets Better Results at Less Cost Than Any Other Medium . . . Because It Has the GREATEST ACCEPTANCE

THE FAMILY NEWSPAPER IN 9 OUT OF 10 CITY ZONE HOMES

This is the market where the Herald gives you Concentrated Coverage . . . sells more—at Less Cost—than any other medium.

Population	38,800
Families	11,400
Total Income	$75,350,000
Per Family Income	6,610
Retail Sales	40,867,000

The ONLY Newspaper That Delivers This High-Income Market

MANCHESTER EVENING HERALD, Manchester, Conn.

Represented by The Julius Mathews Special Agency, Inc.

Here's What Happens . . . in the 60 LARGEST CITIES when rated by BUYING POWER and SALES PRODUCTIVITY

CITY and STATE	POPULATION 1/1/56 SM Estimates (in thousands)
New York, N. Y.	7,999.3
Chicago, Ill.	3,806.0
Los Angeles, Calif.	2,250.0
Philadelphia, Pa.	2,166.4
Detroit, Mich.	1,925.8
Baltimore, Md.	973.9
Cleveland, Ohio	941.0
Washington, D. C.	876.8
St. Louis, Mo.	872.5
San Francisco, Calif.	808.5
Boston, Mass.	752.2
Houston, Texas	725.0
Milwaukee, Wis.	715.0
Pittsburgh, Pa.	677.4
New Orleans, La.	630.2
Buffalo, N. Y.	602.5
Dallas, Texas	600.0
Seattle, Wash.	561.1
Minneapolis, Minn.	534.7
Cincinnati, Ohio	528.6
San Antonio, Texas	515.0
Denver, Colo.	498.1
Atlanta, Ga.	490.0
Kansas City, Mo.	489.7
San Diego, Calif.	478.1
Memphis, Tenn.	453.3
Newark, N. J.	450.1
Indianapolis, Ind.	448.1
Norfolk-Portsmouth-South Norfolk, Va.	423.0
Columbus, Ohio	420.0
Portland, Ore.	416.1
Louisville, Ky.	412.4
Oakland, Calif.	412.0
Birmingham, Ala.	380.5
Fort Worth, Texas	352.0
Rochester, N. Y.	344.0
St. Paul, Minn.	332.6
Toledo, Ohio	326.1
Miami, Fla.	307.2
Jersey City, N. J.	302.4
Long Beach, Calif.	298.0
Akron, Ohio	295.1
Oklahoma City, Okla.	284.1
Dayton, Ohio	277.5
Omaha, Neb.	273.1
Providence, R. I.	248.0
Richmond, Va.	240.2
Tampa, Fla.	235.6
Tulsa, Okla.	235.1
Wichita, Kansas	230.2
Syracuse, N. Y.	229.7
Jacksonville, Fla.	226.1
El Paso, Texas	225.0
Worcester, Mass.	206.5
Salt Lake City, Utah	204.1
Flint, Mich.	190.0
Grand Rapids, Mich.	188.7
Hartford, Conn.	187.6
Des Moines, Iowa	187.5
Spokane, Wash.	185.0

CITY and STATE	NET INCOME PER FAMILY SM Estimates $
Detroit, Mich.	7,660
Washington, D. C.	7,605
Toledo, Ohio	7,362
Dayton, Ohio	7,227
Flint, Mich.	7,181
Chicago, Ill.	7,048
Hartford, Conn.	6,991
Columbus, Ohio	6,901
Newark, N. J.	6,847
Indianapolis, Ind.	6,773
San Francisco, Calif.	6,765
Seattle, Wash.	6,746
Cleveland, Ohio	6,706
Richmond, Va.	6,509
Pittsburgh, Pa.	6,495
Minneapolis, Minn.	6,416
Akron, Ohio	6,343
Jersey City, N. J.	6,321
Des Moines, Iowa	6,294
Kansas City, Mo.	6,253
Milwaukee, Wisc.	6,235
Norfolk-Portsmouth-South Norfolk, Va.	6,225
New York City, N. Y.	6,210
St. Paul, Minn.	6,197
Boston, Mass.	6,185
Philadelphia, Pa.	6,183
Atlanta, Ga.	6,173
Oakland, Calif.	6,159
Grand Rapids, Mich.	6,143
Omaha, Neb.	6,084
Cincinnati, Ohio	6,059
Los Angeles, Calif.	6,004
Worcester, Mass.	5,988
Dallas, Texas	5,971
Syracuse, N. Y.	5,947
St. Louis, Mo.	5,922
Houston, Texas	5,920
Spokane, Wash.	5,899
Salt Lake City, Utah	5,883
Rochester, N. Y.	5,845
San Diego, Calif.	5,840
Louisville, Ky.	5,781
Providence, R. I.	5,769
Tulsa, Okla.	5,715
Buffalo, N. Y.	5,710
Miami, Fla.	5,691
Denver, Colo.	5,676
Baltimore, Md.	5,628
Memphis, Tenn.	5,583
Fort Worth, Texas	5,541
Long Beach, Calif.	5,475
Wichita, Kansas	5,417
El Paso, Texas	5,327
New Orleans, La.	5,253
Portland, Ore.	5,240
Oklahoma City, Okla.	5,212
Jacksonville, Fla.	5,113
Birmingham, Ala.	4,898
San Antonio, Texas	4,589
Tampa, Fla.	4,487

CITY and STATE	RETAIL SALES PER FAMILY SM Estimates $
Miami, Fla.	7,207
Flint, Mich.	6,964
Jacksonville, Fla.	6,514
Boston, Mass.	6,435
Hartford, Conn.	6,349
Dayton, Ohio	6,110
Richmond, Va.	5,988
Atlanta, Ga.	5,958
Indianapolis, Ind.	5,879
Grand Rapids, Mich.	5,871
Minneapolis, Minn.	5,441
Dallas, Texas	5,436
Salt Lake City, Utah	5,429
Rochester, N. Y.	5,428
Newark, N. J.	5,317
Kansas City, Mo.	5,315
Syracuse, N. Y.	5,296
Columbus, Ohio	5,296
Detroit, Mich.	5,248
Providence, R. I.	5,210
Pittsburgh, Pa.	5,201
Cleveland, Ohio	5,182
Houston, Texas	5,153
Washington, D. C.	5,111
Fort Worth, Texas	5,081
Des Moines, Iowa	5,077
Wichita, Kansas	5,049
Portland, Ore.	5,030
Worcester, Mass.	4,949
Toledo, Ohio	4,944
Omaha, Neb.	4,890
Cincinnati, Ohio	4,856
Oklahoma City, Okla.	4,847
Memphis, Tenn.	4,815
Akron, Ohio	4,814
Louisville, Ky.	4,800
Buffalo, N. Y.	4,779
St. Paul, Minn.	4,746
Long Beach, Calif.	4,711
Denver, Colo.	4,683
Los Angeles, Calif.	4,666
Tulsa, Okla.	4,663
Baltimore, Md.	4,623
Seattle, Wash.	4,587
Oakland, Calif.	4,573
St. Louis, Mo.	4,567
Chicago, Ill.	4,537
Milwaukee, Wisc.	4,513
Birmingham, Ala.	4,443
Tampa, Fla.	4,399
San Francisco, Calif.	4,308
San Antonio, Texas	4,282
El Paso, Texas	4,260
Spokane, Wash.	4,187
Philadelphia, Pa.	4,119
Norfolk-Portsmouth-South Norfolk, Va.	3,943
New York, N. Y.	3,774
New Orleans, La.	3,753
San Diego, Calif.	3,657
Jersey City, N. J.	3,231

In Hartford, and 29 surrounding townships, totaling a market of 114,918 families (U.S. Census) this newspaper will carry your advertisement into 103,813 homes. No other available advertising medium can compare with this penetration and impact.

Largest Daily Circulation in Connecticut

The Hartford Times

Member: The Gannett Group

Represented by: J. P. McKinney & Son, Inc. New York-Syracuse-Chicago-San Francisco

Your Advertising Sells Best in NORTHWESTERN CONNECTICUT
When It Follows the Shopping Pattern

Sales Production Index of 139 Points to TORRINGTON as the Area's Shopping Hub

The shopping pattern in Litchfield County centers on Torrington. The city's sales production index of 139 emphasizes that fact—indicates, too, that the Torrington market merits special attention from advertisers.

The market is *solidly* prosperous. More than half of the Consumer Spending Units in both Torrington and Litchfield County are above the $4,000 income level. Torrington . . . with 55.4% of its units and 77.5% of its income above this mark . . . shows a better balanced income distribution than the state and the average Connecticut city.

Sales . . . as well as income . . . are on the plus side all through the market. Total retail sales are 9% above average throughout the county . . . 39% above in Torrington. The county's food sales top the national average by 25%, automotive sales by 21%, lumber-building-hardware by 49%.

The TORRINGTON MARKET Presents A Solid Target to Advertisers

	$4,000 up Units	$4,000 up Inc.	$2,500 up Units	$2,500 up Inc.
Torrington	55.4	77.5	82.5	95.1
Litchfield Co.	50.9	77.2	77.8	94.1
Connecticut	54.6	80.6	78.9	74.7

SOLID TARGET FOR ADVERTISERS	
Population	111,200
Families	33,500
Total Income	$200,433,000
Income Per Family	5,983
Total Retail Sales	134,899,000
Retail Sales Per. Fam.	4,027
Food	34,907,000
Eating & Drinking	6,883,000
General Mdse.	7,131,000
Apparel	7,904,000
Furn-Hshld-Radio	5,010,000
Automotive	29,370,000
Gasoline	7,294,000
Lumber-Bldg-Hdwre	13,922,000
Drug	4,263,000

To get your full share of Torrington's sales, take the inside track — the thoroughly local Register.

TORRINGTON REGISTER

TORRINGTON, CONN.

Represented by The Julius Mathews Special Agency, Inc.

CONNECTICUT — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Litchfield		111.2	.0670	33.5	60.3	200,433	.0754	1,802	5,983	18,356	38.3	5,524	22.2	6.0	26.8	16.8	34.9	33.6	16.0	43.6
Torrington		29.1	.0176	8.7		48,638	.0183	1,671	5,591		9.2	5,314	17.5	4.9	27.1	17.6	39.3	39.4	16.1	38.1
Middlesex	228	75.0	.0453	21.2	38.1	132,304	.0498	1,764	6,241	10,532	24.3	5,449	23.0	6.3	28.0	16.5	35.1	34.3	15.9	42.9
△Middletown		33.0	.0199	8.4		54,293	.0204	1,645	6,463		10.5	5,174	23.0	6.6	26.2	17.6	35.0	36.0	15.8	39.8
New Haven	97	605.4	.3651	178.4	542.4	1,198,288	.4512	1,979	6,717	18,551	210.7	5,687	21.5	5.7	24.1	14.6	37.2	34.8	17.2	44.9
▲New Haven		165.0	.0995	48.5		318,262	.1198	1,929	6,562		63.9	4,978	27.0	8.1	25.4	17.6	33.3	35.6	14.3	38.7
▲Waterbury		110.5	.0666	32.3		206,871	.0779	1,872	6,405		37.5	5,510	19.5	5.3	24.5	15.3	38.2	36.9	17.8	43.5
Meriden-Wallingford		*69.0*	*.0374*	*19.9*		*128,248*	*.0460*	*1,978*	*6,367*											
Meriden		48.5	.0293	15.0		91,495	.0344	1,886	6,100		18.5	5,531	18.6	5.0	23.5	14.7	40.1	38.6	17.8	41.7
West Haven		35.2	.0213	9.6		73,744	.0278	2,095	7,682		•	•	•	•	•	•	•	•	•	•
Ansonia		18.8	.0113	5.5		32,944	.0124	1,752	5,990		6.5	5,075	19.4	5.7	28.5	19.4	37.3	39.2	14.8	35.7
Wallingford		13.5	.0081	4.2		30,753	.0116	2,278	7,322		5.1	6,068	16.1	4.0	20.3	11.5	41.7	36.6	21.9	47.9
Naugatuck		19.0	.0115	5.8		39,999	.0151	2,105	6,896		6.5	6,157	14.0	3.4	20.5	11.5	42.2	36.5	23.3	48.6
Derby		10.6	.0064	3.0		17,503	.0066	1,651	5,834		3.2	5,480	19.6	5.3	25.4	16.1	37.4	36.3	17.6	42.3
New London	232	163.7	.0987	47.9	94.1	274,358	.1033	1,676	5,728	20,135	58.9	4,656	27.2	8.7	28.9	19.9	34.0	38.9	11.9	32.5
△New London		31.0	.0187	9.0		55,714	.0210	1,797	6,190		12.7	4,397	33.8	11.5	25.2	19.8	29.8	36.1	11.2	32.6
△Norwich		37.6	.0227	11.8		59,823	.0225	1,591	5,070		13.5	4,797	24.1	7.5	27.4	19.8	35.9	39.8	12.6	32.9
Tolland		55.3	.0334	14.7	14.3	101,337	.0382	1,832	6,894	14,296	21.8	4,652	34.9	11.2	21.3	15.8	30.4	34.8	13.4	38.2
Windham		69.0	.0416	20.8	33.2	110,080	.0414	1,595	5,292	18,239	23.5	4,680	25.7	8.2	29.7	21.9	32.2	36.6	12.4	33.3
Willimantic		14.3	.0086	4.4		26,702	.0101	1,867	6,069		5.2	5,121	21.6	6.3	25.8	17.5	36.6	38.0	16.0	38.2
Putnam City		8.4	.0051	2.5		12,675	.0048	1,509	5,070		2.9	4,298	26.1	9.1	32.7	29.2	31.7	39.3	9.5	25.4
Total Above Cities		1448.4	.8735	423.3		2,907,185	1.1288	2,069	7,081		430.0	5,465	21.3	5.8	25.0	15.8	36.3	35.4	17.4	43.0
State Total		2294.5	1.3839	671.0	1800.2	4,720,485	1.7773	2,057	7,035	172,197	794.4	5,942	21.1	5.3	24.3	14.1	36.2	32.4	18.4	48.2

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

Connecticut's Fastest-Growing Metropolitan Center the Shopping Hub of $258,782,000 RETAIL MARKET

In Sales Management's Nov. 10 study of postwar growth Norwich led every Connecticut metropolitan center in population, income and sales gains—with an index of 169 in population, 214 in income, 249 in retail sales, 261 in food, 187 in automotive and 213 in drug sales.

These big sales gains emphasize Norwich's pulling power as the shopping center for Eastern Connecticut . . . serving an area of 218,353 people in 64,200 families. Their income—chiefly from 60 broadly diversified industries and farming (over $43,200,000 income from poultry industry alone within Bulletin Tight Bracket circulation area in 1955)—totals $361,987,000, and averages $5,638 per family . . . $173 more buying power than the average U.S. family.

Families in the Norwich market *live* prosperously—spend an average of $4,031 for retail goods . . . offer advertisers big sales targets in all categories. To sell them you need the BULLETIN . . . providing 90% coverage of the city's homes and very substantial coverage of the trading area.

A $361,987,000 MARKET

Population	218,353	Genl. Mds.	20,703,000
Families	64,200	Apparel	12,422,000
Income	$361,987,000	Furn-Hshld	13,198,000
Per Family Inc.	5,638	Automotive	49,427,000
Retail Sales	258,782,000	Gasoline-Serv. Sta	15,527,000
Sales Per Fam.	4,031	Lumb-Bldg-Hdwre	16,044,000
Food	59,261,000	Drug	5,952,000
Eat'g-Drink'g	14,492,000	Sales Prod'n Index	138

NORWICH BULLETIN . . . Norwich, Conn.

and Norwich Sunday Record

Represented by The Julius Mathews Special Agency, Inc.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.

You Just Can't Sell The $91,000,000 Market of Meriden-Wallingford, Conn. Without The RECORD & JOURNAL

You can't sell Meriden-Wallingford with Hartford or New Haven newspapers. Only THE RECORD & JOURNAL deliver the *mass* buying power of Meriden combined with the *class* spending habits of Wallingford!

(All data: S.M. '56 Survey)

IN MERIDEN

- Total Retail Sales: $60,750,000
- Eff. Buying Income: $91,495,000
- 57.9% of consumer spending units in the $4000-and-over groups!

IN WALLINGFORD

Average retail sales per family exceed the Conn. average by:

Total Retail	69%
Food	54%
Gen. Mdse.	92%
Automotive	135%
Lum., Bldg., Hdwre.	79%

The Meriden

RECORD & JOURNAL

MERIDEN, CONNECTICUT

National Representatives: Gilman, Nicoll & Ruthman

Connecticut's Richest and Fastest-Growing Major Market . . .

STAMFORD

Highest Family Income—$7,858—of Connecticut Markets Over 50M Population

The Census of Business shows Stamford with the largest retail sales increase in the state, for 1948-'54! . . .

52.1% GAIN

In 1948-'54 Connecticut's retail sales outgained the nation by a substantial margin—36% to 31%. But Stamford . . . with 52% . . . was far out in front of the state and all other major centers.

In 1955 Stamford continued its fast pace . . . piling up a retail volume of $136,632,000—and at a rate that was 45% above the national retail sales average.

In rich Connecticut, your sales opportunities are greatest in Stamford . . . with the highest potential, best sales performance of the state's big markets.

THE STAMFORD MARKET

POPULATION	84,100
FAMILIES	24,000
INCOME	$188,589,000
INCOME PER FAMILY	7,858
RETAIL SALES	136,632,000
FOOD	28,476,000
EATING, DRINKING	7,595,000
GENL. MDSE.	19,980,000
APPAREL	13,534,000
FURN-HSHLD	7,334,000
AUTOMOTIVE	23,345,000
GAS-SERV. STA'NS	5,708,000
LUMB-BLDG-HDWRE	11,748,000
DRUG	3,797,000

SALES PRODUCTION INDEX 145

To Sell, Rich, Fast-Growing Stamford You Need the

STAMFORD ADVOCATE

Represented by The Julius Mathews Special Agency, Inc.

CONNECTICUT—Counties and Cities—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Fairfield	19	788,094	.4129	4,416	.4531	127	116	184,526	81,030	74,623	56,886	45,878	138,244	37,980	63,021	23,656
▲Bridgeport		245,115	.1321		.1220	121	131	58,587	17,798	38,443	23,260	18,941	30,316	9,904	15,766	9,397
▲Stamford		136,632	.0736		.0677	134	145	28,476	7,595	19,980	13,534	7,334	23,345	5,708	11,748	3,794
▲Norwalk		77,264	.0416		.0446	127	119	19,451	4,650	4,986	4,874	6,310	16,558	3,662	5,515	1,643
Danbury		62,191	.0335		.0210	147	234	14,060	3,080	4,360	4,876	4,007	17,615	1,828	4,188	1,454
Stratford		29,692	.0160		.0300	124	66	7,662	2,498	303	169	499	8,979	1,810	3,813	1,434
Greenwich		47,423	.0256		.0092	140	91	12,124	3,305	806	2,449	1,954	8,983	4,541	4,596	1,279
Shelton		10,292	.0055		.0082	91	61	2,730	802	256	421	201	1,967	817	1,826	284
Hartford	63	803,377	.4330	4,439	.4562	121	115	169,823	57,847	116,762	53,967	46,201	146,483	43,993	41,572	28,417
▲Hartford		352,958	.1902		.1529	135	168	55,250	24,295	86,982	29,636	20,218	53,795	11,355	13,141	13,178
▲New Britain		96,272	.0519		.0563	114	105	23,035	5,910	6,975	10,912	9,231	16,756	3,595	3,563	2,873
West Hartford		57,318	.0309		.0473	151	93	17,550	2,797	1,269	3,975	3,847	14,034	3,301	3,848	2,840

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable . . . and that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

$ $ $ GILT-EDGE NAMES $ $ $

Check the names on the map and you'll realize how completely Norwalk is surrounded by top-income communities of rich Fairfield County.

31,800 families live . . . and we mean *live* . . . in the Norwalk market—with $259,113,000 income . . . averaging $8,148 per family.

Whether you're selling soup or sports cars, catsup or cabin cruisers, families in the Norwalk area are a rich market for your product. If you're one of the thousands of sales and advertising executives familiar with the area, you'll know we're not exaggerating . . . for you've seen the evidence at every turn—a scale of living that absorbs $155,468,000 of retail goods.

The Norwalk Hour alone enables you to tap this market in proportion to its high potential . . . miles ahead of any incoming paper in coverage, readership advertising response.



Population	107,118	Furn.-Hshld.	$8,272,000
Families	31,800	Apparel	7,476,000
Total Income	$259,113,000	Automotive	33,018,000
Inc. Per Family	8,148	Gas.-Serv. Sta.	6,706,000
Retail Sales	155,468,000	Eating-Drinking	8,136,000
Food	39,556,000	Lum.-Bldg.-Hdwe.	10,376,000
Genl. Mdse.	6,655,000	Drug	3,018,000

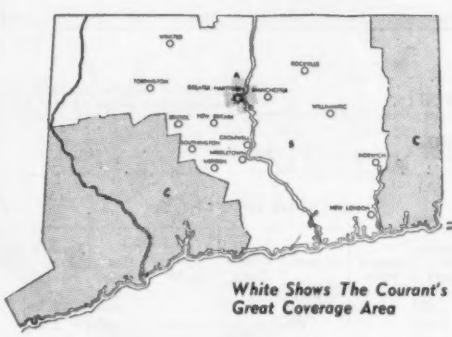
96% Coverage of A.B.C. City Zone (60,425)

57% of the Trading Area

Represented by The Julius Mathews Special Agency, Inc.

Norwalk Hour

New England's FASTEST GROWING NEWSPAPER #1 IN CONNECTICUT



White Shows The Courant's Great Coverage Area

SUNDAY COURANT
CIRCULATION OVER 145,000*

This Is 27,000 More Than
Any Other Connecticut Newspaper . . .
Morning, Evening or Sunday

DAILY COURANT
CIRCULATION OVER 100,000*

Is New England's Largest
Morning Paper Outside of Boston

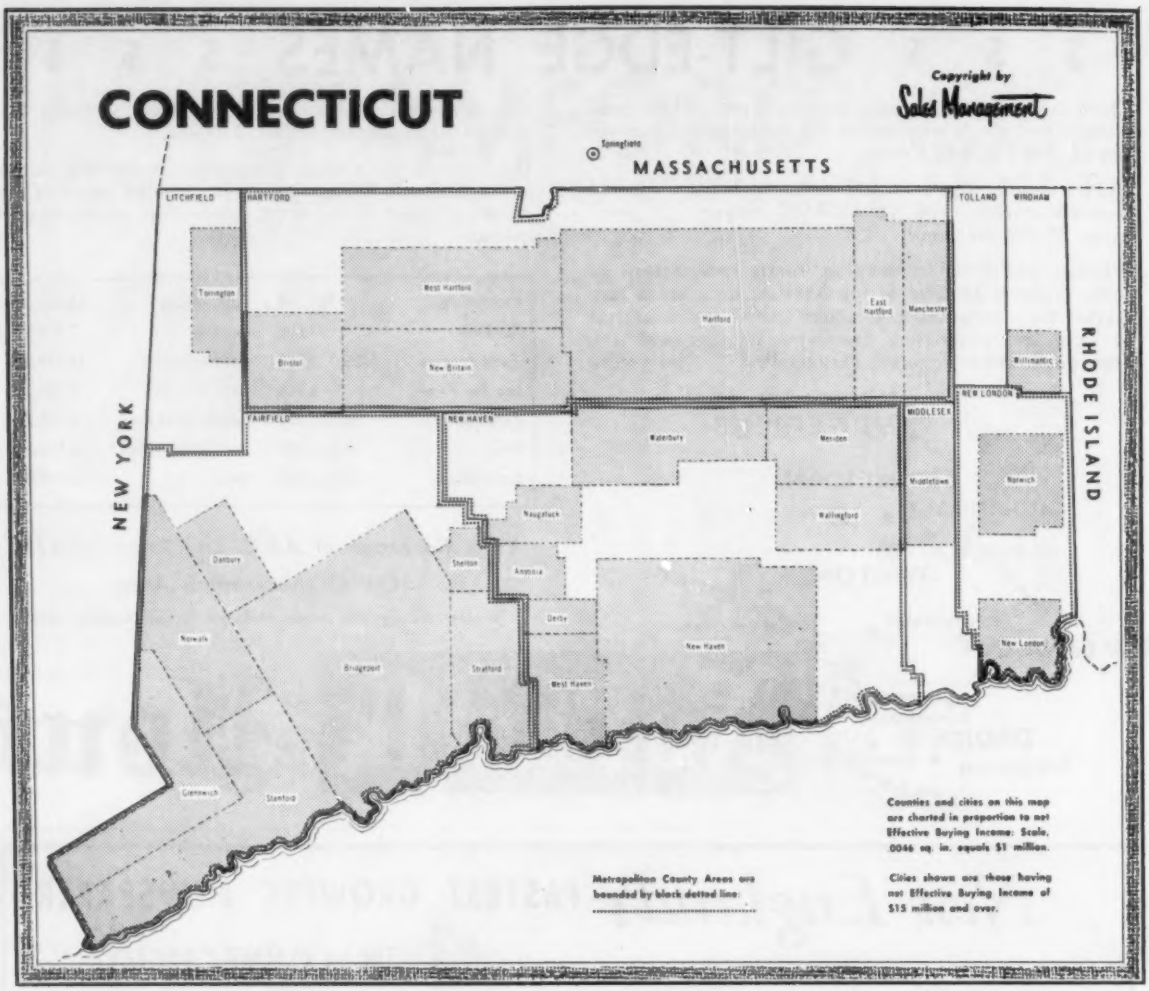
* Sunday Nov. 20, 1955
Daily Nov. 19, 1955

AND COURANT ADVERTISING GAINED MORE THAN 2,000,000 LINES IN 1955

You Can't Cover Connecticut Without The Courant

THE HARTFORD COURANT

Represented Nationally by Gilman, Nicoll and Ruthman



CONNECTICUT — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Bristol		42,639	.0230		.0274	106	89	11,498	2,470	2,234	2,798	3,195	9,099	2,264	2,130	1,301
East Hartford		41,171	.0222		.0268	122	101	5,348	4,565	273	1,171	606	16,431	4,497	2,491	1,874
Manchester		40,867	.0220		.0255	109	94	10,962	3,418	3,657	1,054	1,748	6,977	3,641	3,144	1,220
Litchfield		**134,899**	**.0727**	**4,027**	**.0729**	**109**	**109**	**34,907**	**6,883**	**7,131**	**7,904**	**5,010**	**29,370**	**7,294**	**13,922**	**4,263**
Torrington		45,436	.0245		.0200	114	139	11,796	1,957	3,962	4,600	2,160	9,507	2,006	3,376	1,039
Middlesex	**228**	**93,426**	**.0503**	**4,407**	**.0491**	**108**	**111**	**20,333**	**5,770**	**8,252**	**5,054**	**4,413**	**21,339**	**5,746**	**8,238**	**3,132**
△Middletown		45,688	.0246		.0216	109	124	8,014	2,535	5,908	4,362	2,295	11,277	2,233	3,934	1,300

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

MONTHLY SALES FORECAST

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to changes in the making . . . each month.

You Always Get MORE in MIDDLETOWN

NOW a METROPOLITAN Area!

Middletown rewards advertisers with so much more extra sales volume that it was bound to be recognized as a Metropolitan Area market — *the only city in the Northeast to merit this distinction in the 1956 Survey of Buying Power.*

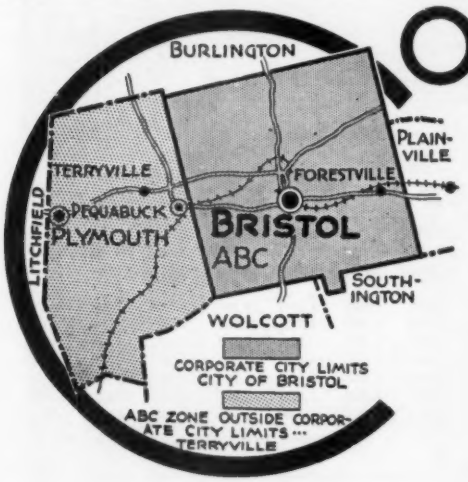
With substantial gains in income and sales, Metropolitan Middletown (Middlesex County) now offers even more. Income—$132,304,000—shows a gain of $7.6 Million. Retail sales—$93,428,000—are up $4.8 Million . . . and average $4,407 per family. Metropolitan Middletown (Middlesex County) is one of three counties in the state with family sales topping $4,400.

A preferred market in Rich Connecticut, Metropolitan Middletown can be sold *only* through its own newspaper, the Press. No combination of outside newspapers comes anywhere near equalling its blanket coverage of the market.

THE PRESS—ALONE—SELLS THIS MARKET	
Population	75,000
Families	21,200
Income	$132,304,000
Per Fam. Income	6,241
Retail Sales	93,428,000
Per Fam. Sales	4,407
Food	20,333,000
Eating & Drinking	5,770,000
General Mdse.	8,252,000
Apparel	5,054,000
Furniture-Hshld	4,413,000
Automotive	21,339,000
Gas-Serv. Sta.	5,746,000
Lumb-Bldg-Hdwre	8,238,000
Drug	$3,132,000

THE MIDDLETOWN PRESS MIDDLETOWN, CONN.

Represented by The Julius Mathews Special Agency, Inc.



ONCENTRATION!

In Central Connecticut . . .

Only The Bristol Press

COVERS BRISTOL

THE PRESS REACHES BETTER THAN 96% OF ALL THE HOMES IN THE BRISTOL CITY ZONE

Diversified Industry . . . Better Than Average Income

EXTRA BUYING POWER in the Bristol Market!

Total Retail Sales	***$42,639,000***
Food Sales in 1955	***11,498,000***

Sales Management Survey

Reach This Important Market With Our 12,027 A.B.C. Circulation—with Bristol's own Home-town newspaper

De Lisser, Inc.
National Representative

The Bristol Press

BRISTOL — CONNECTICUT



CONNECTICUT — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
New Haven	97	783,840	.4117	4,282	.4221	116	113	181,116	58,871	69,671	69,719	48,881	138,194	39,955	45,017	24,124
▲New Haven		277,121	.1494		.1246	125	180	53,952	20,925	31,220	36,121	19,398	46,850	11,653	14,914	8,652
▲Waterbury		154,112	.0831		.0772	116	125	38,432	10,413	14,793	18,073	12,893	24,606	5,219	8,868	4,361
Meriden-Wallingford		*91,833*	*.0498*		*.0452*	*121*	*132*	*20,780*	*6,659*	*8,876*	*6,635*	*5,907*	*18,000*	*5,982*	*5,380*	*2,986*
Meriden		60,780	.0327		.0329	112	112	14,208	4,977	4,954	5,191	4,743	10,763	4,716	3,231	1,694
West Haven		32,363	.0174		.0234	110	82	10,634	3,914	2,368	1,227	693	4,155	3,027	1,894	1,956
Ansonia		24,737	.0133		.0125	111	119	6,521	1,173	1,601	2,357	1,886	5,368	807	1,341	584
Wallingford		30,493	.0164		.0123	152	202	6,422	1,575	3,622	1,444	1,164	7,837	1,266	2,149	532
Naugatuck		21,551	.0116		.0133	116	101	5,648	1,754	1,178	1,088	1,023	5,268	1,245	1,209	670
Derby		18,096	.0098		.0075	117	153	2,536	975	1,791	1,046	1,135	4,527	935	1,247	349

▲ and △ See end of state for SM Metropolitan County Areas.

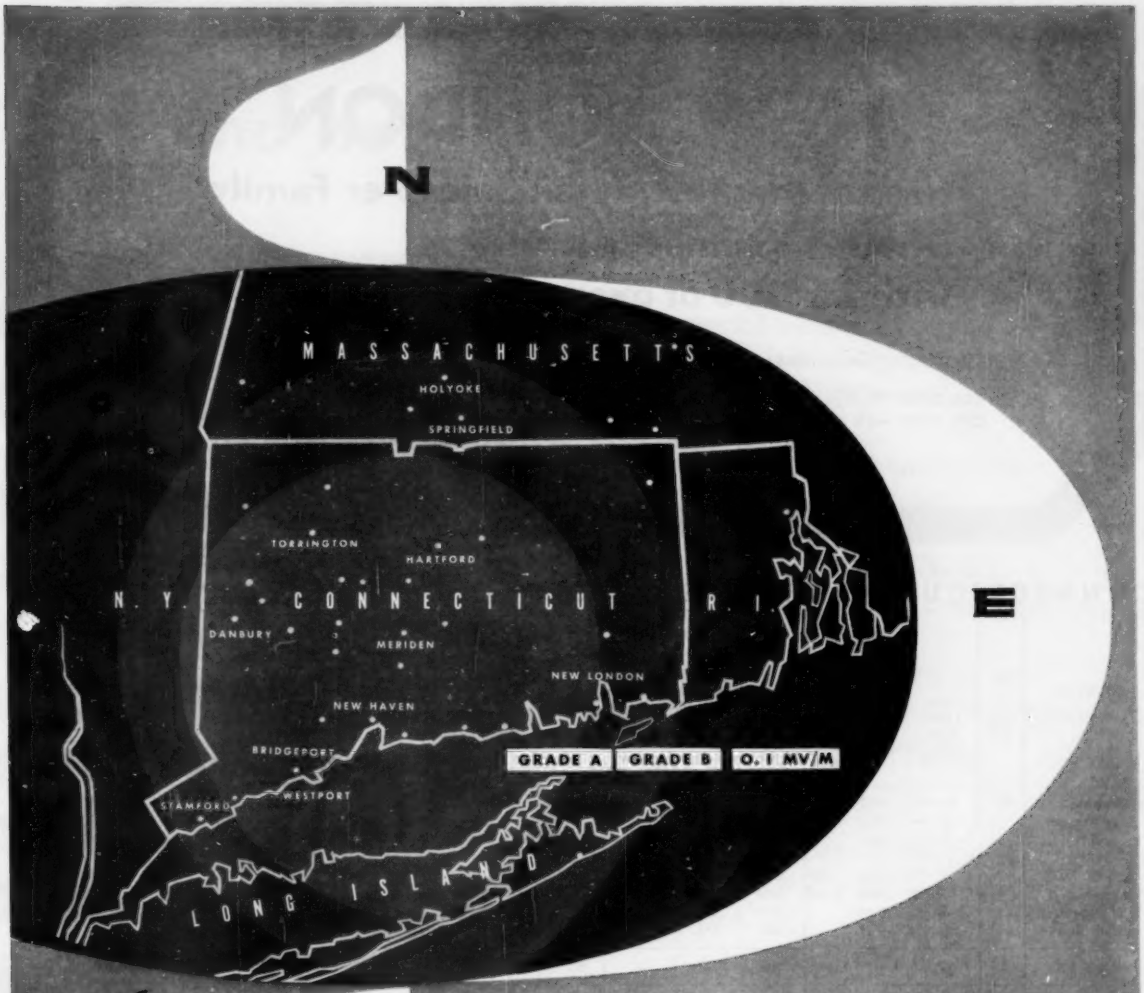
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DON'T

PARDON OUR SOUTHERN ACCENT

SOUTHERN NEW ENGLAND, THAT IS . . . Where the *accent* is on almost a million TV families in 15 rich counties — where WNHC-TV's powerful signal will *accent* your product to a public whose effective buying income results in better than 5 billion dollars in annual retail sales.

THAT'S A LOT OF ACCENT IN ANY LANGUAGE!
Check the cost per thousand, then *call your Katz man. Your* southern accent will get you a lot of New England hospitality.

CONNECTICUT'S MAJOR TV OUTLET **WNHC** CHANNEL 8 TELEVISION : 316,000 WATTS MAX. POWER

NEW LONDON

Has the Highest Retail Sales Per Family Of ANY Connecticut City with 25,000 or over pop.

(Sales Management '55 Survey)

You cover 95.6% of New London's high-buying 66,991 city zone with its ONLY daily newspaper—

The Day
NEW LONDON, CONNECTICUT
National Representatives:
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CONNECTICUT — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
New London	232	195,225	.1052	4,076	.1029	104	107	44,145	11,752	16,810	10,381	9,914	34,605	12,056	13,155	4,785
△New London		67,568	.0364		.0252	135	195	14,017	4,227	6,756	5,257	4,796	16,615	2,414	4,340	1,683
△Norwich		60,659	.0327		.0256	113	144	12,141	2,220	6,724	4,977	4,555	9,448	2,491	5,578	1,427
Tolland		37,579	.0203	2,586	.0319	96	61	9,138	2,469	1,800	1,012	1,329	7,582	3,707	3,080	975
Windham		82,850	.0446	3,983	.0424	102	107	19,724	3,990	5,896	3,138	4,253	18,689	4,673	4,340	1,729
Willimantic		34,885	.0188		.0124	144	219	7,889	1,748	2,441	1,678	2,105	8,572	1,544	1,765	622
Putnam City		14,662	.0079		.0058	114	155	3,769	657	2,013	686	515	2,913	606	547	414
Total Above Cities		2,127,945	1.1467		1.0832	124	131	463,112	142,334	259,915	186,236	137,451	392,463	97,115	130,462	67,850
State Total		2,877,292	1.5507	4,288	1.6306	118	112	563,712	166,812	300,745	208,079	165,907	534,506	155,404	192,345	91,061

CONNECTICUT — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Bridgeport-Stamford-Norwalk	19	592.0	.3570	173.5	505.2	1,369,506	.5156	2,313	7,893
Hartford-New Britain	63	622.9	.3757	181.0	512.6	1,334,179	.5024	2,142	7,371
△Middletown	226	75.0	.0453	21.2	39.1	132,304	.0498	1,764	6,241
New Haven-Waterbury	97	605.4	.3651	178.4	542.4	1,198,288	.4512	1,979	6,717
△New London-Norwich	232	163.7	.0987	47.9	84.1	274,358	.1033	1,676	5,728
Total Above Areas		2,059.0	1.2418	602.0	1,692.4	4,308,635	1.6223	2,093	7,157

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Bridgeport-Stamford-Norwalk	19	788,094	.4129	4,416	.4531	127	116	184,828	51,030	74,823	56,886	45,878	138,244	37,980	63,021	23,656
Hartford-New Britain	63	863,377	.4330	4,439	.4582	121	115	169,823	57,847	116,782	53,967	46,201	146,483	43,993	41,572	28,417

▲ and △ See end of state for SM Metropolitan County Areas.

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. . . and now

$7,371
PER FAMILY INCOME IN HARTFORD COUNTY

LOOK AT THE 1955 DATA ON WDRC'S PRIMARY AREA

Population	1,276,700 370,500 Families
Effective Buying Income	$2,523,407,000 $6,848 Per Family
Total Retail Sales	$1,591,530,000
Food Sales	$353,037,000
General Merchandise	$183,972,000
Furniture, Household, Radio	$94,564,000
Automotive	$277,002,000
Drugs	$54,357,000

Figures from Sales Management. Based on May 10, 1956 Survey of Buying Power.

Sales Management Magazine reports an amazing $7,371 per family income for the 622,900 people in Hartford County!

Here is the heart of WDRC's Primary Area (see total figures at left) . . . one of the country's finest markets . . . economically and completely covered by Connecticut's First Station.

WDRC was *first* with AM in 1922 . . . *first* with FM in 1939. And WDRC is still *first* with the Hartford listening audience, in the latest Pulse report.

Use WDRC to sell Connecticut's Major Market. Write for broadside on the Sundial Saturation Service.

WDRC

HARTFORD 12, CONNECTICUT

BASIC CBS 5,000 WATTS

Represented by Raymer. Walter Haase, General Manager. William Malo, Commercial Manager.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CONNECTICUT — SM Metropolitan County Areas

RETAIL SALES — SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Middletown	228	93,429	.0563	4,407	.0491	108	111	20,333	5,770	8,252	5,054	4,413	21,339	5,748	8,238	3,132
New Haven-Waterbury	97	763,840	.4117	4,282	.4221	116	113	181,116	58,871	69,671	69,719	48,881	138,194	39,955	45,017	24,124
△New London-Norwich	232	195,225	.1052	4,076	.1029	104	107	44,145	11,752	16,610	10,391	9,914	34,605	12,056	13,155	4,765
Total Above Areas		2,621,964	1.4131	4,358	1.4834	119	114	899,943	185,270	285,918	196,027	155,258	478,885	139,730	171,003	84,094

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Daily "home town paper" for

TWO-THIRDS OF DELAWARE!

Dover is the capital of Delaware . . . and the DELAWARE STATE NEWS blankets this rich area where 25% of the population rings up *38% of the entire state sales!* Contact any Julius Mathews office for details on this choice sales setting.

P.S. The Dover Air Force Base now registers a huge $2,600,000 monthly payroll . . . and is still expanding!

Represented Nationally by THE JULIUS MATHEWS SPECIAL AGENCY INC.

The

DELAWARE STATE NEWS

Published Daily in

DOVER, DELAWARE

DELAWARE — Counties and Cities — (Other South Atlantic States: District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia.)

Map, page 332 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Dover	Kent	7.4	184	23	19	18	17	15	19	21	11	5
Milford	Sussex	5.8	142	21	18	15	15	13	12	17	6	5

DELAWARE City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Wilmington	New Castle	112.0	1,845	414	348	132	193	102	54	114	58	77

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	% Income	$2,500-3,999 % Units	% Income	$4,000-6,999 % Units	% Income	$7,000 & over % Units	% Income
Kent		45.0	.0271	13.3	10.2	57,958	.0218	1,288	4,368	18,332	15.2	3,804	39.9	15.1	28.3	24.9	23.3	31.5	8.5	28.5
Dover		7.4	.0045	2.5		11,630	.0044	1,572	4,652		2.7	4,331	37.1	12.4	26.5	20.3	24.7	29.4	11.7	37.9
1Milford																				
New Castle	162	289.9	.1868	74.1	216.0	537,820	.2025	2,069	7,258	11,979	86.6	6,214	23.5	5.5	23.7	12.7	33.3	27.5	19.5	54.3
▲Wilmington		112.0	.0675	32.7		211,505	.0796	1,888	6,468		40.5	5,226	25.1	6.9	26.0	16.6	31.7	31.3	17.2	45.3
Sussex		73.1	.0440	22.4	14.0	84,192	.0317	1,152	3,759	71,260	23.1	3,649	40.3	15.9	31.3	28.7	21.1	29.7	7.3	25.7
1Milford		5.8	.0035	1.7		7,922	.0030	1,366	4,660		2.1	3,781	40.1	15.3	27.7	24.4	24.0	32.6	8.2	27.7
Total Above Cities		125.2	.0755	36.9		231,057	.0870	1,846	6,262		45.3	5,106	26.5	7.5	26.1	17.1	30.9	31.1	16.5	44.3
State Total		378.0	.2279	109.8	240.2	679,970	.2560	1,799	6,193	101,571	124.9	5,446	29.6	7.6	25.7	15.7	29.8	28.2	15.9	48.5

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Kent		76,001	.0419	5,714	.0286	106	151	10,407	3,156	6,714	2,185	3,457	17,893	3,538	5,296	1,544
Dover		31,781	.0171		.0082	182	380	4,437	1,215	5,237	1,475	1,386	8,339	1,134	1,752	554
1Milford																
New Castle	162	354,886	.1912	4,786	.1900	121	122	72,511	22,557	50,654	26,750	21,029	50,292	20,454	18,886	11,075
▲Wilmington		255,017	.1370		.0947	140	204	44,674	14,067	39,608	24,622	19,002	38,839	9,592	8,968	7,049
Sussex		104,512	.0564	4,668	.0416	98	128	16,679	4,413	2,936	3,871	4,295	19,778	5,839	7,578	2,243
1Milford		19,063	.0103		.0053	151	294	3,237	423	1,637	580	1,498	7,403	626	1,097	658
Total Above Cities		306,761	.1653		.1082	143	219	52,348	15,706	46,492	26,677	21,886	54,581	11,352	11,917	9,161
State Total		535,411	.2886	4,876	.2602	114	127	99,597	30,126	62,304	32,908	28,780	87,963	29,831	31,759	14,862

1 Milford is in Kent and Sussex Counties. ▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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Wilmington and the STATE of DELAWARE

THE NEWS-JOURNAL PAPERS OFFER

82% Daily Coverage of the Homes in the Richest Area Per Capita in the Fabulous Delaware Valley, U. S. A.

Family Coverage
NEWS-JOURNAL 82%
1st Out-of-State Daily 13%
2nd Out-of-State Daily 6%

Represented Nationally By
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THE NEWS-JOURNAL PAPERS
WILMINGTON • DELAWARE

DELAWARE — SM Metropolitan County Areas

AREA	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Wilmington	162	315.3	.1903	80.7	243.4	631,687	.2378	2,003	6,965

METROPOLITAN AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Total Above Areas		315.3	.1903	80.7	243.4	631,687	.2378	2,003	6,965

RETAIL SALES — SM ESTIMATES, 1955

AREA	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Wilmington	162	412,048	.2220	4,543	.2236	117	117	85,233	26,101	53,234	29,019	24,881	61,678	24,001	23,225	12,245
Total Above Areas		412,048	.2220	4,543	.2236	117	117	85,233	26,101	53,234	29,019	24,881	61,678	24,001	23,225	12,245

(Other South Atlantic States: Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia.)

DISTRICT OF COLUMBIA — Counties and Cities

Map, page 332

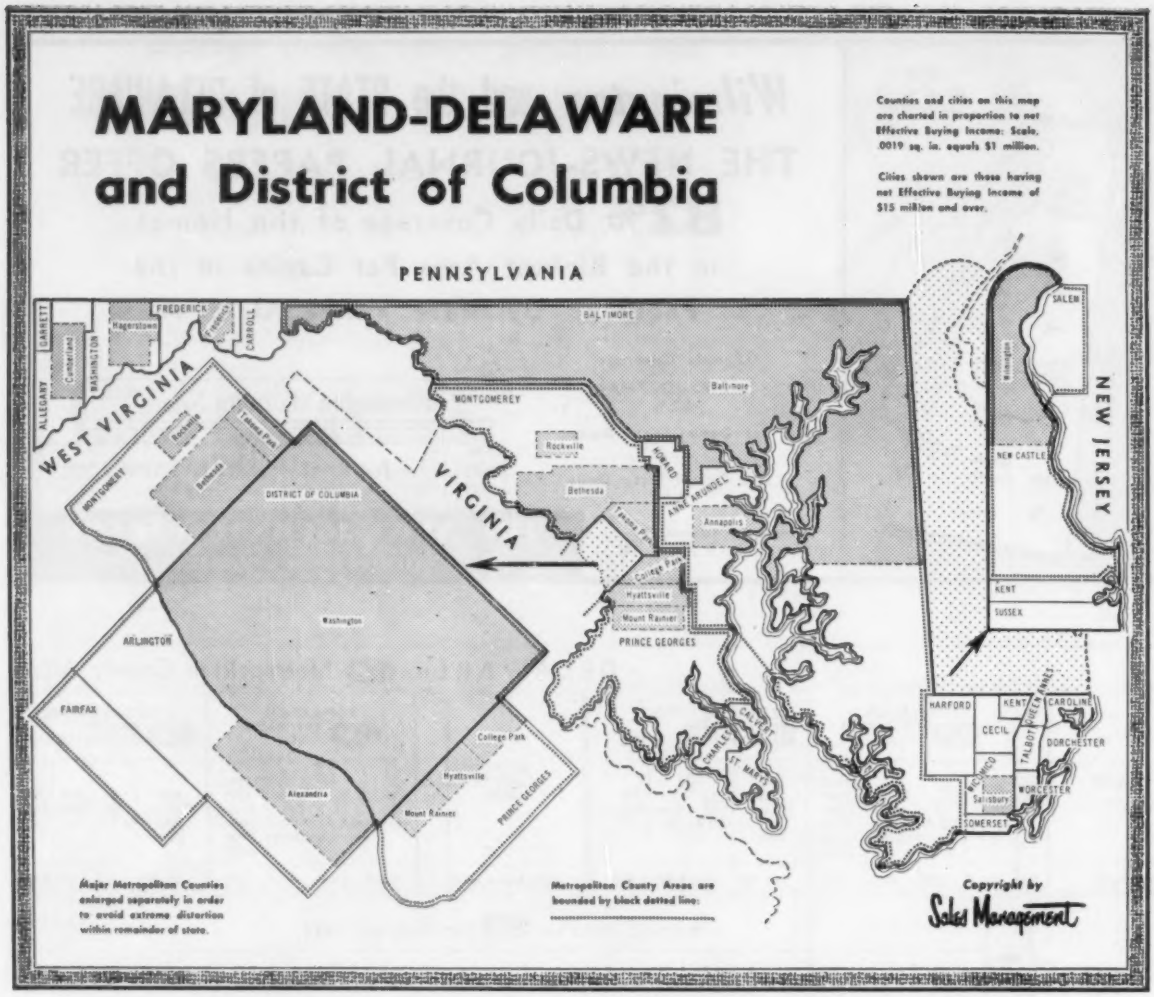
City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Washington, D. C.	District of Columbia	876.8	6,730	1,484	1357	540	663	329	209	422	171	322

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
District of Columbia	156	876.8	.5288	257.2	876.8	1,956,059	.7365	2,231	7,605		376.0	5,202	23.1	6.5	26.0	17.0	30.7	30.7	20.2	45.8
▲Washington		876.8	.5288	257.2		1,956,059	.7365	2,231	7,605		376.0	5,202	23.1	6.5	26.0	17.0	30.7	30.7	20.2	45.8
Total Above Cities		876.8	.5288	257.2		1,956,059	.7365	2,231	7,605		376.0	5,202	23.1	6.5	26.0	17.0	30.7	30.7	20.2	45.8
State Total		876.8	.5288	257.2	876.8	1,956,059	.7365	2,231	7,605		376.0	5,202	23.1	6.5	26.0	17.0	30.7	30.7	20.2	45.8

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



DISTRICT OF COLUMBIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
District of Columbia	156	1,314,553	.7085	5,111	.6865	130	134	232,142	112,722	217,388	107,978	70,911	228,813	59,390	32,921	57,659
▲Washington		1,314,553	.7085		.6865	130	134	232,142	112,722	217,388	107,978	70,911	228,813	59,390	32,921	57,659
Total Above Cities		1,314,553	.7085		.6865	130	134	232,142	112,722	217,388	107,978	70,911	228,813	59,390	32,921	57,659
State Total		1,314,553	.7085	5,111	.6865	130	134	232,142	112,722	217,388	107,978	70,911	228,813	59,390	32,921	57,659

DISTRICT OF COLUMBIA — SM Metropolitan County Area

AREA	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Washington	158	1,802.1	1.0869	511.5	1,576.0	3,979,860	1.4984	2,208	7,781

AREA	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Total Above Area		1,802.1	1.0869	511.5	1,576.0	3,979,860	1.4984	2,208	7,781

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Before using these figures, see explanation page 11.

In Washington, D. C.

ONE NEWSPAPER REACHES SEVEN OUT OF TEN

Only six cities in America have newspapers with more daily city circulation than The Washington Post and Times Herald. But in none of these can advertisers get the market coverage of Washington's favorite home newspaper. In a market of 1,705,000 people, The Washington Post and Times Herald reaches 7 out of 10, while the 2nd paper reaches only half and the 3rd paper one-third.

Today, The Washington Post and Times Herald is the basic advertising medium in the nation's capital! In addition to 7 out of 10 in the city, it offers advertisers 52% more *total* circulation than any other Washington paper, 34% more city *home-delivered* circulation, and the lowest advertising cost per 1000 circulation. These are the reasons The Washington Post and Times Herald out-produces any other medium in Washington.

Linage Gains reflect impact of seven out of ten coverage

During 1955 The Washington Post and Times Herald Retail linage gain was more than double the gain of any other Washington paper, and in January it was the only paper to gain in Retail linage. It gained 125,000 lines to the other 7-day paper's loss of 165,000 lines and the 3rd paper's loss of 10,500.

In Classified and Total, The Washington Post and Times Herald outgained both the other Washington papers combined. And in General advertising, The Washington Post and Times Herald not only gained more but also carried more than both other papers combined!

Washington's Favorite Home Newspaper

The Washington Post and Times Herald

Represented by:

Sawyer, Ferguson, Walker Company • The Hal Winter Company, Miami Beach • Puck, The Comic Weekly

Joshua Powers Company, Ltd., London • Robert S. Farley, 111 Broadway, New York, Financial Representative

DISTRICT OF COLUMBIA— SM Metropolitan County Area

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

AREA	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Washington	188	2,246,024	1.2104	4,391	1.3297	122	111	499,348	169,381	327,657	147,640	98,749	420,335	128,777	100,320	98,952
Total Above Areas		2,246,024	1.2104	4,391	1.3297	122	111	499,348	169,381	327,657	147,640	98,749	420,335	128,777	100,320	98,952

FLORIDA— Counties and Cities —

(Other South Atlantic States: Delaware, District of Columbia, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia.)

Map, page 338

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Bradenton	Manatee	17.8	324	52	46	33	32	28	27	37	17	14
Clearwater	Pinellas	26.8	495	78	78	40	49	45	28	51	27	18
Coral Gables	Dade	25.8	408	34	67	32	89	38	9	20	19	24
Daytona Beach	Volusia	38.9	689	99	143	43	73	46	32	60	27	32
De Land	Volusia	9.1	193	36	28	9	11	20	13	24	9	7
Fort Myers	Lee	19.2	374	58	51	33	28	26	23	45	24	16
Fort Pierce	St. Lucie	19.5	333	66	53	33	28	25	25	36	10	11
Fort Lauderdale	Broward	67.7	1,167	111	214	92	170	94	64	94	55	37
Gainesville	Alachua	30.1	348	66	47	25	44	27	26	45	12	13
Hialeah	Dade	42.5	287	31	59	39	16	30	8	29	22	11
Hollywood	Broward	24.8	449	62	99	50	47	41	18	36	13	12
Jacksonville	Duval	226.1	2,876	667	430	299	214	155	140	291	100	139
Key West	Monroe	34.2	317	52	98	20	33	20	19	15	12	12
Lake City	Columbia	8.9	208	54	29	10	13	10	14	32	10	7
Lake Worth	Palm Beach	16.0	249	33	49	26	26	18	5	24	11	10
Lakeland	Polk	40.3	563	110	68	60	54	39	34	60	28	22
Miami	Dade	307.2	4,963	719	1140	501	410	338	286	417	179	213
Miami Beach	Dade	57.2	1,311	173	269	81	367	80	10	39	19	67
North Miami	Dade	22.8	204	15	38	21	20	20	3	26	20	11
Ocala	Marion	13.6	276	51	35	22	31	17	19	44	14	9
Orlando	Orange	68.0	1,262	193	206	106	116	100	83	123	64	53
Palatka	Putnam	13.2	205	47	35	10	15	17	19	22	8	10
Palm Beach	Palm Beach	5.3	248	20	39	14	69	29	3	7	1	3
Panama City	Bay	38.0	449	90	75	40	30	26	34	71	11	19
Pensacola	Escambia	59.3	886	250	139	60	81	48	45	74	23	23
Plant City	Hillsborough	14.2	202	47	31	10	16	16	13	27	14	7
Quincy	Gadsden	7.9	148	41	20	14	14	9	5	22	5	4
Sanford	Seminole	13.2	231	61	28	20	14	19	16	22	16	5
Sarasota	Sarasota	28.4	523	67	96	42	56	41	28	51	28	19
St. Augustine	St. Johns	16.8	344	55	61	24	23	23	16	42	13	12
St. Petersburg	Pinellas	136.8	1,822	236	347	137	139	92	89	164	72	78
Tallahassee	Leon	35.4	490	101	66	37	59	25	32	68	20	12
Tampa	Hillsborough	235.6	2,947	626	550	288	153	187	158	310	143	119
Warrington	Escambia	18.5	*	*	*	*	*	*	*	*	*	*
West Palm Beach	Palm Beach	52.4	821	73	173	63	65	73	64	92	44	34
Winter Haven	Polk	10.1	249	41	35	15	26	32	19	29	12	

*Not Available.

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Before using these figures, see explanation page 11.

Attract Top-flight Personnel!

THIS SITE NOW AVAILABLE TO THE GROWTH INDUSTRIES



Write for 58 Page Factual Economic Survey
TRAFFIC AND INDUSTRIAL DEPT.
Chamber of Commerce, Daytona Beach, Florida

DAYTONA BEACH METROPOLITAN AREA
Holly Hill, Ormond Beach, South Daytona, Port Orange

These organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

". . . double check the **WEST PALM BEACH—PALM BEACH COUNTY METROPOLITAN AREA,** tropical Florida's first resort; a good place to introduce your products to influential leaders of society, business, industry—a good place to manufacture or distribute goods to Florida's whole big and booming Gold Coast market. For more details write: West Palm Beach Chamber of Commerce, West Palm Beach, Florida . . ."

Study
FLORIDA'S
impressive market figures for bigger sales opportunities.

And see Page 343 to learn what Florida offers business and industry.

IN THIS ISSUE

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Industrial Data Section	61-102
Metropolitan Areas	177-242
Leading Counties	137-172
County-City Section	257-832
New Cities	103-112
TV Homes	113-134

What fast-growing southeastern industrial and commercial city has the best location to serve all Southeastern markets including the rich, expanding FLORIDA MARKET?

See Answer, Page 346

METROPOLITAN **FORT LAUDERDALE** FLORIDA

LED THE NATION

In Increased **FOOD STORE SALES** SINCE 1945

up 298%

METROPOLITAN FT. LAUDERDALE FROM 1951 THROUGH 1955

FOOD SALES INCREASED **$31,734,000 or 119.9%**

RETAIL FOOD SALES

	1955	1954	1953	1952	1951
Broward County	**$58,199,000**	$42,178,000	$33,928,000	$31,725,000	$26,465,000
Ft. Lauderdale	**$27,191,000**	$21,824,000	$17,714,000	$16,564,000	$14,335,000

Sales Management predicts the continued GROWTH of the FORT LAUDERDALE Metropolitan Area. Now 2nd in rate of GROWTH in the Nation. From 135 in 1955 to 75th in 1965. Get your NAME and PRODUCTS established NOW in this fabulous growing market.

The FORT LAUDERDALE DAILY NEWS is delivered daily to 98% plus of the families in the Fort Lauderdale City Zone.

Source› Sales Management, Nov. 10, 1955 and Survey of Buying Power.

FORT LAUDERDALE DAILY NEWS

"The Only Newspaper That **Sells For You** in This Market"

FORT LAUDERDALE, FLORIDA

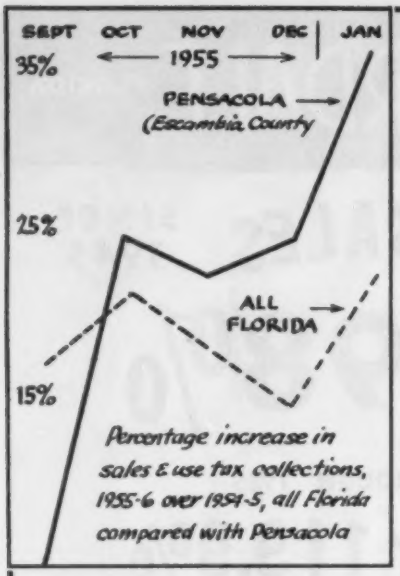
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PUBLISHERS' REPRESENTATIVES
OF FLORIDA, Jacksonville, Fla.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

FLORIDA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
											Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Alachua		63.0	.0380	15.8	30.1	73,404	.0276	1,168	4,648	9,260	23.2	3,169	51.9	23.4	25.4	26.4	16.5	26.6	6.2	23.7
Gainesville		30.1	.0182	7.9		46,096	.0174	1,531	5,835		14.5	3,181	53.3	25.9	24.6	25.5	15.8	25.3	6.4	25.3
Baker		6.2	.0038	1.3		4,192	.0016	676	3,225	1,374	1.5	2,712	54.0	28.4	32.3	39.3	10.7	20.0	3.0	12.3
Bay		56.2	.0339	15.0	38.0	70,265	.0265	1,250	4,684	614	17.8	3,945	33.2	12.0	30.8	25.7	28.4	34.1	9.6	28.2
Panama City		38.0	.0229	10.7		47,312	.0178	1,245	4,422		11.8	4,018	32.0	11.4	31.0	25.4	26.0	34.1	10.1	29.1
Bradford		11.2	.0067	2.7	2.9	8,635	.0032	771	3,198	1,369	2.9	2,945	50.9	24.7	29.8	33.3	15.6	26.9	3.7	15.1
Brevard		44.7	.0270	14.4	21.3	54,948	.0207	1,229	3,816	8,084	16.0	3,426	42.4	17.7	30.7	29.5	20.6	30.6	6.3	22.2
Broward	204	172.6	.1041	53.4	135.3	274,650	.1034	1,591	5,143	25,627	60.8	4,516	33.8	10.7	27.6	20.1	26.1	29.8	12.5	39.7
△Fort Lauderdale		67.7	.0408	22.6		119,317	.0449	1,762	5,280		25.7	4,643	32.8	10.1	27.1	19.3	26.9	29.4	13.2	41.2
Hollywood		24.8	.0150	8.5		45,477	.0171	1,834	5,350		9.8	4,781	32.8	9.7	27.3	18.9	26.2	27.9	14.0	43.5
Calhoun		7.4	.0044	1.9		4,955	.0019	670	2,609	1,402	1.9	2,622	50.9	33.2	27.1	34.2	8.4	16.2	3.6	16.4
Charlotte		5.4	.0033	1.8		5,859	.0022	1,085	3,255	1,115	1.9	3,068	49.0	22.8	31.9	34.4	14.0	23.2	5.1	19.6
Citrus		6.9	.0036	1.6		5,911	.0022	985	3,694	1,199	1.9	3,142	50.4	22.9	31.1	32.6	13.4	21.7	5.1	22.8
Clay		20.0	.0121	4.7	6.0	20,931	.0079	1,047	4,453	2,413	6.8	3,057	50.5	23.6	27.0	29.1	17.1	28.5	5.4	18.8

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.



Northwest Florida incomes are stable, year 'round incomes based on industrial, commercial, military and retail payrolls. All seasons are good seasons for advertising in the Pensacola market.

The One Sure Way to Reach the Expanding Market that's Out-stripping the Florida Market is the

PENSACOLA NEWS JOURNAL

All over Florida more people are spending more money, but not as much as in the territory served morning, evening and Sunday by the Pensacola NEWS, JOURNAL and NEWS-JOURNAL.

Effective buying income in 1955 was $40.4 million more than in 1954, totaling $280,705,000 in 1955. Population is up by 22,800 people to 241,700.*

Now 9 out of 10 families in Escambia and the three neighboring counties, Santa Rosa, Okaloosa and Walton, read the NEWS and JOURNAL.

* Sales Management, Survey of Buying Power, Escambia, Okaloosa, Santa Rosa and Walton Counties

PENSACOLA NEWS-JOURNAL

A Perry Florida Newspaper

Represented by John H. Perry Associates
Offices in: New York, Chicago, Detroit, Philadelphia
Atlanta, San Francisco and Los Angeles

FLORIDA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net ¹ Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Collier		10.7	.0064	3.3		13,946	.0052	1,303	4,226	6,432	4.0	3,527	44.0	17.8	33.1	31.0	16.2	23.4	6.7	27.8
Columbia		20.2	.0122	5.2	8.9	18,919	.0071	937	3,638	3,241	6.0	3,136	45.5	20.7	31.1	32.7	18.7	30.3	4.7	16.3
Lake City		8.9	.0054	2.7		10,747	.0040	1,208	3,980		3.1	3,476	40.1	16.5	30.4	28.9	23.1	33.8	6.4	20.8
Dade	90	743.7	.4485	229.2	711.0	1,386,015	.5219	1,864	6,047	34,681	286.2	4,843	29.9	8.8	27.0	18.3	28.6	39.1	14.5	42.8
▲Miami		307.2	.1853	99.2		564,569	.2126	1,838	5,691		125.6	4,496	31.2	9.9	28.0	20.5	28.1	31.9	12.7	37.7
Miami Beach		57.2	.0345	20.5		161,885	.0610	2,830	7,897		26.4	6,140	30.7	7.1	24.6	13.3	23.3	19.3	21.4	60.3
Coral Gables		25.8	.0155	8.2		69,495	.0262	2,694	8,475		11.6	6,015	35.9	8.5	20.9	11.5	20.8	17.6	22.4	62.4
Hialeah		42.5	.0256	12.3		62,997	.0237	1,482	5,122		13.2	4,765	23.3	7.0	36.3	18.2	37.2	39.8	13.2	35.0
North Miami		22.5	.0136	6.9		37,354	.0141	1,660	5,414		7.4	5,075	21.8	6.1	24.4	15.9	38.0	38.1	15.8	39.9
De Soto		9.1	.0055	2.3	4.8	8,466	.0032	930	3,681	4,717	2.8	3,207	43.8	19.5	32.3	33.4	18.7	29.6	5.2	17.5
Dixie		3.9	.0024	.9		2,872	.0011	736	3,191	485	1.1	2,640	53.6	29.0	33.9	42.4	10.4	20.0	2.1	8.6
Duval	69	398.0	.2400	112.3	329.5	573,299	.2168	1,440	5,105	11,225	134.4	4,266	32.1	10.7	29.0	22.4	27.6	33.0	11.3	33.9
▲Jacksonville		226.1	.1364	65.4		334,396	.1259	1,479	5,113		80.3	4,164	33.3	11.4	29.6	23.5	26.3	32.1	10.8	33.0
Escambia	238	163.4	.0985	43.5	113.9	202,703	.0763	1,241	4,660	3,121	52.5	3,859	35.5	13.2	28.6	24.4	27.1	35.8	8.8	26.6
△Pensacola		59.3	.0358	17.5		76,359	.0287	1,288	4,363		19.8	3,853	37.3	13.8	29.8	25.3	24.6	32.5	8.6	28.4
Warrington		19.5	.0118	5.7		27,164	.0102	1,393	4,766		5.2	5,183	18.5	5.1	23.0	14.6	40.5	39.8	18.0	40.5
Flagler		4.1	.0025	1.2		4,142	.0016	1,010	3,452	3,235	1.5	2,704	58.4	30.9	29.8	34.8	9.1	17.2	3.9	17.1
Franklin		5.2	.0032	1.5	2.9	4,502	.0017	866	3,001	185	1.6	2,781	53.3	27.4	31.2	36.9	11.7	21.4	3.8	14.3
Gadsden		39.0	.0235	7.8	16.3	25,243	.0095	647	3,236	20,450	8.7	2,900	55.9	27.5	28.6	30.3	12.1	21.2	5.4	21.0
Quincy		7.9	.0048	2.4		8,846	.0033	1,120	3,686		2.5	3,520	49.3	20.0	26.3	24.6	15.5	22.4	8.9	33.0
Gilchrist		2.8	.0017	.6		1,782	.0006	636	2,970	1,613	.7	2,485	62.8	36.4	25.6	34.2	9.4	19.4	2.2	10.0
Glades		2.7	.0016	.7		2,731	.0011	1,011	3,901	4,509	1.0	2,685	59.8	31.8	23.1	28.4	13.4	25.3	3.7	14.5
Gulf		9.5	.0057	2.6	3.6	9,152	.0034	963	3,520	180	2.6	3,318	41.7	17.9	32.6	32.7	19.7	30.1	5.8	19.3
Hamilton		9.0	.0054	2.2		5,772	.0022	641	2,624	2,951	2.3	2,522	58.3	33.6	28.7	37.6	11.4	22.9	1.6	6.5
Hardee		11.7	.0071	3.2	3.4	11,277	.0042	984	3,524	6,837	3.4	3,348	46.9	20.0	30.4	30.0	15.9	24.1	6.8	25.9
Hendry		6.7	.0040	1.8		8,652	.0033	1,291	4,807	12,958	2.2	3,878	31.2	11.5	33.6	28.8	27.1	35.6	7.9	24.2

▲ and △ See end of state for SM Metropolitan County Areas.

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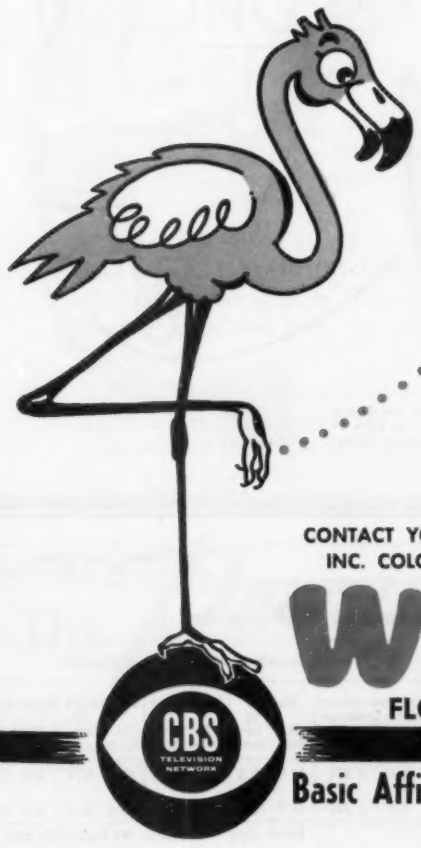
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'SALES CURVES'

REACH NEW HIGHS THRU WTVJ TELEVISION IN SOUTH FLORIDA

South Florida contains 37% of the population and 41% of the buying power in the State of Florida.

WTVJ with 100,000 watts full power telecast from a 1,000 ft. tower is the ONLY TV Station giving complete coverage of the entire market.



COMPARE THESE SERVICES AND FACILITIES

Local and Network Color.
7 years "on-the-air" experience.
World's largest remote unit.
Full-time staff of 189 TV trained personnel.
Award-winning Merchandising Department.
Outstanding promotion and publicity support.

CONTACT YOUR PETERS, GRIFFIN, WOODWARD, INC. COLONEL FOR THE COMPLETE STORY

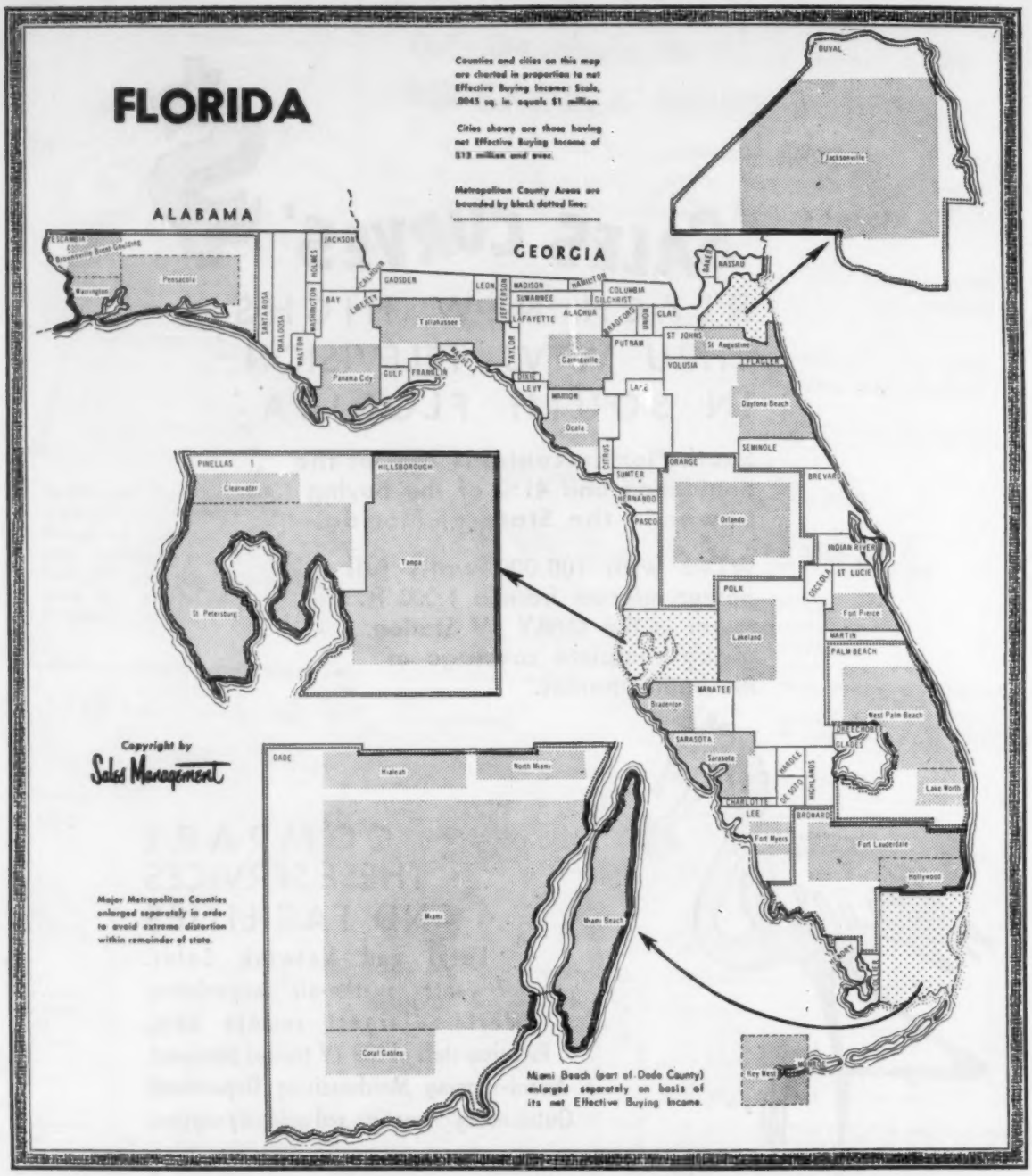
WTVJ Channel 4

FLORIDA'S FIRST TV STATION

CBS TELEVISION NETWORK

Basic Affiliate

MIAMI



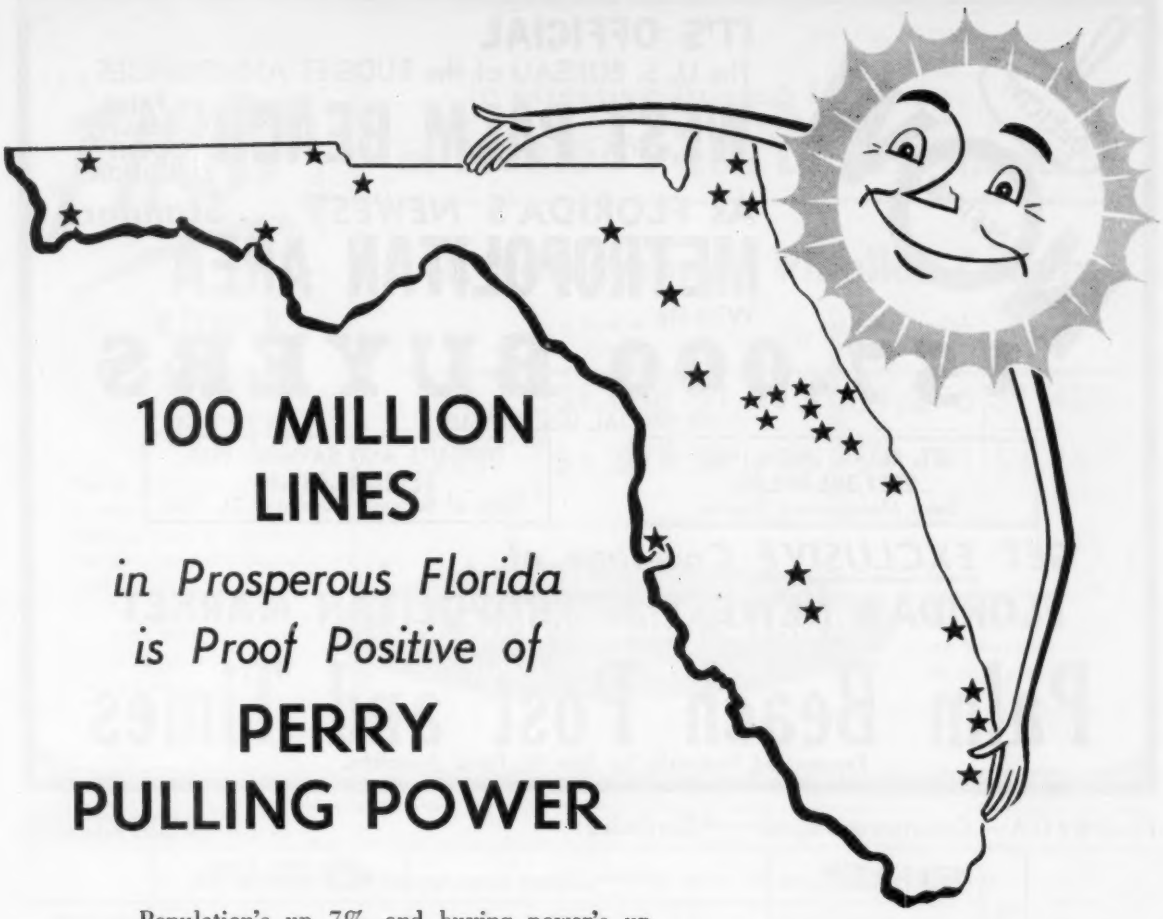
FLORIDA — Counties and Cities — (Continued)

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Hernando		7.9	.0048	2.2		7,930	.0030	1,004	3,606	2,598	2.4	3,311	43.8	19.5	32.9	32.8	17.6	27.1	6.5	21.6
Highlands		15.4	.0093	4.8	11.0	18,797	.0071	1,221	4,086	8,983	5.0	3,741	41.1	15.7	31.3	27.0	19.4	28.4	8.2	30.3

© SM, 1956.

Before using these figures, see explanation page 11.



100 MILLION LINES

in Prosperous Florida is Proof Positive of

PERRY PULLING POWER

Population's up 7% and buying power's up $131,000,000 in the *home counties* of the John H. Perry dailies and weeklies that cover Florida like the Sunshine.*

Take advantage of the Perry newspaper and the Perry ALL-FLORIDA Magazine distributed by 31 Florida newspapers. There's gold for you in Florida when you mine for sales with the Perry newspapers.

Proof: Advertisers in 1955 increased their lineage in Perry Newspapers by more than 12 million lines—more than 100 million lines in all.

* Figures from comparison of Sales Management Survey of Buying Power, 1955 vs. 1956 estimates.

- Jacksonville Journal
- Palm Beach Post-Times
- Pensacola News Journal
- Panama City News-Herald
- Ocala Star Banner
- DeLand Sun News
- Palm Beach Daily News
- Melbourne Times
- Leesburg Commercial Ledger
- Perry Weeklies

ALL FLORIDA MAGAZINE

The *Perry* Florida Newspapers

Represented nationally by JOHN H. PERRY ASSOCIATES

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F. W. Thurnau, Manager
224 S. Michigan Avenue,
Chicago 3, Illinois

William A. Ayres, Manager
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IT'S OFFICIAL

The U. S. BUREAU of the BUDGET ANNOUNCES . . .

WEST PALM BEACH PALM BEACH COUNTY, FLORIDA

As FLORIDA'S *NEWEST* . . . Standard

METROPOLITAN AREA

With its . . .

157,000 BUYERS

1955 SPECIAL U. S. CENSUS

EST. RETAIL SALES 1955:
$227,385,000.00
Sales Management Figures

DEPOSITS AND SAVINGS 1955:
$212,494,069.40
Close of Business, December 31, 1955

GET EXCLUSIVE Coverage of . . .

FLORIDA'S NEWEST METROPOLITAN MARKET

IN THE

Palm Beach Post and Times

Represented Nationally by John H. Perry, Associates

FLORIDA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Hillsborough	147	328.1	.1979	96.4	318.6	425,235	.1601	1,296	4,411	30,089	110.2	3,859	30.7	13.6	31.0	26.5	23.6	31.1	8.7	28.8
▲Tampa		235.6	.1421	73.5		329,817	.1242	1,400	4,457		85.3	3,864	30.5	13.5	31.1	26.6	23.7	31.2	8.7	28.7
Plant City		14.2	.0086	4.3		16,195	.0061	1,140	3,766		4.5	3,586	40.2	16.0	31.1	28.6	21.8	31.0	6.9	24.4
Holmes		12.3	.0074	2.9		7,569	.0028	617	2,617	3,273	3.2	2,339	65.3	39.5	23.8	33.6	9.3	20.3	1.6	6.3
Indian River		15.3	.0092	4.5	6.2	18,705	.0071	1,223	4,157	9,102	4.8	3,857	39.7	14.7	33.6	28.6	18.5	24.5	8.2	32.2
Jackson		35.1	.0212	8.4	6.0	24,941	.0093	711	2,969	10,732	9.2	2,710	58.4	30.8	27.5	33.4	10.5	19.6	3.6	16.0
Jefferson		9.7	.0058	2.4		6,439	.0025	664	2,683	2,991	2.5	2,528	64.5	36.4	25.2	33.0	7.1	14.2	3.2	16.4
Lafayette		3.2	.0020	.7		2,111	.0008	660	3,016	1,709	.9	2,383	64.0	38.4	26.2	36.2	8.0	17.1	1.8	8.3
Lake		45.2	.0272	13.2	18.2	53,158	.0200	1,176	4,027	32,084	15.0	3,545	43.9	17.7	30.9	28.8	17.8	25.5	7.4	28.0
Lee		32.1	.0194	9.8	19.2	42,231	.0159	1,316	4,309	9,440	11.4	3,699	42.1	18.3	30.4	27.0	19.1	26.3	8.4	30.4
Fort Myers		19.2	.0116	6.0		27,094	.0102	1,411	4,519		7.3	3,737	42.0	16.0	29.6	26.1	19.6	26.7	8.8	31.2
Leon		61.0	.0368	14.9	44.0	79,705	.0300	1,307	5,349	2,572	22.9	3,485	49.1	19.7	25.1	23.8	17.9	28.1	8.9	30.4
Tallahassee		39.4	.0238	10.7		60,115	.0226	1,526	5,618		16.8	3,583	47.1	18.8	25.1	23.1	18.2	25.9	9.6	32.2
Levy		10.2	.0061	2.7		8,288	.0031	813	3,070	3,101	3.0	2,722	58.8	29.7	32.5	37.0	6.8	18.4	3.1	14.9
Liberty		2.4	.0015	.7		1,790	.0007	742	2,543	416	.7	2,645	61.8	33.4	26.4	32.9	7.9	15.2	3.9	18.5
Madison		14.1	.0085	3.3	3.1	8,842	.0032	613	2,619	4,409	3.4	2,541	61.7	34.7	25.0	32.4	10.4	20.9	2.9	12.0
Manatee		45.3	.0273	14.1	23.5	53,401	.0201	1,179	3,787	11,574	15.1	3,544	46.3	18.8	28.7	28.8	17.3	24.8	7.7	29.8
▲ Bradenton		17.8	.0107	6.0		24,866	.0094	1,397	4,144		6.7	3,700	45.4	17.5	27.6	24.6	18.3	25.2	8.7	32.7
Marion		45.8	.0276	13.0	13.0	46,041	.0174	1,005	3,542	12,542	14.1	3,260	46.4	21.2	27.8	28.2	17.3	27.0	8.5	23.6
Ocala		13.6	.0082	4.2		17,378	.0065	1,278	4,138		4.7	3,669	42.8	16.7	28.3	25.4	20.1	27.9	8.8	30.0
Martin		9.8	.0059	3.1	3.7	11,382	.0043	1,161	3,672	2,192	3.1	3,685	47.6	18.5	30.5	27.5	13.3	18.5	8.6	35.5
Monroe		52.4	.0316	14.4	46.9	81,982	.0308	1,565	5,693	17	23.8	3,468	41.4	17.1	30.3	28.7	22.0	32.3	6.3	21.9
Key West		34.2	.0206	10.1		53,422	.0198	1,535	5,197		15.0	3,496	40.7	18.6	30.5	28.8	22.3	32.5	6.5	22.1
Nassau		18.1	.0091	3.7	5.3	13,671	.0052	905	3,695	2,619	4.0	3,408	39.8	16.7	31.1	30.1	22.9	34.2	6.2	19.0
Okaloosa		41.4	.0250	9.2	7.7	47,691	.0179	1,152	5,184	1,446	14.8	3,224	45.9	19.9	28.8	29.5	20.6	32.5	5.6	18.1
Okeechobee		4.2	.0025	1.1		3,864	.0015	920	3,513	2,000	1.3	2,914	52.3	25.8	29.8	33.5	13.7	24.0	4.4	16.9

▲ and △ See end of state for SM Metropolitan County Areas.

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FIRST

. . . in effective buying income

in FLORIDA'S 2nd Largest Market*

St. Petersburg - Pinellas County

check these FACTS

The St. Petersburg Times blankets this area — 80% of Pinellas County Families read the Times and 9 out of every 10 St. Petersburg Families . . Less than 10% are covered by the largest Tampa newspaper.

	Pinellas County	St. Petersburg	Hillsborough County	Tampa
PER CAPITA	$1,606	$1,693	$1,296	$1,400
PER FAMILY	$4,578	$4,498	$4,411	$4,487

* Tampa-St. Petersburg Standard Metropolitan Area

St. Petersburg Times
FLORIDA'S BEST NEWSPAPER

Represented Nationally by Reynolds - Fitzgerald, Inc.

Ask for complete Market Information

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

FLORIDA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Orange	104	177.4	.1070	54.1	120.3	260,249	.0980	1,467	4,811	47,101	63.7	4,083	36.7	12.8	30.1	24.3	22.9	28.6	10.3	34.3
▲Orlando		68.0	.0410	22.1		115,331	.0434	1,696	5,219		26.6	4,340	35.3	11.6	29.1	22.1	23.5	27.6	12.1	38.7
Osceola		13.1	.0079	4.4	8.5	13,746	.0051	1,049	3,124	3,884	4.9	2,815	52.7	26.7	31.6	37.0	12.2	22.1	3.5	14.2
Palm Beach	251	165.6	.0999	52.4	127.2	244,832	.0922	1,478	4,672	38,148	62.6	3,912	40.8	14.9	29.0	24.4	20.9	27.2	9.3	33.5
△West Palm Beach		52.4	.0316	17.3		80,788	.0304	1,542	4,670		20.1	4,014	37.2	13.2	30.2	24.9	22.9	29.0	9.7	32.9
Palm Beach		5.3	.0032	1.6		19,657	.0074	3,709	12,286		2.9	6,885	33.5	7.0	25.0	11.8	17.9	13.3	23.6	67.9
Lake Worth		16.0	.0096	5.4		24,221	.0091	1,514	4,485		6.5	3,713	44.0	16.9	26.8	23.8	20.2	27.7	9.0	30.6
Pasco		24.8	.0150	7.4	4.6	25,833	.0098	1,042	3,491	16,196	8.1	3,188	45.7	20.5	34.2	35.3	15.0	24.0	5.1	20.2
1 Pinellas	147	224.7	.1355	78.8	197.5	380,761	.1358	1,606	4,578	13,395	89.4	4,034	37.6	13.3	29.6	24.2	23.0	29.0	9.8	33.5
▲St. Petersburg		136.6	.0824	51.4		231,207	.0871	1,693	4,498		57.9	3,990	38.1	13.6	29.5	24.5	22.8	29.0	9.6	32.9
Clearwater		26.8	.0162	9.3		47,148	.0178	1,759	5,070		10.7	4,387	35.1	11.4	28.7	21.6	24.4	28.3	11.8	38.7
Polk	217	160.1	.0965	45.5	88.2	200,119	.0753	1,250	4,398	92,456	50.3	3,982	36.4	13.1	31.1	25.8	23.3	29.7	9.2	31.4
△Lakeland		40.3	.0243	13.1		64,014	.0241	1,588	4,887		15.6	4,098	38.2	13.3	28.1	22.6	23.2	28.8	10.5	35.3
Winter Haven		10.1	.0061	3.4		14,965	.0056	1,482	4,401		3.6	4,174	35.6	12.2	27.6	21.8	26.5	32.3	10.3	33.7
Putnam		27.7	.0167	7.7	13.2	28,388	.0107	1,025	3,687	5,562	8.4	3,365	47.2	20.0	28.2	27.7	17.5	26.5	7.1	25.8
Palatka		13.2	.0080	3.6		15,489	.0058	1,173	4,303		4.4	3,543	43.8	17.7	29.8	27.6	18.2	26.2	8.2	28.5
St. Johns		29.9	.0181	8.6	16.6	36,435	.0137	1,219	4,237	7,606	10.1	3,592	44.3	17.6	30.0	27.5	18.5	26.2	7.2	28.7
St. Augustine		16.8	.0101	5.4		22,248	.0084	1,324	4,120		6.0	3,691	41.6	16.1	30.4	27.1	20.4	28.2	7.6	28.6
St. Lucie		27.3	.0164	7.5	19.5	34,400	.0130	1,260	4,587	8,925	8.9	3,864	35.9	13.3	31.3	26.7	24.3	32.0	8.5	28.0
Fort Pierce		19.5	.0118	5.7		26,065	.0098	1,337	4,573		6.7	3,876	35.9	13.2	31.1	26.5	24.4	32.0	8.6	28.3
Santa Rosa		22.0	.0133	5.4		18,606	.0070	846	3,446	3,706	6.3	2,935	50.1	24.4	29.4	33.0	15.8	29.2	3.7	13.4
Sarasota		38.4	.0232	12.6	28.4	59,649	.0224	1,553	4,734	4,502	14.0	4,262	37.2	12.5	29.4	22.8	21.7	25.9	11.7	38.8
Sarasota		28.4	.0171	9.5		46,752	.0176	1,646	4,921		10.9	4,285	37.2	12.4	29.3	22.6	21.6	25.6	11.9	39.4
Seminole		34.7	.0209	9.9	13.2	36,043	.0136	1,039	3,641	17,530	11.0	3,263	50.3	22.0	28.6	28.9	14.6	22.8	6.5	26.3
Sanford		13.2	.0080	4.3		16,084	.0061	1,218	3,740		4.6	3,496	47.9	19.5	27.7	30.2	16.6	24.3	7.8	30.1
Sumter		10.9	.0066	2.9		9,915	.0038	910	3,419	5,261	3.2	3,104	48.5	22.3	29.3	31.2	16.8	27.5	5.4	19.0
Suwannee		16.1	.0097	4.0	3.9	12,282	.0048	763	3,071	5,748	4.5	2,716	56.0	29.4	27.7	33.7	13.0	24.4	3.3	12.5

1 Information received too late for inclusion in the above tables indicates that Pinellas County has a population of 243,227 as of January 1, 1956. Estimated EBI is $390,515,000.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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FLORIDA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Taylor		13.7	.0082	3.7	3.8	11,680	.0044	853	3,157	874	4.2	2,758	52.9	27.4	31.1	37.2	12.9	23.6	3.2	11.9
Union		6.0	.0049	.9		3,056	.0011	382	3,396	1,593	1.2	2,619	58.8	32.1	29.5	37.2	9.5	16.5	3.2	14.2
Volusia	194	92.4	.0557	30.1	64.9	129,830	.0489	1,405	4,313	11,957	35.5	3,657	43.7	17.1	28.9	28.0	19.2	26.7	8.2	30.2
△Daytona Beach		38.8	.0234	13.5		59,990	.0226	1,546	4,444		15.5	3,791	42.6	16.1	29.1	25.3	19.2	25.7	9.1	32.9
De Land		9.1	.0055	3.0		13,251	.0050	1,456	4,417		3.9	3,371	48.1	20.4	27.7	37.0	17.1	25.9	7.1	26.7
Wakulla		4.9	.0029	1.3		3,268	.0012	667	2,512	310	1.3	2,532	58.7	33.1	29.4	38.4	10.0	20.1	1.9	8.4
Walton		14.9	.0090	3.8	3.2	11,078	.0042	743	2,914	2,502	4.0	2,736	56.4	29.5	26.8	32.2	13.4	24.9	3.4	13.4
Washington		11.4	.0089	2.9	2.9	7,700	.0029	681	2,678	1,351	3.0	2,576	60.1	33.3	26.3	33.7	10.7	21.2	2.9	11.8
Total Above Cities		1,806.0	1.0890	573.9		2,937,190	1.1039	1,626	5,118		693.3	4,237	35.7	12.0	28.5	22.3	24.6	29.5	11.2	36.2
State Total		3,786.4	2.2655	1,100.1	2,671.8	5,274,701	1.9839	1,404	4,795	611,676	1,311.5	4,022	37.8	13.4	28.9	23.7	23.3	29.5	10.0	33.4

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Alachua		60,870	.0326	3,853	.0313	82	86	14,290	3,067	3,296	4,068	2,782	14,708	5,605	5,141	1,983
Gainesville		48,353	.0261		.0202	111	143	11,029	2,111	2,384	3,890	2,552	13,132	3,745	3,324	1,585
Baker		4,982	.0027	3,832	.0023	61	71	1,465	159	520	62	53	1,011	669	288	152
Bay		62,582	.0337	4,171	.0302	88	99	14,649	4,902	6,644	3,530	3,994	11,952	5,693	5,163	2,072
Panama City		54,145	.0292		.0222	97	128	11,481	3,147	6,162	3,496	3,780	11,822	4,491	4,897	1,748
Bradford		19,656	.0057	3,947	.0046	69	85	2,817	680	290	585	710	2,563	1,796	229	380
Brevard		46,743	.0252	3,246	.0233	88	93	12,844	3,923	1,882	1,829	2,333	9,148	5,754	3,851	1,860
Broward	204	275,980	.1487	5,168	.1172	113	143	58,199	29,721	22,350	24,249	19,458	56,056	14,710	18,710	10,468
△Fort Lauderdale		163,706	.0882		.0571	140	216	27,191	13,328	17,642	17,954	13,576	34,991	7,575	12,342	5,530
Hollywood		52,582	.0283		.0200	133	189	12,673	4,618	3,021	4,508	3,671	11,938	2,321	3,072	2,419

▲ and △ See end of state for SM Metropolitan County Areas.

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For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

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COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Calhoun		6,045	.0033	3,182	.0028	84	75	1,094	139	684	192	173	1,068	766	212	285
Charlotte		5,533	.0030	3,074	.0026	79	91	1,668	602	323	130	209	1,269	585	303	131
Citrus		5,737	.0031	3,586	.0028	78	86	1,469	1,112	234	86	17	440	1,234	545	226
Clay		9,607	.0051	2,044	.0079	85	42	2,211	604	589	199	201	3,283	1,544	426	429
Collier		12,616	.0068	3,823	.0059	92	106	2,526	1,613	831	649	452	925	1,518	1,741	542
Columbia		17,063	.0092	3,281	.0088	72	75	3,747	1,579	1,148	755	1,211	3,879	2,079	913	354
Lake City		15,782	.0085		.0056	104	157	3,583	1,280	1,043	755	1,211	3,759	1,691	913	354
Dade	90	1,133,071	.6107	4,944	.5338	119	136	234,589	123,692	114,669	109,361	66,551	230,577	58,223	75,580	39,813
▲Miami		714,933	.3853		.2590	140	208	134,284	62,421	101,427	56,677	45,354	180,475	32,620	34,821	20,592
Miami Beach		136,049	.0733		.0504	172	212	25,181	31,992	3,558	39,015	4,139	5,824	4,562	1,631	7,623
Coral Gables		69,852	.0376		.0275	176	241	14,306	4,819	2,276	7,821	4,174	14,156	2,614	11,979	2,037
Hialeah		29,466	.0159		.0217	85	62	10,101	2,922	1,840	656	2,591	338	2,269	4,107	1,173
North Miami		26,635	.0144		.0141	104	106	3,790	2,087	905	984	6,619	5,090	3,260	2,536	1,201
De Soto		9,533	.0051	4,145	.0043	78	93	2,268	304	339	423	303	2,307	546	911	344
Dixie		3,594	.0020	3,993	.0016	67	83	1,137	335	193	82	217	740	418	212	119

▲ and △ See end of state for SM Metropolitan County Areas.

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Sales Management's

1956 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . . in 6 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by County shadings . . .
   Red—for counties with $100 million or more.
   Green—for counties with $50 million to $100 million.
   Yellow—for counties with $25 million to $50 million.
   Blue—for counties with $10 million to $25 million.
4. 1570 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1956).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed U. S. family average.

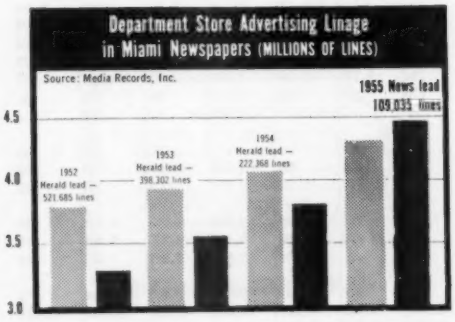
PRICE: $3.50 a single copy; $3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

There are no Don Quixotes among department store owners!



. . . that's why THE MIAMI NEWS is FIRST in department store advertising



You don't catch department store owners tilting at windmills. They have no time for such foolishments. They're shrewd buyers.

That's why Miami department store owners buy more space in THE MIAMI NEWS *than in the morning newspaper published in Miami.*

They know by results . . . results measured in actual cash register receipts . . . that THE MIAMI NEWS, with 91% of its circulation concentrated in the Miami Retail Trading Zone, reaches the three out of four Miamians who are their best customers . . . the substantial, well-informed families who live and work and BUY in Miami. If it's results you want, take a tip from the experts!

Look to THE MIAMI NEWS also for intelligent, unstinted merchandising help to make your sales zoom in Miami!

Today the trend in readership and advertising is to

THE MIAMI NEWS

Daily and Sunday

NATIONALLY REPRESENTED BY
SAWYER-FERGUSON-WALKER COMPANY
Atlanta, Chicago, Detroit, Los Angeles,
New York, Philadelphia, San Francisco

MAY 10, 1956

If you plan to distribute in the Southeast, you'll find

JACKSONVILLE

your best location

With Florida's amazing market growth, Jacksonville has become the best distribution center for covering the southeastern area.

Look at the map and see for yourself. Location—ideal!

Jacksonville's industrial transportation and commercial facilities are in step with Jacksonville's and Florida's population growth . . . 34-foot channel to the ocean, Intracoastal Canal, $35,000,000 electric plant expansion, $55,000,000 expressway-bridge construction, 4 Class 1 railroads, 14 motor freight lines, 4 major airlines, 51 steamship lines, new office buildings, warehouses, ample housing and manpower, excellent school system, wonderful year-round climate.

For the "JACKSONVILLE STORY" giving solid economic facts about Jacksonville or for a confidential, personalized report on Jacksonville's advantages for your plant, branch plant or warehouse, write:

The CITY of JACKSONVILLE, Florida
Electric and Water Utilities
THE COMMITTEE OF ONE HUNDRED
Jacksonville Chamber of Commerce
227-D West Forsyth Street
Phone ELgin 3-6161 — Jacksonville, Florida



FLORIDA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Duval	88	496,520	.2678	4,421	.2362	96	112	116,818	29,768	43,937	38,644	25,976	129,091	29,013	25,029	16,499
▲Jacksonville		426,001	.2296		.1891	117	168	86,239	22,836	41,505	35,879	23,924	121,961	19,065	19,568	12,981
Escambia	238	130,256	.0702	2,994	.0789	80	71	29,380	9,189	13,246	9,720	7,943	32,940	7,962	6,640	3,828
△Pensacola		103,004	.0555		.0382	107	155	20,268	5,106	11,604	9,310	6,499	30,946	4,611	3,898	2,889
Warrington		5,613	.0030		.0084	71	25	1,875	840	338	84	207	410	694	566	194
Flagler		3,072	.0016	2,560	.0018	72	84	627	633	52	51	...	280	707	267	240
Franklin		4,436	.0025	2,957	.0022	68	78	1,361	774	391	146	90	800	458	399	171
Gadsden		24,330	.0131	3,119	.0134	57	56	5,537	694	2,716	1,177	1,264	6,143	2,102	3,559	723
Quincy		11,716	.0063		.0045	94	131	3,225	400	770	800	843	2,162	989	720	448
Gilchrist		2,482	.0013	4,137	.0010	59	78	697	60	52	...	...	625	157	209	...
Glades		1,392	.0008	1,989	.0011	69	56	543	29	164	...	...	...	383	83	30
Gulf		6,823	.0036	2,624	.0039	63	63	2,141	359	308	391	436	1,529	584	430	230
Hamilton		4,838	.0029	2,199	.0030	56	48	1,544	203	615	52	175	391	775	541	142
Hardee		12,580	.0068	3,931	.0056	79	96	2,664	522	1,033	321	425	3,309	1,083	1,256	331
Hendry		9,621	.0052	5,348	.0040	100	130	1,886	736	678	104	224	2,468	1,109	1,967	218
Hernando		8,500	.0046	3,864	.0038	79	96	1,867	403	432	...	108	2,080	1,841	547	286
Highlands		20,064	.0108	4,380	.0087	94	116	5,057	867	721	901	1,190	5,455	2,078	1,730	578
Hillsborough	147	357,048	.1924	3,704	.1773	90	97	76,305	27,617	46,540	18,962	18,807	78,667	29,780	20,505	13,039
▲Tampa		323,138	.1742		.1428	100	123	67,986	25,494	43,807	17,596	17,032	74,474	18,117	18,420	12,303
Plant City		20,032	.0108		.0080	93	126	5,748	642	1,174	1,332	1,259	3,904	1,410	1,668	643
Holmes		4,814	.0026	1,660	.0037	50	35	1,654	199	341	382	174	1,268	302	304	155
Indian River		22,450	.0121	4,989	.0090	98	132	4,733	2,003	1,217	932	1,178	3,882	2,169	2,115	787
Jackson		27,656	.0149	3,292	.0133	63	70	6,114	984	3,717	1,209	1,191	7,214	1,950	3,075	642
Jefferson		5,539	.0030	2,308	.0034	59	52	1,367	104	451	280	484	1,277	659	709	151
Lafayette		2,404	.0013	3,434	.0011	55	65	466	32	203	43	57	643	205	191	75
Lake		48,478	.0261	3,672	.0233	86	98	11,635	2,788	2,958	2,064	1,881	10,992	3,816	4,197	1,328
Lee		51,650	.0279	3,270	.0202	104	144	11,598	3,189	6,196	2,603	2,371	10,059	3,343	6,162	1,721
Fort Myers		45,446	.0245		.0148	128	211	9,498	2,439	5,002	2,479	2,327	9,870	2,752	5,609	1,424

▲ and △ See end of state for SM Metropolitan County Areas.

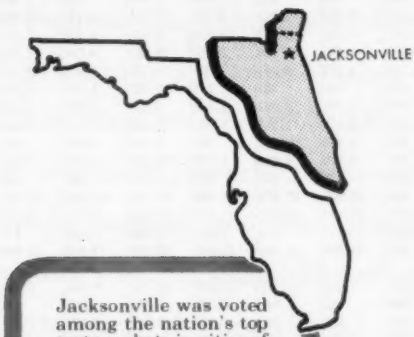
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Before using these figures, see explanation page 11.



PAY- OFF DOMINANCE in the market of

JACKSONVILLE PLUS



Jacksonville was voted among the nation's top test markets in cities of 150,000 to 250,000 population in Sales Management's evaluation of test markets by 131 experts.

A few newspapers enjoy the distinction of dominating vast markets, both in geography and population. The FLORIDA TIMES-UNION is one of them. Of Metropolitan Jacksonville's 374,000 people, nearly every literate family takes the Times-Union. But more than that, the Times-Union covers a huge segment of North and East-Central Florida and Southeastern Georgia containing nearly a million additional families.

This market—a rich prize for advertisers—is the market of JACKSONVILLE-PLUS. It's a *billion-dollar market.* And it is responsive to Times-Union advertising as to no other medium.

In Jacksonville's trading territory, the market of JACKSONVILLE-*PLUS,* put your faith and your linage in the FLORIDA TIMES-UNION. You'll be pleasantly rewarded.

The Florida Times-Union

JACKSONVILLE, FLORIDA

Represented Nationally by REYNOLDS FITZGERALD, Inc.

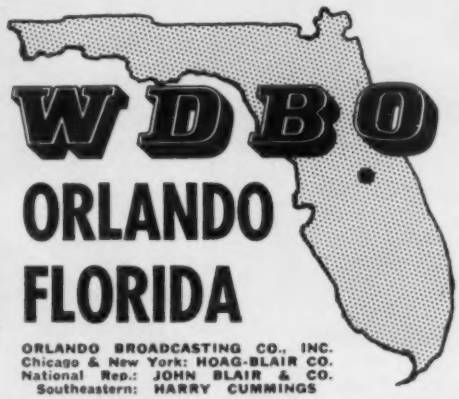
Offices in: New York — Chicago — Syracuse — Detroit — Philadelphia — San Francisco — Seattle — Los Angeles — Atlanta

FLORIDA'S FOURTH MARKET

WITH $600,000,000 RETAIL SALES

A YEAR-ROUND MARKET

A year-'round market in 17 counties of Central Florida - Serving 160,000 TV Homes - Dominant Radio Coverage - Proven Selling Power . . . . WDBO Serves more national advertisers than all other Orlando stations combined.



WDBO

ORLANDO

FLORIDA

ORLANDO BROADCASTING CO., INC.
Chicago & New York: HOAG-BLAIR CO.
National Rep.: JOHN BLAIR & CO.
Southeastern: HARRY CUMMINGS

WDBO-TV CHANNEL 6
100 KW
CBS - ABC - NBC

WDBO - AM
5000 WATTS - 580 KC

WDBO - FM
25,000 WATTS - 92.3 MCS

FLORIDA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Leon		70,104	.0378	4,709	.0337	92	103	12,691	4,086	5,278	6,679	3,096	13,251	6,645	10,320	1,462
Tallahassee		67,041	.0361		.0269	113	152	12,232	3,642	5,019	6,679	2,986	13,251	5,870	9,538	1,462
Levy		9,253	.0049	3,427	.0043	70	80	1,717	518	862	161	532	2,835	1,626	396	223
Liberty		1,459	.0008	2,084	.0008	53	53	754	10	119	...	10	...	202	23	...
Madison		9,168	.0050	2,778	.0048	86	89	2,157	309	753	664	665	1,783	539	1,634	194
Manatee		50,074	.0270	3,561	.0237	87	99	13,039	2,527	3,825	2,974	3,143	11,332	3,239	5,038	1,543
Bradenton		36,947	.0199		.0128	120	186	8,810	1,387	3,160	2,837	2,722	10,056	2,123	3,041	1,068
Marion		54,180	.0292	4,188	.0229	83	106	10,057	4,378	3,843	3,626	2,282	10,408	4,744	7,516	1,348
Ocala		39,195	.0211		.0112	137	257	6,355	2,157	1,934	3,305	1,655	9,186	2,453	6,268	1,098
Martin		11,586	.0062	3,737	.0052	88	106	3,491	1,219	224	408	291	2,407	1,171	1,230	759
Monroe		38,647	.0208	2,684	.0280	89	88	9,517	7,066	2,630	3,062	1,832	5,556	3,320	2,158	1,402
Key West		31,286	.0169		.0191	93	82	8,148	4,938	2,408	2,975	1,659	5,259	1,782	1,619	809
Nassau		11,886	.0064	3,207	.0063	69	70	1,926	1,333	1,140	244	317	2,435	2,511	991	181
Okaloosa		34,651	.0187	3,766	.0196	76	75	6,919	3,380	2,335	1,565	1,745	11,096	3,077	2,383	918
Okeechobee		4,396	.0024	3,998	.0020	80	96	1,231	261	129	101	341	1,297	437	58	68
Orange	104	253,430	.1368	4,684	.1113	104	128	48,570	15,813	29,448	27,672	13,960	51,725	18,048	21,157	7,292
▲Orlando		194,916	.1051		.0614	150	256	28,971	10,685	27,464	26,504	11,916	47,165	8,101	14,092	5,160
Osceola		14,691	.0079	3,339	.0065	82	100	4,071	1,375	618	910	1,206	2,594	1,641	611	436
Palm Beach	256	227,385	.1225	4,339	.1029	103	123	46,382	19,514	13,655	22,934	18,042	45,279	13,940	13,950	7,254
△West Palm Beach		121,647	.0656		.0412	130	208	22,335	7,739	9,445	11,177	11,089	33,104	5,556	7,249	3,866
Palm Beach		20,604	.0111		.0077	241	347	1,849	2,520	392	7,691	3,003	35	372	111	258
Lake Worth		17,623	.0095		.0093	97	99	6,920	1,596	590	1,324	1,213	1,138	1,203	1,128	803
Pasco		22,656	.0122	3,062	.0115	77	81	5,757	1,767	1,714	931	2,253	3,697	2,293	1,968	703
Pinellas	147	324,098	.1747	4,113	.1474	109	129	60,726	27,286	54,916	16,793	13,796	60,155	18,890	32,457	10,717
▲St. Petersburg		223,230	.1203		.0961	117	146	36,606	16,201	48,975	12,327	8,529	40,271	11,613	22,188	7,005
Clearwater		60,871	.0328		.0220	136	202	12,309	4,055	4,174	3,264	3,482	16,608	2,967	7,792	2,166
Polk	217	165,635	.0893	3,640	.0638	87	93	42,181	8,324	12,326	9,825	10,107	36,710	13,055	13,827	5,081
△Lakeland		67,556	.0364		.0278	114	150	15,186	2,593	8,128	5,284	4,025	17,488	3,702	4,635	1,932
Winter Haven		30,333	.0163		.0089	146	267	6,715	1,694	1,279	2,478	2,362	7,696	1,771	3,373	842
Putnam		27,701	.0149	3,598	.0131	78	89	6,167	1,626	1,847	1,179	1,472	6,118	1,949	1,119	1,453
Palatka		22,932	.0124		.0082	103	155	4,439	975	1,493	1,105	1,379	5,537	1,467	898	1,214
St. Johns		25,750	.0139	2,994	.0147	81	77	5,753	2,921	976	1,364	1,178	6,244	2,705	1,541	1,122
St. Augustine		22,167	.0119		.0098	97	118	4,776	2,198	818	1,290	1,178	5,546	2,391	1,257	1,074
St. Lucie		35,100	.0189	4,660	.0154	94	115	8,473	2,368	1,810	1,962	1,993	9,917	2,029	2,657	1,009
Fort Pierce		33,674	.0181		.0127	108	133	8,275	2,113	1,796	1,962	1,993	9,630	1,996	2,387	1,009
Santa Rosa		11,697	.0063	2,166	.0061	61	47	3,862	1,037	181	523	788	2,270	1,337	669	248
Sarasota		69,114	.0372	5,485	.0270	116	161	14,872	6,707	3,177	4,882	4,853	14,882	4,011	7,482	2,696
Sarasota		58,925	.0318		.0218	127	186	12,346	5,023	2,952	4,621	4,464	13,860	3,212	5,428	2,158
Seminole		24,899	.0134	2,814	.0150	72	64	6,800	1,150	1,482	1,019	1,427	5,160	1,930	1,278	948
Sanford		19,785	.0107		.0079	90	134	5,697	703	1,396	1,019	1,245	3,755	1,386	1,024	715
Sumter		8,324	.0045	2,879	.0048	70	68	2,008	425	670	94	125	1,172	844	433	283
Suwannee		14,379	.0077	3,594	.0065	67	79	2,540	421	866	769	439	3,275	1,254	2,024	406
Taylor		10,948	.0059	2,959	.0056	68	72	3,091	1,101	559	278	223	2,178	1,740	526	241

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



Have You Got HOLES In Your FLORIDA MARKET?

If you're trying to do a sell-job in Florida by buying the Jacksonville, Tampa and Miami papers, you've got a big hole in your Florida Market. What about Florida's Fourth Market—where 400,000 people have $500 million in buying power? That's your five rich Central Florida counties and the Orlando Sentinel-Star outnumbers any of Tampa, Miami or Jacksonville papers four to one in this area.

ORLANDO TOPS U.S. IN RETAIL SALES HIKE

A **100 per cent increase** in retail sales from 1948 to 1954 put Orlando ahead of every other metropolitan area in the nation, figures from Advertising Age have revealed.

Sales Management shows a **115.2 per cent increase in first 9 months of 1955.**

Are you covering this Market?

ORLANDO Sentinel-STAR

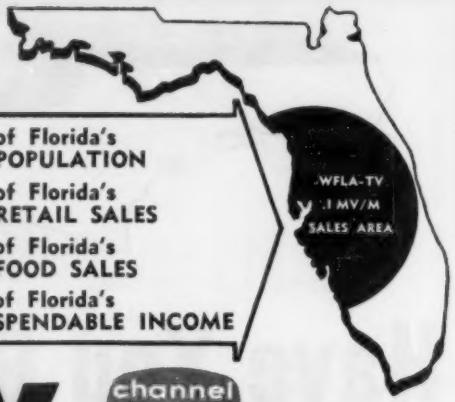
MARTIN ANDERSEN
Owner, Ad-Writer & Galley Boy

Nat. Rep. Burke, Kuipers & Mahoney

Orlando, Florida

WFLA-TV delivers FLORIDA'S BIG THIRD!

WFLA-TV gives you intensive coverage of this big, fast growing, year 'round market—the only Florida station that delivers unduplicated NBC live programming within its 100 mile radius.



WFLA-TV

NBC Basic (INTERCONNECTED)

National Representative: BLAIR-TV, Inc.

TAMPA-ST. PETERSBURG

channel 8 NBC

FLORIDA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Union		2,296	.0013	2,551	.0020	41	27	676	82	403	...	106	220	455	141	48
Volusia	194	116,200	.0826	3,860	.0543	97	112	23,180	13,205	11,120	7,389	7,258	20,713	9,472	8,749	5,339
△Daytona Beach		68,166	.0367		.0270	115	157	11,463	7,741	8,502	5,764	4,365	13,155	4,242	4,502	3,093
De Land		17,810	.0096		.0065	118	175	4,270	803	1,223	783	1,738	4,380	1,341	1,318	583
Wakulla		1,292	.0007	994	.0014	48	24	638	162	211	...	...	...	166	91	...
Walton		11,747	.0063	3,091	.0058	64	70	2,028	620	1,333	278	449	3,870	1,164	1,242	69
Washington		4,761	.0026	1,642	.0038	52	38	1,260	185	425	399	283	481	530	385	262
Total Above Cities		3,401,163	1.8330		1.3209	121	168	665,165	266,245	375,696	305,745	210,851	782,362	175,174	227,909	111,459
State Total		4,577,023	2.4668	4,161	2.1861	98	109	993,497	384,961	438,449	340,865	258,310	978,241	304,357	338,134	154,227

FLORIDA — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Daytona Beach	194	92.4	.0557	30.1	64.9	129,830	.0489	1,405	4,313
△Fort Lauderdale	204	172.6	.1041	53.4	135.3	274,650	.1034	1,591	5,143
Jacksonville	69	398.0	.2400	112.3	329.5	573,269	.2158	1,440	5,105
△Lakeland	217	160.1	.0965	45.5	98.2	200,119	.0753	1,250	4,398
Miami	90	743.7	.4485	229.2	711.0	1,389,015	.5219	1,864	6,047
Orlando	194	177.4	.1070	54.1	120.3	280,249	.0990	1,467	4,811
△Pensacola	238	163.4	.0985	43.8	113.9	202,703	.0763	1,241	4,660
Tampa-St. Petersburg	147	552.8	.3334	175.2	516.1	785,996	.2959	1,422	4,486
△West Palm Beach	258	165.6	.0999	52.4	127.2	244,832	.0922	1,478	4,672
Total Above Areas		2,826.0	1.5836	795.7	2,206.4	4,057,683	1.5277	1,545	5,099

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Daytona Beach	194	116,200	.0826	3,860	.0543	97	112	23,180	13,205	11,120	7,389	7,258	20,713	9,472	8,749	5,339
△Fort Lauderdale	204	275,980	.1457	5,168	.1172	113	143	56,199	29,721	22,350	24,249	19,458	56,056	14,710	18,710	10,468
Jacksonville	69	496,520	.2676	4,421	.2382	98	112	116,818	29,788	43,937	36,644	25,976	128,091	25,013	25,029	16,499
△Lakeland	217	165,635	.0993	3,640	.0838	87	93	42,151	8,324	12,329	9,825	10,107	36,710	13,085	13,827	5,081
Miami	90	1,133,071	.6107	4,944	.5338	119	136	234,589	123,892	114,589	109,381	66,851	230,577	59,223	75,580	39,813

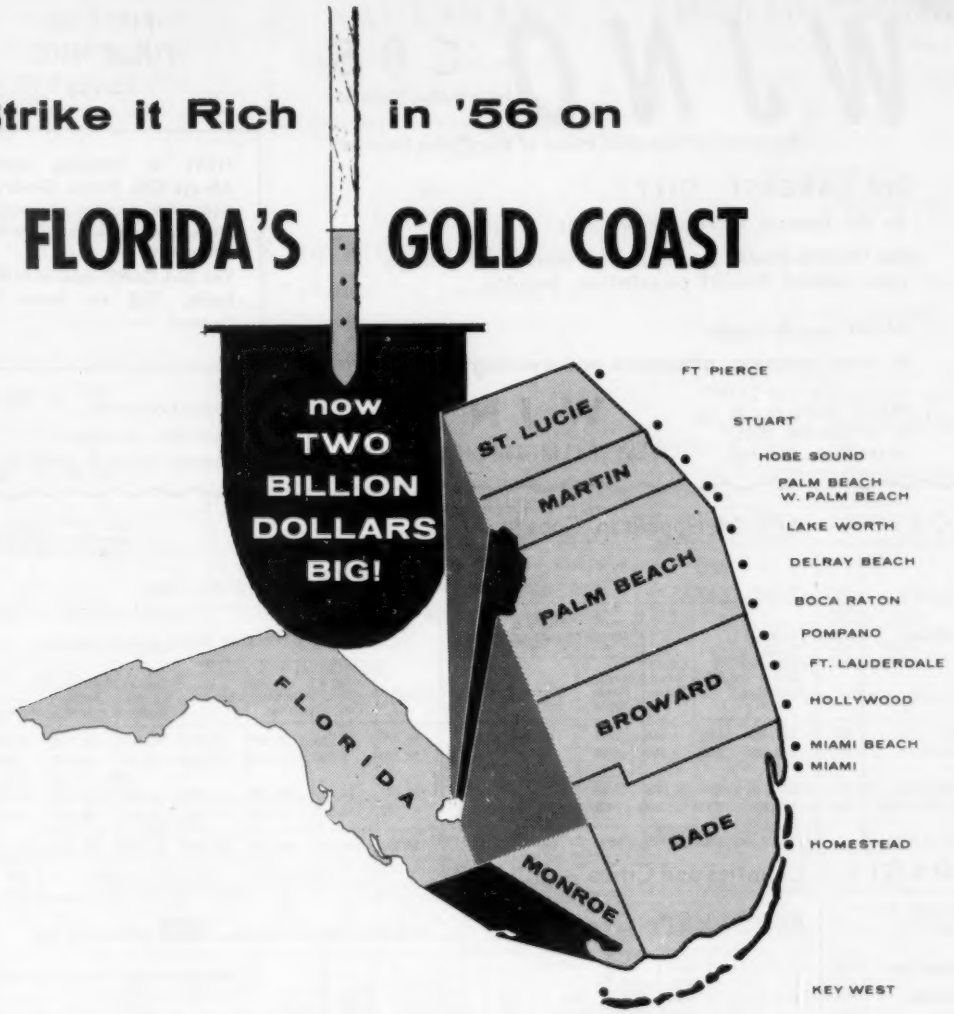
▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Strike it Rich in '56 on

FLORIDA'S GOLD COAST



THE MIAMI HERALD SELLS THE ENTIRE GOLD COAST AT ONE LOW COST

Florida's booming Gold Coast is now the nation's fastest-growing major market (U.S. Census)

- Over two billion dollars in buying power
- Population 1,170,000 plus 3 million tourists a year

The Miami Herald ALONE delivers the entire Gold Coast market

- Blanket coverage from Fort Pierce down to Key West
- It's the 2 to 1 choice of retail merchants!

See your SB&F man today

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JOHN S. KNIGHT, Publisher

STORY, BROOKS & FINLEY, National Representatives

EST. 1936

WJNO CBS Radio Network

"The most influential voice of the Palm Beaches"

3rd LARGEST CITY

on the famous Florida gold coast

On WJNO Radio you reap the benefit of a huge year around tourist population, besides.

WJNO *easily* leads

in total morning, afternoon and evening

WJNO Radio is a 20-year-old Habit in the Palm Beaches!

WJNO

WEST PALM BEACH, FLORIDA

FIRST by PULSE, INC. survey

FIRST in listening audience. Always CBS Radio. Quality station with proven coverage and strong selling power, locally and nationally.

You just CAN'T miss with WJNO Radio, CBS for Palm Beach County!

Represented Nationally by
Robert Meeker Associates
Southeastern: James S. Ayres Co.

FLORIDA — SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Orlando	104	253,430	.1366	4,684	.1113	104	128	48,570	15,813	29,448	27,672	13,960	51,725	18,048	21,157	7,292
△Pensacola	238	130,256	.0702	2,994	.0789	80	71	29,380	9,169	13,248	9,720	7,943	32,940	7,982	6,640	3,828
Tampa-St. Petersburg	147	681,146	.3671	3,888	.3247	97	110	139,031	54,903	101,456	35,755	32,303	138,822	39,670	52,962	23,756
△West Palm Beach	256	227,385	.1225	4,339	.1029	103	123	46,382	19,514	13,655	22,934	18,042	45,279	13,940	13,950	7,254
Total Above Areas		3,479,623	1.8753	4,373	1.6431	104	118	738,300	304,329	382,207	283,549	201,596	740,913	201,113	236,604	119,330

GEORGIA — Counties and Cities* — (Other South Atlantic States: Delaware, District of Columbia, Florida, Maryland, North Carolina, South Carolina, Virginia, West Virginia.)

Map, page 354

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Appling		13.5	.0081	3.1	3.3	8,978	.0034	665	2,896	5,157	3.5	2,568	61.3	35.4	26.4	35.2	10.0	20.5	2.3	8.9
Atkinson		7.2	.0044	1.7		4,975	.0019	691	2,926	2,698	2.0	2,442	61.5	37.3	28.1	39.4	9.7	20.9	.7	2.4
Bacon		8.8	.0053	2.2	2.5	6,680	.0025	759	3,036	3,972	2.5	2,692	58.4	32.1	27.3	34.7	12.0	23.6	2.3	9.6
Baker		5.4	.0032	1.1		3,147	.0012	583	2,861	4,117	1.3	2,361	67.4	42.3	25.3	36.7	5.8	12.9	1.5	8.1
Baldwin		32.8	.0198	5.2	28.5	21,341	.0080	651	4,104	2,421	7.0	3,065	51.7	25.0	28.0	31.2	15.7	27.1	4.6	16.7
Banks		6.1	.0037	1.8		3,603	.0014	591	2,402	1,612	1.8	2,307	65.4	42.0	27.6	41.0	6.4	14.7	.6	2.3

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*See page 363 for Cities and Outlets

Before using these figures, see explanation page 11.



Are you overlooking ME?

DID YOU KNOW THAT THE PURCHASE OF FOOD TAKES 40¢ OUT OF EVERY $1.00 I SPEND IN CENTRAL GEORGIA . . . AND I NOW HAVE 6 TIMES MORE DOLLARS THAN I HAD 10 YEARS AGO!

EXCELLENT SITES, ECONOMICAL DISTRIBUTION, AMPLE UTILITIES, GROWING MARKET AND RAW MATERIALS ARE BRINGING YOUR COMPETITOR HERE, SO WHY NOT YOU?

MACON, GA. INVITES YOUR INQUIRY!

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TOM GREENE, P. O. BOX 288, MACON, GA.
MACON AREA DEVELOPMENT COMMISSION

How to get full, accurate and *current* data on the South as a site of your branch office or plant . . .

See

ATLANTA

advertisement—page 357

SAVANNAH

Industrial Port of the South Atlantic

Industrial Survey Furnished on Request

By

SAVANNAH DISTRICT AUTHORITY

P.O. Box 768 Savannah, Ga.

MOULTRIE, GEORGIA

A Beautiful City where

Industries enjoy living and growing!

PLEASANT
PROSPEROUS
PROGRESS

Contact 100 CLUB
Box 512, MOULTRIE, GA.
Call Collect—Tel: 484

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THE LADY

ON

PAGE 352

MACON AREA DEVELOPMENT COMMISSION

TOM GREENE, Executive Director

BOX 288—MACON, GA.

These organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

THESE HAVE DECIDED ON

ALBANY, GEORGIA

Coats & Clark —Thread
Merck & Company—Fine Chemicals
Gulistan —Carpets
Swift & Company —Vegetable Oil
Maxwell Bros. —Corrugated Boxes
Armour & Co. —Fertilizer

WHY NOT YOU—SOON?

Telephone or Wire Collect:

F. WM. BROOME, MGR.
INDUSTRIAL COMMITTEE

P. O. Box 180 Albany, Georgia

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

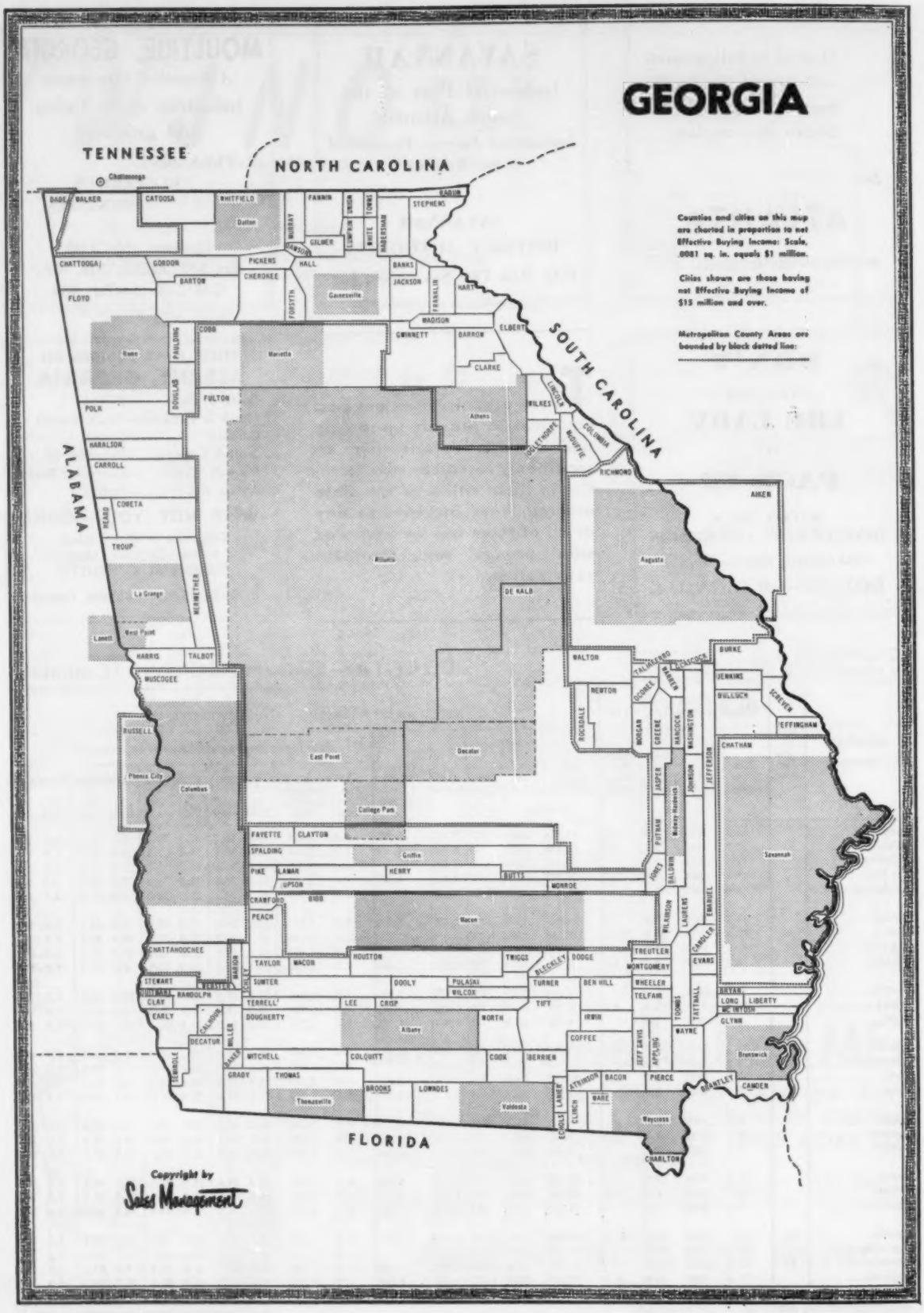
GEORGIA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Barrow		13.0	.0078	3.5	4.8	11,713	.0044	901	3,347	3,862	4.0	2,930	50.9	25.7	30.3	35.4	15.5	28.0	3.3	10.9
Bartow		27.7	.0168	7.1	8.2	26,910	.0101	971	3,790	4,516	7.9	3,426	43.3	18.7	31.5	31.5	19.8	30.5	5.4	19.3
Cartersville		8.2	.0049	2.4		11,589	.0044	1,413	4,829		2.9	3,961	36.2	13.5	32.0	27.7	23.4	31.2	8.4	27.6
Ben Hill		14.5	.0087	3.9	8.6	12,954	.0049	893	3,322	3,667	4.2	3,101	50.0	23.9	28.5	31.5	17.0	29.0	4.5	15.6
Fitzgerald		8.6	.0052	2.7		9,417	.0035	1,095	3,488		2.9	2,202	46.2	20.8	28.9	30.0	19.8	31.8	5.1	17.4
Berrien		13.1	.0079	3.1	3.3	10,447	.0039	797	3,370	8,309	3.8	2,947	52.7	26.5	30.5	35.4	12.9	23.1	3.9	15.0
Bibb	86	128.0	.0772	36.9	106.6	177,544	.0669	1,387	4,811	3,665	43.4	4,094	35.1	12.7	29.9	25.0	25.6	33.1	9.4	29.2
▲Macon		51.9	.0494	24.7		123,960	.0467	1,514	5,019		30.4	4,083	36.8	13.3	29.8	28.1	23.9	30.9	9.5	30.7
Bleckley		8.5	.0051	2.2	3.2	6,365	.0024	749	2,893	3,409	2.5	2,595	60.3	34.4	28.9	38.2	8.2	16.6	2.6	10.8
Brantley		6.5	.0039	1.5		4,084	.0015	628	2,723	2,001	1.5	2,758	53.8	29.0	30.9	38.4	13.4	25.6	1.9	7.0
Brooks		16.6	.0101	3.8	4.4	12,322	.0046	742	3,243	8,048	4.5	2,731	60.9	33.1	26.4	33.1	9.3	17.9	3.4	15.9
Bryan		6.2	.0037	1.4		4,868	.0019	785	3,477	1,508	1.7	2,794	53.8	28.6	31.9	39.1	11.7	22.0	2.6	10.3
Bulloch		23.3	.0140	5.8	6.7	18,468	.0069	793	3,184	12,943	6.9	2,684	62.4	34.5	24.1	30.6	10.1	19.9	3.4	15.0
Statesboro		6.7	.0040	2.0		7,170	.0027	1,070	3,585		2.1	3,390	50.2	21.9	28.5	28.8	15.0	23.4	6.3	25.9
Burke		22.0	.0133	5.6	4.3	15,205	.0058	691	2,715	7,527	6.6	2,320	71.8	45.8	19.8	29.2	6.6	15.1	1.8	9.9
Butts		8.9	.0054	2.2		7,422	.0027	834	3,374	1,928	2.6	2,894	54.3	27.8	26.6	31.4	16.1	29.5	3.0	11.3
Calhoun		8.2	.0049	2.1		6,201	.0024	756	2,953	5,379	2.8	2,432	69.0	42.0	20.7	29.2	8.0	17.5	2.3	11.3
Camden		8.3	.0050	2.3		8,488	.0032	1,023	3,690	763	2.6	3,308	49.3	22.1	26.1	27.0	19.6	31.3	5.0	19.6
Candler		7.3	.0044	1.8		5,988	.0022	820	3,327	4,184	2.2	2,714	62.1	33.9	23.6	30.0	11.0	21.4	3.1	14.7
Carroll		32.8	.0198	8.6	7.5	29,685	.0112	905	3,373	5,124	9.8	3,029	50.0	24.4	31.1	35.3	15.1	26.3	3.8	14.0
Catoosa		16.6	.0101	4.4	2.4	18,156	.0068	1,081	4,126	2,652	4.7	3,872	29.9	11.5	34.4	30.4	28.9	39.4	6.8	18.7
Charlton		4.6	.0028	1.1		4,443	.0017	966	4,039	806	1.3	3,479	44.6	19.0	35.1	34.6	14.9	22.6	5.4	23.8
Chatham	132	164.5	.0992	48.4	141.5	228,409	.0860	1,389	4,719	3,175	57.4	3,982	37.1	13.8	29.9	25.7	24.0	31.9	9.0	28.6
▲Savannah		129.8	.0783	38.8		183,889	.0692	1,417	4,739		45.8	4,015	36.6	13.5	30.1	25.6	24.1	31.8	9.2	29.1
1Chattahoochee	32	43.9	.0265	1.6		81,273	.0306	1,851	50,796	136	41.5	1,960	84.5	63.9	10.0	17.5	4.2	11.3	1.3	7.3
Chattooga		21.9	.0132	5.6	7.3	23,582	.0089	1,077	4,288	2,248	6.7	3,537	38.9	15.5	33.6	32.4	23.7	35.4	3.8	16.7

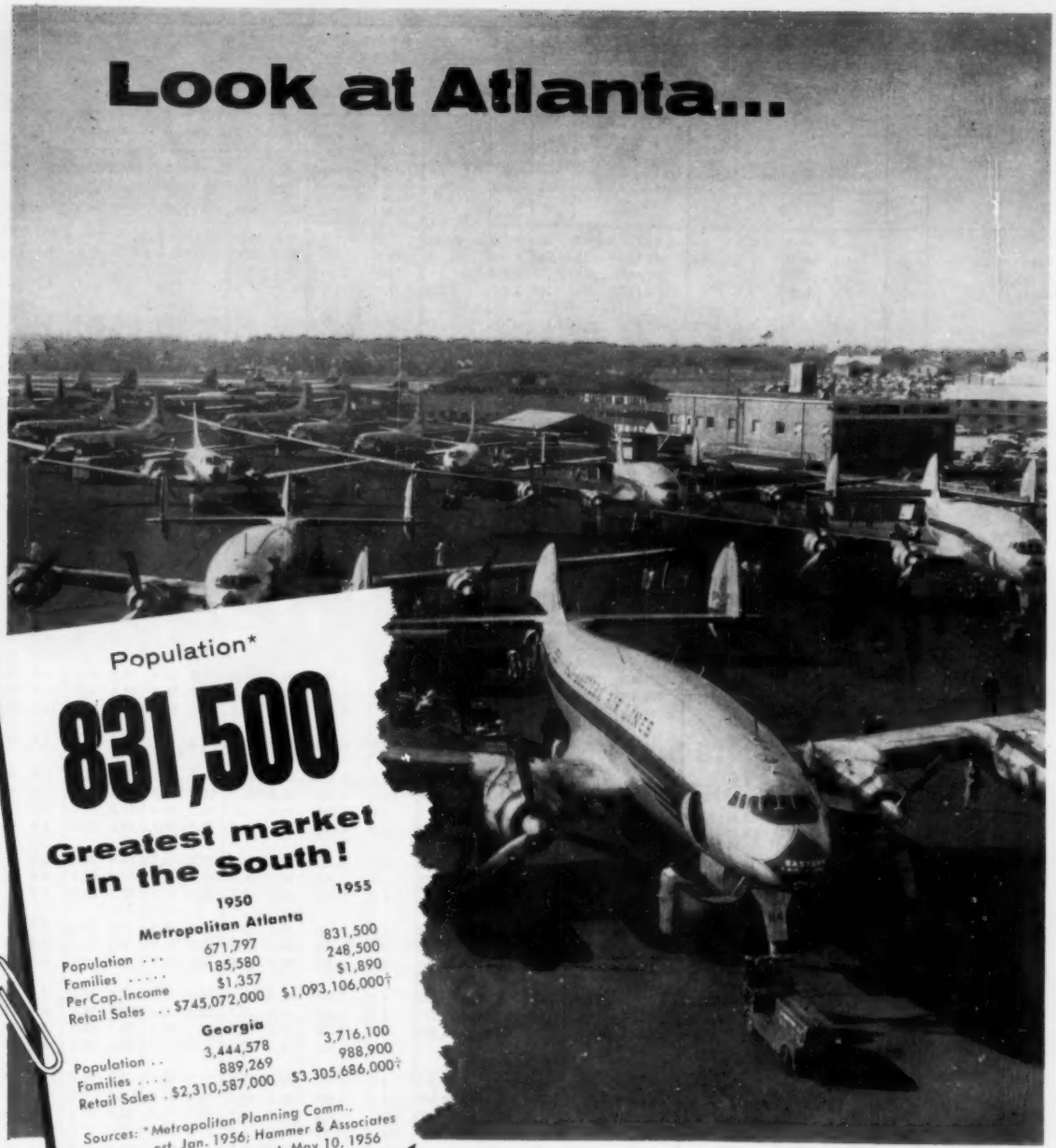
1. Military Personnel at Fort Benning are not included in Per Family estimates unless living off the post.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.


GEORGIA
TENNESSEE
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
FLORIDA
Chattanooga
Dalton
Gainesville
Rome
Marietta
Athens
Atlanta
Augusta
Columbus
Macon
Albany
Savannah
Brunswick
Valdosta
Thomasville
Waycross
East Point
Decatur
College Park
Griffin
West Point
La Grange
Phenix City
Milledgeville
Statesboro
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0081 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
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Sales Management

Look at Atlanta...



Population*

831,500

Greatest market in the South!

	1950	1955
Metropolitan Atlanta		
Population	671,797	831,500
Families	185,580	248,500
Per Cap. Income	$1,357	$1,890
Retail Sales	$745,072,000	$1,093,106,000†
Georgia		
Population	3,444,578	3,716,100
Families	889,269	988,900
Retail Sales	$2,310,587,000	$3,305,686,000†

Sources: *Metropolitan Planning Comm., est. Jan. 1956; Hammer & Associates
†Sales Management, May 10, 1956

The Atlanta Journal
Covers Dixie Like the Dew

THE ATLANTA CONSTITUTION
The South's Standard Newspaper

Represented by Kelly-Smith Co.

Atlanta ranks 8th in the nation in air passenger arrivals and departures. 2,166,773 travelers used this Municipal Airport in 1955 — an increase of 80% over 1954; of 283% over 1950.

These gains show up in air mail: 19,072,147 lbs. in 1955, up 125% in five years. Air express was 19,214,498 lbs., up 144%, and air freight, 32,567,815 lbs., up 103% over 1950.

Fourteen major transport routes radiate from Atlanta. 257 scheduled planes arrive and depart daily. Sell and serve the bustling Georgia market by using the South's largest newspapers.

Circulation: 441,825 Daily • 493,042 Sunday (A. B. C. 9/30/55)

GEORGIA — Counties and Cities — (Continued)

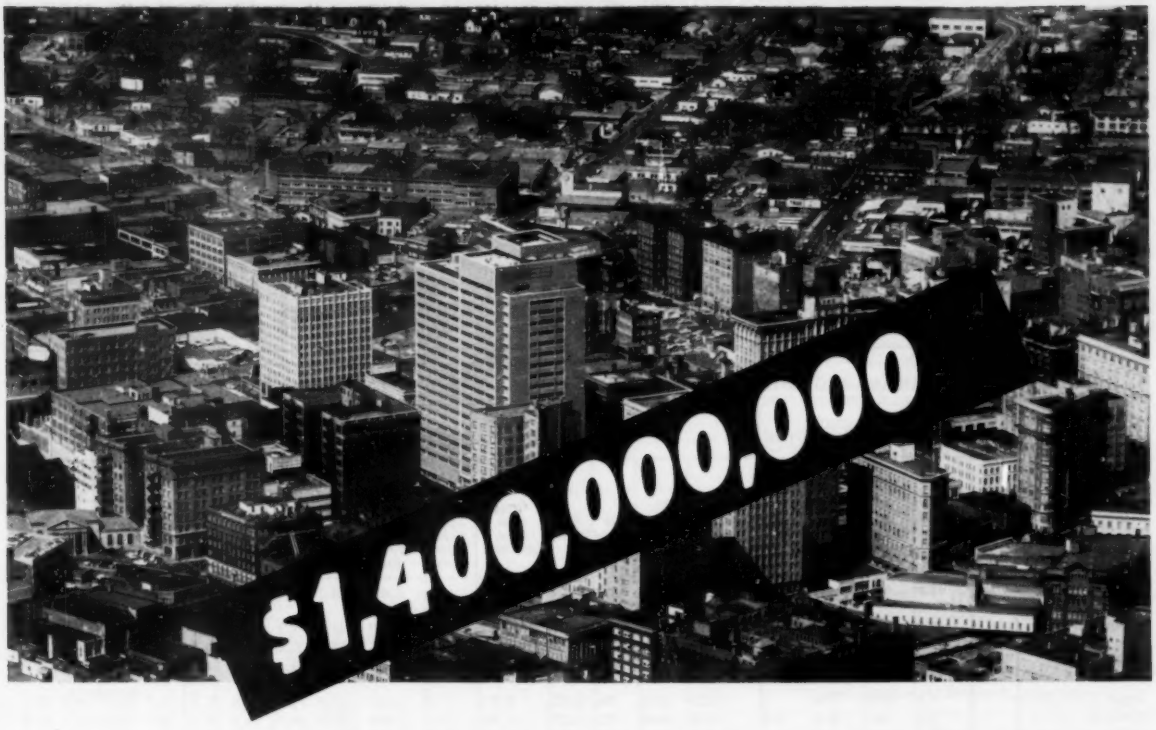
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Cherokee		20.9	.0126	5.3	2.8	18,770	.0071	898	3,542	20,885	6.0	3,103	46.0	22.0	33.2	36.7	17.2	29.2	3.6	12.1
Clarke		41.0	.0247	10.9	34.0	56,591	.0213	1,380	5,192	1,856	16.6	3,412	50.7	22.0	25.0	25.1	17.8	27.6	6.5	25.3
Athens		34.0	.0205	8.9		50,940	.0192	1,498	5,724		15.0	3,396	51.2	22.3	24.7	24.9	17.6	27.4	6.5	25.4
Clay		5.2	.0032	1.3		3,786	.0014	724	2,897	3,623	1.4	2,610	64.0	36.3	23.6	31.0	8.7	17.7	3.7	15.0
Clayton		28.8	.0173	7.6	8.2	39,579	.0149	1,374	5,208	1,705	9.2	4,298	26.6	9.2	30.5	24.2	33.3	41.0	9.6	25.6
Clinch		5.9	.0036	1.5		6,101	.0023	1,034	4,067	1,054	1.8	3,301	53.1	23.8	29.0	30.1	11.5	18.4	6.4	27.7
Cobb	S	78.7	.0475	21.4	30.9	102,764	.0387	1,306	4,802	3,061	23.8	4,326	27.8	9.5	31.1	24.7	30.9	37.7	10.2	28.1
Marietta		28.5	.0172	8.1		43,800	.0165	1,537	5,407		9.4	4,663	24.9	7.9	29.4	21.6	33.1	37.5	12.6	33.0
Coffee		24.4	.0147	5.6	8.9	19,577	.0073	802	3,496	9,491	7.1	2,744	57.6	31.1	27.1	33.7	12.4	23.9	2.9	11.3
Douglas		8.8	.0053	2.4		9,588	.0036	1,090	3,995		3.2	2,991	53.2	26.4	28.1	32.2	14.7	25.9	4.0	15.5
Colquitt		36.2	.0218	9.2	13.1	33,910	.0128	937	3,686	14,409	10.5	3,237	47.9	21.9	31.9	33.8	15.3	24.9	4.9	19.4
Moultrie		13.1	.0079	3.8		16,109	.0061	1,230	4,239		4.5	3,593	42.3	17.4	34.0	32.3	17.4	25.7	6.4	24.6
Columbia		9.2	.0056	2.3		8,087	.0031	879	3,516	1,801	2.4	3,384	45.0	19.8	32.4	33.0	16.7	25.2	5.9	21.0
Cook		11.8	.0071	3.0	2.7	9,234	.0034	783	3,079	6,323	3.2	2,903	54.1	27.6	31.1	36.7	11.1	20.1	3.7	15.6
Coweta		27.1	.0163	7.3	11.7	23,797	.0090	878	3,260	3,294	7.4	3,232	48.2	21.2	34.1	36.0	15.5	25.4	4.2	17.4
Newnan		11.7	.0071	3.3		13,008	.0049	1,112	3,942		3.8	3,432	44.2	19.1	34.4	34.3	16.0	24.7	5.4	21.9
Crawford		5.5	.0033	1.2		4,298	.0016	781	3,582	1,513	1.5	2,875	60.2	31.0	27.9	33.3	8.2	15.0	3.7	20.7
Crisp		17.5	.0106	4.8	10.5	15,209	.0057	869	3,169	6,495	5.1	2,972	57.1	28.5	25.2	29.0	13.1	23.3	4.6	19.2
Cordele		10.5	.0063	3.4		11,150	.0042	1,062	3,279		3.5	3,188	54.2	25.2	25.2	27.1	15.0	24.8	5.6	22.9
Dade		6.4	.0051	1.7		6,298	.0024	750	3,704	716	2.1	2,968	51.7	25.8	27.1	31.2	17.9	31.9	3.3	11.1
Dawson		3.1	.0018	.7		1,887	.0007	609	2,696	2,510	.9	2,144	75.8	52.4	16.0	28.8	4.9	12.0	1.3	6.8
Decatur		23.5	.0142	6.3	7.7	21,409	.0081	911	3,399	8,420	7.1	3,024	52.0	25.5	28.6	32.4	15.3	26.7	4.1	15.4
De Kalb	S	188.8	.1018	49.4	122.0	336,198	.1256	1,993	6,806	3,102	57.6	5,835	22.2	5.6	22.7	13.4	34.1	30.9	21.0	50.1
Decatur		25.3	.0153	7.7		54,396	.0205	2,150	7,064		8.7	6,245	23.1	5.5	21.6	11.9	30.8	26.0	24.5	56.6
1▲Atlanta																				
Dodge		16.2	.0098	4.0	3.3	12,437	.0048	768	3,109	6,149	4.6	2,863	58.8	33.0	27.2	34.7	10.4	20.6	2.6	11.7
Dooly		12.9	.0078	3.2		8,832	.0034	685	2,760	7,701	3.6	2,422	68.4	41.8	22.0	31.1	7.6	16.6	2.0	10.5
Dougherty		54.5	.0328	15.1	43.6	72,335	.0272	1,327	4,790	3,684	18.6	3,895	41.5	15.8	28.0	24.6	21.3	28.9	9.2	30.7
Albany		43.6	.0263	12.8		59,260	.0223	1,359	4,630		14.8	3,992	40.0	14.8	28.5	24.4	21.8	28.9	9.7	31.9
Douglas		12.7	.0077	3.1	3.8	10,556	.0040	831	3,405	971	3.3	3,185	47.9	22.3	28.9	31.1	18.7	31.0	4.5	15.6
Early		16.6	.0100	4.1	3.2	12,474	.0047	751	3,042	11,385	4.5	2,761	62.1	33.3	22.6	28.1	11.4	21.8	3.9	16.8
Echols		2.4	.0014	.5		1,766	.0006	736	3,532	935	.7	2,545	60.4	35.2	25.7	34.7	12.7	26.3	1.2	3.8
Effingham		8.9	.0054	2.2		6,940	.0027	780	3,155	1,920	2.6	2,717	59.2	32.3	25.1	31.7	12.2	23.7	3.5	12.3
Elbert		17.4	.0105	4.5	6.4	15,970	.0060	918	3,549	2,784	4.9	3,233	49.4	22.7	28.0	29.6	17.3	26.3	5.3	19.4
Emanuel		17.6	.0106	4.4	3.9	13,694	.0051	778	3,112	7,025	5.3	2,588	62.3	35.7	25.6	33.8	9.7	19.8	2.4	10.7
Evans		6.1	.0037	1.5		4,041	.0015	662	2,694	2,689	1.6	2,532	62.5	36.6	26.5	35.7	8.9	18.6	2.1	9.1
Fannin		14.8	.0089	3.6		13,211	.0050	893	3,670	768	4.1	3,215	45.0	20.7	30.7	32.8	20.1	33.0	4.2	13.5
Fayette		7.8	.0047	1.9		7,053	.0027	904	3,712	2,816	2.2	3,279	48.0	21.7	28.8	30.1	17.5	28.2	5.7	20.0
Floyd		67.3	.0406	18.0	36.9	83,703	.0315	1,244	4,650	3,884	21.1	3,974	37.0	13.8	29.6	25.4	24.8	33.0	8.5	27.8
Rome		33.7	.0203	10.2		49,610	.0187	1,472	4,864		11.8	4,205	34.9	12.3	29.4	24.0	25.7	32.3	10.0	31.4
Forsyth		10.8	.0065	2.7		6,444	.0024	597	2,387	9,311	2.9	2,210	72.3	48.5	21.0	32.5	5.3	12.7	1.4	6.3
Franklin		13.0	.0079	3.3		9,417	.0036	724	2,854	3,981	3.7	2,549	62.3	36.2	26.6	35.8	8.6	17.8	2.5	10.2
Fulton	S	531.4	.3205	152.9	464.4	922,129	.3471	1,735	6,031	5,990	195.2	4,723	31.0	9.7	29.3	21.3	26.0	29.1	13.7	39.9
1▲Atlanta		490.0	.2955	142.9		882,138	.3321	1,800	6,173		184.2	4,790	30.4	9.4	28.6	20.5	26.8	29.5	14.2	40.6
East Point		28.7	.0173	8.3		52,249	.0197	1,821	6,295		9.8	5,335	22.6	6.3	24.9	16.0	34.4	34.0	18.1	43.7
College Park		17.4	.0105	4.8		31,839	.0120	1,830	6,633		5.9	5,381	16.7	4.6	24.2	15.4	41.3	40.5	17.8	39.5
Gilmer		9.6	.0057	2.4		5,750	.0022	599	2,396	1,157	2.3	2,488	61.2	36.5	29.7	40.8	7.4	15.8	1.7	5.9
Glascock		3.0	.0019	.7		1,670	.0006	557	2,386	1,356	.7	2,230	70.9	47.1	23.7	36.3	4.5	10.8	.9	5.8
Glynn		34.1	.0205	9.4	28.4	43,374	.0164	1,272	4,614	703	11.3	3,854	37.2	14.3	31.6	28.1	23.6	32.3	7.6	25.3
Brunswick		22.4	.0135	6.3		30,000	.0113	1,339	4,762		7.8	3,835	37.2	14.4	32.3	28.8	22.8	31.4	7.7	25.4
Gordon		18.5	.0112	4.8	3.2	14,349	.0054	776	2,989	4,436	5.0	2,853	51.7	26.9	32.8	39.3	12.9	23.9	2.6	9.9
Grady		18.4	.0111	4.7	5.6	14,683	.0055	798	3,124	9,372	5.2	2,824	55.5	29.1	29.5	35.8	11.8	22.0	3.2	13.1
Greene		12.0	.0072	2.9	2.6	8,624	.0033	735	3,043	2,219	3.0	2,926	53.7	27.2	28.0	32.8	14.9	26.8	3.4	13.2
Gwinnett		32.9	.0199	8.6	7.0	31,305	.0118	952	3,640	4,639	9.3	3,356	42.9	18.9	31.1	31.8	20.8	32.7	5.2	16.6
Habersham		16.9	.0101	4.2		14,936	.0056	884	3,556	2,064	5.2	2,848	51.2	26.6	32.1	38.7	14.4	26.7	2.3	8.0
Hall		42.5	.0257	11.3	16.0	45,585	.0172	1,073	4,034	11,901	12.7	3,576	41.4	17.2	31.5	30.1	20.9	30.9	6.2	21.8
Gainesville		16.0	.0096	4.7		21,667	.0082	1,354	4,610		5.7	3,801	40.3	15.7	30.8	27.8	21.6	30.0	7.3	26.5
Hancock		9.7	.0058	2.2		5,323	.0020	549	2,420	2,550	2.3	2,276	71.5	46.5	20.7	31.1	6.4	14.8	1.4	7.6
Haralson		14.9	.0090	3.7	2.9	13,789	.0052	932	3,727	2,062	4.2	3,248	45.9	20.9	30.1	31.8	18.9	30.7	5.1	16.6
Harris		11.0	.0066	2.7		8,535	.0032	776	3,161	2,382	2.9	2,989	56.0	27.8	27.4	31.4	12.5	22.0	4.1	18.8
Hart		13.5	.0081	3.3	2.8	10,502	.0040	778	3,182	4,642	3.9	2,698	57.8	31.8	26.8	33.9	13.3	26.1	2.1	8.2
Heard		6.3	.0038	1.8		4,147	.0015	658	2,765	1,236	1.7	2,470	62.7	37.6	27.9	38.7	7.7	16.4	1.7	7.3

1 Atlanta is in De Kalb and Fulton Counties.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.



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GEORGIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Henry		15.9	.0096	3.8		11,813	.0044	724	3,030	4,172	3.9	2,942	54.7	27.6	24.9	28.8	16.7	30.1	3.7	13.5
Houston	80	27.2	.0164	7.0	15.6	31,451	.0118	1,156	4,483	5,380	8.4	3,747	37.2	14.7	28.1	25.7	27.2	38.4	7.5	21.2
Irwin		11.0	.0067	2.4	2.5	8,263	.0031	753	3,451	8,670	2.8	2,991	57.3	28.4	26.7	30.5	11.5	20.4	4.5	20.7
Jackson		17.8	.0108	4.5	3.2	14,824	.0056	828	3,294	6,056	5.1	2,913	51.8	26.4	31.5	37.0	13.2	23.9	3.5	12.7
Jasper		6.8	.0041	1.6		5,403	.0029	795	3,377	3,274	1.9	2,844	61.3	32.0	22.9	27.5	11.7	21.8	4.1	18.7
Jeff Davis		9.5	.0057	2.4	2.8	6,858	.0026	722	2,857	4,308	2.6	2,684	58.5	32.3	30.2	38.5	9.0	17.6	2.3	11.6
Jefferson		17.5	.0105	4.3		12,561	.0047	718	2,921	5,731	4.9	2,538	63.9	37.3	24.7	33.4	9.2	19.1	2.2	10.2
Jenkins		9.4	.0057	2.3	3.2	7,087	.0027	754	3,081	4,164	2.7	2,593	66.0	37.7	21.4	28.3	9.2	18.7	3.4	15.3
Johnson		8.9	.0054	2.4		6,065	.0023	681	2,527	3,900	2.6	2,353	69.9	44.0	21.5	31.2	6.7	15.2	1.9	9.6
Jones		6.8	.0041	1.6		5,442	.0020	800	3,401	1,607	1.8	3,068	55.2	26.7	27.3	30.4	11.6	20.0	5.9	22.9
Lamar		9.7	.0058	2.4	4.0	10,571	.0040	1,090	4,408	1,576	3.0	3,560	41.6	17.3	30.3	29.2	21.4	31.7	6.7	21.8
Lanier		3.0	.0030	1.3		3,690	.0014	738	2,838	2,566	1.4	2,657	61.6	34.3	27.0	35.0	8.4	16.7	3.0	14.0
Laurens		30.3	.0183	7.6	11.8	23,338	.0088	770	3,071	10,031	8.8	2,661	61.2	34.1	24.7	31.7	11.0	21.9	3.1	12.3
Dublin		11.8	.0071	3.5		12,641	.0048	1,071	3,612		4.1	3,082	51.2	24.6	27.8	30.9	16.1	27.6	4.9	16.9
Lee		6.6	.0038	1.4		3,739	.0014	623	2,671	4,803	1.6	2,411	69.2	42.5	20.8	29.6	7.7	17.0	2.3	10.9
Liberty		8.9	.0054	2.2		5,772	.0022	649	2,624	894	2.2	2,614	60.0	34.0	27.9	36.6	10.0	20.1	2.1	9.3
Lincoln		5.8	.0035	1.3		4,421	.0016	762	3,401	976	1.7	2,632	58.9	33.2	27.9	36.2	10.8	21.8	2.4	8.8
Long		3.7	.0022	.9		2,667	.0010	721	2,963	522	1.1	2,497	64.0	38.0	25.5	35.6	8.3	17.6	2.2	9.4
Lowndes		44.1	.0268	11.9	28.2	46,744	.0176	1,060	3,928	7,233	13.8	3,389	48.0	21.0	28.2	28.4	17.5	27.3	6.3	23.3
Valdosta		28.2	.0170	8.1		34,718	.0131	1,231	4,286		9.9	3,494	47.0	19.9	28.2	27.7	17.8	26.9	7.0	25.5
Lumpkin		6.9	.0042	1.5		5,665	.0022	824	3,790	3,352	2.3	2,508	66.3	39.2	22.2	30.4	9.3	19.7	2.2	10.7
McDuffie		11.7	.0070	3.0	3.7	10,880	.0041	930	3,627	2,135	3.5	3,134	52.2	24.7	26.6	29.1	16.0	27.0	5.2	19.2
McIntosh		6.4	.0039	1.6		4,869	.0018	761	3,043	144	1.7	2,940	62.0	31.3	24.0	28.0	8.5	15.2	5.5	25.5
Macon		13.2	.0080	3.2	2.8	9,487	.0036	719	2,965	5,491	3.8	2,477	67.7	40.5	20.4	28.2	9.3	19.8	2.6	11.5
Madison		11.2	.0067	2.7		8,372	.0031	748	3,101	3,854	3.2	2,651	58.8	32.9	29.1	37.5	9.9	19.8	2.2	9.8
Marion		6.4	.0039	1.4		3,717	.0014	581	2,655	1,643	1.5	2,411	67.9	41.8	23.7	33.7	6.3	13.8	2.1	10.7
Meriwether		20.5	.0123	5.2	3.9	17,942	.0068	875	3,450	5,277	5.7	3,127	52.1	24.7	28.0	28.5	16.6	28.9	5.3	18.8
Miller		6.4	.0051	2.1		5,346	.0024	755	3,022	6,134	2.4	2,633	62.7	35.3	25.5	33.2	8.8	17.6	3.0	13.9
Mitchell		22.0	.0133	5.3	8.1	17,307	.0065	787	3,265	11,885	6.1	2,839	58.4	30.5	25.5	30.8	12.0	22.3	4.1	16.4
Monroe		10.2	.0061	2.5	3.1	10,141	.0038	994	4,086	2,838	3.2	3,130	52.3	24.7	26.8	29.1	16.4	27.7	4.8	18.5
Montgomery		7.2	.0044	1.6		4,823	.0018	642	2,889	2,920	1.9	2,447	66.2	40.1	24.5	34.3	6.8	14.3	2.7	11.3
Morgan		10.5	.0063	2.6		7,823	.0029	745	3,009	5,947	2.7	2,875	61.5	31.7	24.9	29.6	9.3	17.1	4.3	21.6
Murray		10.6	.0064	2.5		8,588	.0030	760	3,222	2,281	2.9	2,773	54.3	29.0	31.7	39.1	11.3	21.5	2.7	10.4
1Muscogee	32	133.8	.0807	35.7	109.7	211,653	.0797	1,582	5,929	1,198	50.5	4,189	34.9	12.4	29.7	24.2	25.7	32.4	9.7	31.0
▲Columbus		93.9	.0566	26.6		140,159	.0528	1,493	5,269		32.1	4,360	32.8	11.2	30.2	23.6	26.4	32.0	10.6	33.2
Newton		20.2	.0122	5.1	8.6	21,170	.0080	1,048	4,151	3,447	6.0	3,507	38.6	16.3	35.1	34.3	21.6	32.6	4.7	16.8
Oconee		6.8	.0041	1.6		4,900	.0018	706	3,000	2,955	1.8	2,868	59.6	33.1	28.4	36.5	9.2	18.3	2.8	12.1
Oglethorpe		6.9	.0053	2.2		6,395	.0024	719	2,907	3,135	2.5	2,571	62.4	36.0	24.5	32.6	10.7	21.9	2.4	9.5
Paulding		10.9	.0068	2.7		7,815	.0030	717	2,894	1,590	2.8	2,750	56.1	30.2	27.7	34.5	13.6	26.1	2.6	9.2
Peach		11.9	.0072	3.0	7.0	12,240	.0046	1,029	4,080	3,564	4.1	2,988	56.8	28.2	25.5	29.2	12.8	22.7	4.9	19.9
Pickens		8.6	.0052	2.2		6,945	.0028	806	3,157	2,162	2.4	2,932	48.0	24.2	35.2	41.2	14.4	26.0	2.4	8.6
Pierce		10.3	.0062	2.4		7,443	.0028	723	3,101	5,290	2.6	2,890	55.7	26.5	27.7	32.9	12.1	22.1	4.5	16.5
Pike		7.8	.0047	1.8		5,707	.0021	732	3,171	3,295	2.1	2,700	59.1	32.4	26.5	33.6	11.7	22.9	2.7	11.1

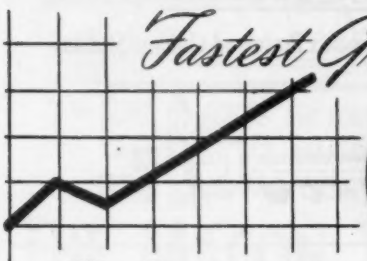
1 Information received too late for inclusion in the above tables indicates that Muscogee County had a population of 149,000 as of Jan. 1, 1956.

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Before using these figures, see explanation page 11.
▲ and △ See end of state for SM Metropolitan County Areas.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

GEORGIA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Polk		31.3	.0189	8.0	13.6	29,693	.0112	949	3,712	2,687	8.7	3,400	38.4	16.8	36.1	38.3	21.0	32.7	4.5	14.2
Cedartown		10.0	.0060	2.8		11,752	.0044	1,175	4,197		3.1	3,838	30.5	11.8	36.7	32.7	26.1	36.0	6.7	19.5
Pulaski		8.0	.0048	2.1	3.1	6,787	.0026	848	3,232	3,937	2.4	2,863	57.4	29.7	23.8	28.5	14.3	26.4	4.5	15.4
Putnam		7.0	.0042	1.8	2.8	5,873	.0022	839	3,671	2,948	1.9	3,154	50.7	23.8	27.6	30.0	17.1	28.7	4.6	17.5
Quitman		2.9	.0018	.8		1,827	.0007	630	2,294	1,126	.7	2,573	62.8	36.2	26.0	34.4	9.4	19.4	1.8	10.0
Rabun		7.2	.0043	1.7		5,284	.0019	734	3,108	573	2.1	2,537	63.5	37.1	23.8	32.2	10.5	21.8	2.2	8.9
Randolph		12.2	.0074	3.0	3.0	9,686	.0037	794	3,229	6,320	3.7	2,614	64.5	36.6	24.5	32.1	7.3	14.8	3.7	16.5
Richmond	10	166.2	.1002	44.4	130.3	238,206	.0889	1,421	5,320	[2,483	61.0	3,874	38.7	14.8	30.3	26.7	22.4	30.6	8.6	27.9
▲Augusta		98.5	.0594	28.1		135,005	.0508	1,371	4,804		34.6	3,902	38.1	14.5	31.1	27.3	22.1	29.9	8.7	28.3
Rockdale		6.8	.0053	2.2		7,872	.0030	895	3,578	999	2.4	3,350	43.7	19.3	34.1	34.9	16.6	26.2	5.6	19.6
Schley		3.4	.0021	.8		2,440	.0009	718	3,050	1,820	.9	2,648	58.5	32.7	27.7	36.0	11.1	22.1	2.7	9.2
Screven		17.0	.0102	4.2	2.8	10,357	.0039	609	2,468	5,620	4.4	2,372	69.5	43.5	21.1*	30.4	7.2	18.0	2.2	10.1
Seminole		7.7	.0047	1.9	2.5	6,361	.0024	826	3,348	5,478	2.1	3,015	57.1	28.0	27.8	31.5	10.8	18.9	4.5	21.6
Spalding		32.3	.0194	8.8	19.3	41,117	.0155	1,273	4,672	2,624	10.1	4,072	31.5	11.4	32.3	27.2	27.6	35.8	8.6	25.6
Griffin		15.1	.0091	4.3		21,634	.0081	1,433	5,031		5.1	4,245	32.2	11.2	32.5	26.3	24.8	30.8	10.5	31.7
Stephens		18.3	.0111	4.8	7.6	19,209	.0072	1,050	4,002	1,068	5.6	3,481	40.9	17.5	31.0	30.8	22.6	34.4	5.5	17.3
Stewart		8.5	.0051	2.1		5,778	.0022	680	2,751	2,878	2.3	2,487	69.6	41.8	20.4	28.2	7.3	15.7	2.7	14.3
Sumter		23.5	.0142	6.3	12.7	22,029	.0083	937	3,497	8,664	7.4	2,996	56.8	28.1	23.9	27.3	14.5	25.6	4.8	19.0
Americus		12.7	.0077	3.9		14,629	.0055	1,152	3,751		4.4	3,315	49.9	22.3	26.0	26.8	17.9	28.6	6.2	22.3
Talbot		7.4	.0044	1.8	.1	4,944	.0018	668	2,747	1,156	1.9	2,599	63.4	36.1	26.3	34.6	7.5	15.2	2.8	14.1
Taliaferro		4.0	.0024	.9		2,676	.0011	669	2,973	[937	1.1	2,503	63.4	37.4	24.5	33.5	9.8	20.7	2.3	8.4
Tattnall		14.9	.0090	3.5		9,749	.0036	654	2,785	6,916	3.9	2,486	61.6	36.7	28.4	39.1	8.5	18.1	1.5	6.1
Taylor		8.4	.0051	2.2		5,920	.0023	705	2,691	3,533	2.4	2,448	65.3	39.5	23.4	32.9	9.6	20.6	1.7	7.0
Telfair		11.8	.0070	2.8		9,500	.0035	819	3,393	4,053	3.4	2,779	60.3	32.2	26.3	32.4	10.0	19.0	3.4	16.4
Terrell		12.9	.0078	3.1	4.0	10,000	.0038	780	3,245	6,787	3.8	2,682	63.8	35.3	22.6	28.7	9.9	19.5	3.7	16.5
Thomas		34.6	.0208	9.3	19.1	33,629	.0127	972	3,616	7,664	10.5	3,189	49.9	23.2	29.5	31.6	15.6	25.9	5.0	19.3
Thomasville		19.1	.0115	5.5		22,230	.0084	1,164	4,043		6.7	3,338	47.0	20.9	30.5	31.2	16.9	26.8	5.6	21.1
Tift		24.8	.0150	6.4	10.7	23,717	.0089	956	3,706	10,772	7.5	3,156	50.4	23.7	29.8	32.2	15.1	25.3	4.7	18.8
Tifton		8.2	.0049	2.5		10,548	.0040	1,286	4,219		2.9	3,673	41.7	16.8	30.5	28.4	20.6	29.7	7.2	25.1
Toombs		17.4	.0105	4.2	8.8	14,569	.0055	838	3,474	5,396	5.0	2,899	57.9	29.6	26.6	31.4	11.4	20.8	4.1	18.2
Towns		4.3	.0026	1.0		2,681	.0010	623	2,681	878	1.3	2,095	75.6	53.5	19.4	31.7	3.9	9.8	1.1	5.0
Treutlen		5.9	.0035	1.4		4,134	.0016	701	2,953	2,630	1.7	2,488	64.3	38.8	27.2	37.8	6.5	13.9	2.0	9.7
Troup		52.5	.0317	14.2	35.1	64,284	.0242	1,224	4,528	1,601	16.0	4,027	33.6	12.4	32.6	27.6	24.5	32.2	9.3	27.8
La Grange		26.8	.0162	7.4		35,484	.0134	1,324	4,795		8.4	4,226	30.7	10.8	32.4	26.2	26.3	32.9	10.6	30.1
West Point-Lanett (Ala.)		*12.9*	*.0078*	*5.1*		*17,466*	*.0066*	*1,354*	*5,634*											
West Point		4.6	.0028	1.3		6,134	.0023	1,333	4,718		1.6	3,860	39.5	15.1	33.1	29.4	18.7	25.6	8.7	29.9
Turner		10.4	.0063	2.5	2.9	8,691	.0032	836	3,476	6,774	3.0	2,938	56.6	29.6	26.1	30.3	10.9	19.6	4.4	20.5
Twiggs		7.6	.0046	1.7		5,310	.0020	699	3,124	1,678	2.0	2,705	54.6	29.9	32.8	41.5	10.5	20.5	2.1	8.1

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

CHAMPION SELLING TEAM

WSAV - Radio

"Savannah's Most Powerful Voice"

It's 630 in Savannah **WSAV**

WSAV - Television

"Clearly . . . Savannah's Preferred-Channel Station"

It's 3 in Savannah **WSAV-TV**

GEORGIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/56 — Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — ESTIMATES, 1955 — Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units — Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Union		7.2	.0043	1.7		4,324	.0017	601	2,544	1,271	1.9	2,318	67.8	43.2	25.4	37.8	6.1	13.8	1.0	5.5
Upson		25.2	.0152	6.6	13.3	27,342	.0103	1,085	4,143	1,929	7.1	3,825	32.3	12.5	34.0	30.5	27.0	37.3	6.7	19.7
Thomaston		7.1	.0043	2.0		8,808	.0034	1,253	4,449		2.2	4,043	33.5	12.4	34.6	29.2	23.0	30.1	8.6	28.3
Walker	27	42.3	.0255	11.5	14.1	51,569	.0194	1,219	4,484	3,512	12.7	4,070	31.6	11.5	34.9	29.3	25.3	32.9	8.2	26.3
Walton		19.6	.0118	5.0	4.5	16,497	.0062	842	3,296	6,475	5.4	3,028	50.0	24.5	27.6	31.2	19.3	33.7	3.1	10.6
Ware		33.0	.0199	8.7	23.3	38,213	.0144	1,158	4,392	3,800	10.3	3,714	40.0	16.0	30.9	27.6	23.1	32.8	6.9	23.6
Waycross		21.2	.0128	6.0		28,519	.0107	1,345	4,753		7.3	3,907	37.4	14.3	29.9	26.1	25.0	33.9	7.7	25.8
Warren		8.4	.0051	2.1		5,961	.0022	710	2,839	2,842	2.4	2,525	63.1	37.0	25.9	35.2	8.5	17.8	2.5	10.0
Washington		19.2	.0116	4.8	4.1	13,016	.0049	678	2,712	6,400	5.2	2,484	65.6	39.2	23.7	32.6	8.3	17.6	2.4	10.6
Wayne		14.4	.0087	3.5	4.7	11,955	.0045	830	3,416	3,943	3.9	3,066	52.1	25.2	29.5	33.1	14.2	24.4	4.2	17.3
Webster		4.2	.0025	.8		2,349	.0009	559	2,938	2,310	.9	2,550	74.2	43.1	17.8	24.0	3.4	7.0	4.6	25.9
Wheeler		8.1	.0037	1.4		4,298	.0016	706	3,070	3,109	1.5	2,809	61.4	32.4	26.3	32.0	8.6	16.1	3.7	19.5
White		5.8	.0035	1.4		3,431	.0013	592	2,451	2,496	1.6	2,194	71.3	48.1	21.8	34.1	6.3	15.1	.6	2.7
Whitfield		38.5	.0232	10.1	18.7	42,910	.0162	1,115	4,249	3,795	11.5	3,741	33.2	13.2	36.8	33.6	24.4	34.4	5.6	18.8
Dalton		18.7	.0113	5.3		24,643	.0093	1,318	4,650		6.1	4,035	30.5	11.2	35.8	30.4	26.5	34.7	7.2	23.7
Wilcox		6.8	.0053	2.3		6,334	.0024	720	2,754	5,431	2.5	2,543	62.6	36.5	26.4	35.6	8.7	18.0	2.3	9.9
Wilkes		11.4	.0069	2.8	3.5	8,857	.0033	777	3,163	2,969	3.3	2,725	62.8	34.2	24.1	30.1	9.5	18.5	3.6	17.2
Wilkinson		8.9	.0053	2.2		7,892	.0030	887	3,587	1,532	2.7	2,945	49.1	24.7	33.3	38.8	14.6	26.1	3.0	10.4
Worth		18.2	.0110	4.3	2.8	13,331	.0050	732	3,100	13,504	5.1	2,629	65.6	37.0	23.1	30.1	8.0	16.1	3.3	16.8
Total Above Cities		1,394.8	.8411	466.5		2,168,782	.8168	1,555	5,348		500.7	4,332	34.6	11.8	29.2	23.1	24.9	30.4	11.3	34.7
State Total		3,691.0	2.2260	964.8	1810.7	4,373,002	1.6485	1,185	4,533	650,197	1,190.9	3,672	44.3	17.9	28.0	28.1	19.9	28.6	7.8	27.4

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — ESTIMATES, 1955 — Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS — Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) — Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Appling		8,083	.0043	2,007	.0046	57	53	1,427	124	473	233	192	2,929	747	678	250
Atkinson		2,585	.0014	1,521	.0023	52	32	739	104	301	38	128	...	463	228	101
Bacon		8,043	.0044	3,858	.0036	66	83	1,754	274	424	91	285	2,731	644	512	344
Baker		815	.0004	741	.0014	44	13	279	12	87	...	...	...	36	...	25
Baldwin		14,343	.0077	2,758	.0102	82	39	3,953	599	1,975	528	506	3,322	1,230	896	513
Banks		504	.0003	338	.0016	43	8	367	...	43	...	34	...	35	...	...
Barrow		11,748	.0063	3,357	.0056	72	81	2,752	220	1,192	278	818	2,669	716	1,191	328
Bartow		18,719	.0090	2,358	.0111	68	54	4,776	915	1,538	996	976	3,419	1,089	1,123	583
Cartersville		13,066	.0070		.0053	108	143	3,349	490	870	983	925	3,159	825	868	484
Ben Hill		11,399	.0062	2,923	.0061	70	71	2,444	311	789	512	354	2,884	1,151	1,518	283
Fitzgerald		10,798	.0058		.0045	87	112	2,225	311	789	477	354	2,443	1,116	1,406	263

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Before using these figures, see explanation page 11.



MACON HAS LARGEST PAYROLL IN STATE OF GEORGIA ($75 Million)

- HOME OF ROBINS AIR FORCE BASE EMPLOYS OVER 18,000 . . . $75,000,000. ANNUAL PAYROLL
- RETAIL SALES BIBB COUNTY $140,000,000.
- BANK DEBITS INCREASES (22%) LEAD STATE FIRST 6 MONTHS, 1955.
- METROPOLITAN MACON 151,000

THE MACON TELEGRAPH & MACON NEWS

REPRESENTED BY THE BRANHAM COMPANY

THE ONLY NEWSPAPERS COVERING THIS RICH 28 COUNTY RTZ.

91.7 COVERAGE BIBB COUNTY — ATTRACTIVE MARKET FOLDER NOW AVAILABLE

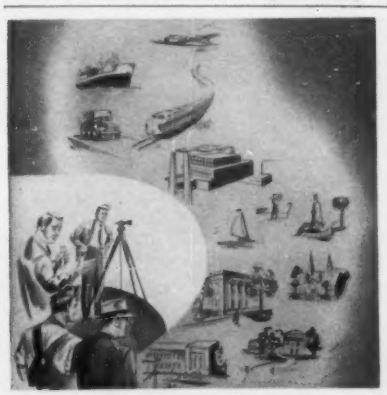
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

GEORGIA—Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Berrien		13,556	.0073	4,373	.0057	72	92	5,828	316	230	249	192	1,688	1,373	968	388
Bibb	86	140,599	.0758	3,810	.0716	93	98	30,267	7,291	21,508	10,988	5,549	28,337	5,762	7,831	4,799
▲Macon		134,158	.0723		.0549	111	146	28,351	6,275	21,401	10,988	6,507	27,489	8,618	6,879	4,551
Bleckley		5,842	.0030	2,565	.0031	61	59	1,369	133	386	223	183	1,451	782	484	210
Brantley		2,522	.0014	1,681	.0020	51	36	1,006	297	218	...	56	...	614	106	100
Brooks		10,282	.0055	2,706	.0060	59	54	2,285	330	936	447	327	3,380	449	1,160	275
Bryan		3,603	.0019	2,574	.0022	59	51	1,047	216	177	...	...	968	854	69	50
Bulloch		14,780	.0080	2,548	.0087	62	57	3,057	957	1,593	574	705	2,577	1,915	1,367	510
Statesboro		11,808	.0064		.0041	103	160	2,323	568	1,334	535	663	2,405	1,326	1,078	439
Burke		8,989	.0049	1,603	.0070	53	37	2,142	201	912	577	563	2,016	515	853	197
Butts		5,713	.0030	2,597	.0033	61	56	1,422	168	853	106	195	1,461	550	453	94
Calhoun		3,696	.0020	1,760	.0028	57	41	636	19	571	69	117	758	327	749	242
Camden		5,707	.0031	2,481	.0035	70	62	1,248	307	856	71	150	985	603	584	209
Candler		6,410	.0035	3,561	.0031	70	80	1,289	77	106	321	93	1,934	229	1,042	154
Carroll		24,435	.0131	2,777	.0135	68	86	4,793	587	3,233	1,731	1,440	8,729	1,535	2,078	693
Catoosa		6,580	.0035	1,495	.0065	64	36	1,929	345	433	147	209	1,478	894	335	341
Charlton		4,799	.0026	4,353	.0022	79	93	957	628	250	284	204	1,183	722	260	207
Chatham	132	182,907	.0975	3,358	.0890	90	88	36,102	10,828	29,049	14,137	9,988	32,866	12,089	8,999	4,990
▲Savannah		154,249	.0831		.0752	96	106	33,337	9,643	19,763	14,137	9,665	32,554	10,389	6,666	4,619

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.



SAVANNAH REWARDS MEN OF VISION

Though Savannah is fully aware of its fame for gracious living amid surroundings of azaleas and flowering magnolias, there are other and more compelling attractions in the minds of men who seek new combinations of growth factors vital to their futures. Savannah's industrial progress has been both solid and impressive during the past 20 years—more than equal, in fact, to its productive capacity in all the 200 years preceding. Some of this growth is based on inherent manufacturing advantages. Some is due to its strategic location and port facilities. One or both, aided by the cooperative and progressive spirit of its people, may prove to be the combination best for you as a man of wisdom and energy. Write in confidence to:

Savannah District Authority

Committee on Industrial Development
P. O. Box 768 • Savannah, Georgia

GEORGIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Chattahoochee	32	1,389	.0008	856	.0209	79	3	161	...	810	300	...	...	98	...	...
Chattooga		12,288	.0066	2,234	.0091	69	50	2,434	225	2,287	695	235	3,353	1,231	637	371
Cherokee		18,168	.0096	3,428	.0090	71	78	3,158	374	1,545	127	513	2,456	692	290	326
Clarke		48,741	.0263	4,472	.0234	95	106	9,160	2,896	4,749	2,730	2,756	11,217	4,610	3,027	1,711
Athens		46,405	.0250		.0212	103	122	8,704	2,713	4,697	2,730	2,756	10,987	3,579	2,944	1,711
Clay		1,904	.0010	1,465	.0017	53	31	239	107	84	79	60	460	252	338	80
Clayton		9,102	.0049	1,198	.0124	72	28	3,843	591	549	133	149	511	1,858	919	211
Clinch		4,552	.0025	3,035	.0026	72	69	897	127	471	54	212	1,408	789	...	146
Cobb	8	55,647	.0299	2,600	.0378	80	63	16,119	3,531	4,464	3,323	3,756	9,972	6,058	3,715	2,015
Marietta		34,794	.0188		.0173	101	109	9,143	2,245	2,704	2,718	2,565	8,450	2,814	1,172	1,371
Coffee		16,034	.0087	2,863	.0082	63	59	2,891	475	1,441	715	520	4,727	1,657	1,239	845
Douglas		13,552	.0073		.0051	96	138	2,078	442	1,288	715	520	4,727	1,006	1,120	510
Colquitt		29,484	.0159	3,205	.0155	71	73	7,922	864	1,821	1,750	1,579	7,311	1,910	2,717	1,053
Moultrie		23,991	.0129		.0085	108	163	6,619	727	1,321	1,724	1,549	6,261	1,540	1,166	961
Columbia		2,864	.0015	1,245	.0032	57	27	1,283	40	441	...	39	400	575	...	...
Cook		8,216	.0044	2,739	.0044	62	62	1,683	205	1,050	277	568	1,065	1,139	1,126	353
Coweta		19,125	.0104	2,620	.0109	67	84	5,141	755	2,084	979	807	4,371	1,879	1,629	691
Newnan		15,955	.0086		.0065	92	121	3,873	582	1,142	979	713	4,371	1,615	1,396	618
Crawford		1,479	.0008	1,233	.0017	52	24	548	115	340	24	...	164	262	...	26
Crisp		13,332	.0071	2,778	.0071	67	67	3,012	315	1,629	481	650	3,207	1,265	1,301	341
Cordele		12,854	.0069		.0054	86	110	2,754	253	1,582	481	650	3,207	1,265	1,256	275
Dade		2,301	.0013	1,354	.0026	51	25	635	52	548	...	112	625	230	...	43
Dawson		1,820	.0010	2,600	.0010	56	56	381	73	83	...	41	130	180	...	19
Decatur		15,959	.0086	2,533	.0095	67	61	3,787	473	1,489	904	573	3,678	1,210	1,680	534
De Kalb	8	122,357	.0659	2,477	.1034	102	65	38,755	3,466	11,855	3,185	4,569	26,701	12,658	8,400	6,268
Decatur		57,238	.0308		.0226	148	201	14,888	555	5,268	1,548	1,617	21,632	3,701	2,355	2,002
1▲Atlanta																
Dodge		8,199	.0044	2,040	.0056	57	45	2,426	182	543	389	234	2,443	453	852	144
Dooly		4,700	.0026	1,488	.0040	51	33	1,260	71	699	159	130	1,036	601	276	247
Dougherty		68,843	.0371	4,559	.0313	95	113	16,347	2,923	5,747	4,146	2,549	13,948	5,948	7,146	2,231
Albany		66,179	.0357		.0271	103	136	14,878	2,446	5,719	4,146	2,549	13,712	5,856	7,146	2,042
Douglas		8,781	.0047	2,833	.0050	65	61	2,614	194	466	42	179	3,836	716	226	247
Early		6,358	.0034	1,551	.0053	53	34	1,311	135	381	141	456	1,385	1,235	779	227
Echols		172	.0001	344	.0006	43	7	38	...	94	...	...	...	40	...	...
Effingham		3,528	.0019	1,604	.0030	56	35	692	...	290	...	...	749	554	316	139
Elbert		10,355	.0056	2,301	.0068	65	53	2,608	317	919	623	411	2,821	782	711	431
Emanuel		12,548	.0068	2,882	.0067	63	64	2,410	377	1,552	379	337	3,883	1,053	1,215	285
Evans		6,894	.0037	4,596	.0026	70	100	1,013	389	231	163	267	2,586	489	984	170
Fannin		8,122	.0044	2,256	.0056	63	49	1,899	133	708	364	336	2,125	705	1,022	147
Fayette		3,376	.0018	1,777	.0029	62	38	814	88	832	...	...	625	414	137	165
Floyd		67,280	.0362	3,737	.0347	85	89	16,813	3,912	6,144	5,499	4,897	13,166	4,847	4,958	1,815
Rome		60,294	.0325		.0232	114	100	13,734	3,033	5,099	5,499	4,802	13,019	4,041	4,402	1,583
Forsyth		10,309	.0056	3,818	.0042	65	86	2,113	36	1,420	...	459	1,110	348	278	202
Franklin		8,372	.0045	2,537	.0047	59	57	1,439	36	900	181	782	1,821	512	865	119
Fulton	8	915,102	.4932	5,985	.3856	120	154	156,961	48,841	240,736	54,629	37,435	164,780	42,278	51,504	27,325
‡▲Atlanta		851,367	.4588		.3628	123	155	144,448	45,072	238,730	54,366	35,835	135,081	38,968	47,689	26,201
East Point		38,585	.0208		.0196	113	120	7,119	654	1,124	220	1,611	21,363	1,988	1,869	1,007
College Park		9,635	.0052		.0097	92	80	5,000	139	399	117	187	125	996	1,496	595
Gilmer		5,242	.0028	2,184	.0031	54	49	992	86	489	227	151	1,650	284	286	87
Glascock		228	.0001	326	.0007	37	5	17	17	100	...	...	...	94	...	...
Glynn		35,148	.0190	3,739	.0180	88	93	8,530	2,070	2,449	2,174	2,466	9,675	2,242	2,131	1,307
Brunswick		30,537	.0165		.0133	99	122	7,038	1,424	2,309	1,850	2,410	9,533	1,709	1,469	967
Gordon		13,013	.0070	2,711	.0070	63	63	2,926	375	755	630	370	3,821	1,350	911	512
Grady		12,455	.0067	2,650	.0070	63	60	3,401	233	789	266	446	3,163	883	1,889	161
Greene		6,322	.0034	2,180	.0041	57	47	1,174	74	1,049	...	290	2,048	555	278	247
Gwinnett		30,454	.0164	3,341	.0148	74	82	5,253	440	3,905	934	1,090	8,812	2,814	4,186	686
Habersham		13,810	.0075	3,288	.0071	70	74	2,111	516	1,610	451	1,309	2,728	789	1,308	428
Hall		62,004	.0334	5,495	.0238	93	130	10,037	1,313	3,897	2,899	3,114	15,776	2,534	2,777	1,276
Gainesville		57,742	.0311		.0154	160	324	7,926	760	3,592	2,899	3,046	15,776	1,928	2,777	1,276
Hancock		3,659	.0020	1,663	.0027	47	34	994	33	404	262	161	1,160	284	180	74
Haralson		9,244	.0050	2,488	.0059	66	56	2,007	618	640	291	781	1,941	747	811	293
Harris		5,409	.0029	2,003	.0038	58	44	1,282	143	956	38	51	1,781	531	178	59

‡ General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

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1 Atlanta is in De Kalb and Fulton Counties.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

GEORGIA — Counties and Cities — (Continued)

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Albany	Dougherty	43.6	494	113	55	34	51	38	30	54	26	14
Americus	Sumter	12.7	185	49	15	9	25	14	12	23	10	6
Athens	Clarke	34.0	365	86	45	28	36	25	32	39	12	13
Atlanta	Fulton	490.0	4,337	911	743	374	346	244	194	467	147	216
Augusta	Richmond	96.5	1,070	277	174	68	98	65	76	114	24	26
Brunswick	Glynn	22.4	276	67	39	10	22	25	22	24	7	13
Cartersville	Bartow	8.2	158	53	15	10	15	11	7	18	5	5
Cedartown	Polk	10.0	168	52	11	18	12	10	16	19	10	7
College Park	Fulton	17.4	114	42	5	12	5	4	1	14	7	6
Columbus	Muscogee	93.3	1,289	362	183	106	106	84	72	108	24	45
Cordele	Crisp	10.5	171	46	11	17	12	8	11	28	10	7
Dalton	Whitfield	18.7	297	93	24	13	25	19	37	31	15	10
Decatur	De Kalb	25.3	286	56	20	43	18	21	17	43	23	10
Douglas	Coffee	8.8	158	36	13	16	11	9	13	18	7	6
Dublin	Laurens	11.9	225	64	25	24	10	16	19	28	8	7
East Point	Fulton	28.7	182	47	18	14	4	12	19	28	16	9
Fitzgerald	Ben Hill	8.6	135	40	17	11	7	4	7	20	8	4
Gainesville	Hall	16.0	317	93	22	21	26	21	35	30	12	6
Griffin	Spalding	15.1	290	76	39	33	26	15	21	35	14	7
La Grange	Troup	26.8	355	120	37	34	23	26	24	42	9	8
Macon	Bibb	81.9	1,016	280	139	96	67	42	53	115	33	35
Marietta	Cobb	28.5	286	69	29	21	22	21	29	45	7	7
Moultrie	Colquitt	13.1	250	79	23	21	16	20	19	22	9	11
Newnan	Coweta	11.7	179	55	22	14	23	6	13	20	9	6
Rome	Floyd	33.7	486	131	77	31	45	27	36	62	14	9
Savannah	Chatham	129.8	1,391	402	193	98	102	69	51	168	30	56
Statesboro	Bulloch	6.7	160	45	11	19	8	17	13	16	11	6
Thomaston	Upson	7.1	225	66	26	18	26	10	19	28	9	6
Thomasville	Thomas	19.1	249	76	22	20	19	17	16	27	13	13
Tifton	Tift	8.2	198	50	17	9	16	13	17	23	11	5
Valdosta	Lowndes	28.2	361	99	41	20	37	23	30	38	10	14
Waycross	Ware	21.2	300	66	27	21	25	18	21	49	17	15
West Point	Troup	4.6	99	19	7	9	13	6	10	10	3	3

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Hart		7,625	.0041	2,311	.0049	60	51	1,680	113	542	297	293	1,439	1,177	503	415
Heard		2,018	.0011	1,344	.0018	47	29	551	53	678	...	226	...	329	82	38
Henry		6,466	.0035	1,702	.0052	54	36	1,738	142	621	75	173	1,228	847	1,360	429
Houston	86	25,827	.0139	3,890	.0133	81	85	6,429	1,629	594	890	1,482	6,746	2,179	4,120	912
Irwin		4,008	.0022	1,670	.0036	54	33	1,141	91	212	195	53	611	461	791	189
Jackson		11,938	.0064	2,652	.0066	63	58	2,389	248	1,952	327	425	2,422	1,478	447	372
Jasper		3,376	.0018	2,110	.0024	59	44	664	25	742	73	81	688	276	500	191
Jeff Davis		8,780	.0048	3,658	.0039	68	84	2,501	49	484	144	212	2,773	1,026	1,113	134
Jefferson		9,957	.0053	2,316	.0060	57	50	2,064	349	1,151	261	248	2,006	1,207	1,734	398
Jenkins		5,844	.0031	2,454	.0034	60	54	1,428	93	132	237	320	948	802	886	234
Johnson		4,099	.0022	1,708	.0029	54	41	1,034	65	264	118	309	1,168	299	124	129
Jones		2,647	.0014	1,654	.0023	56	34	532	277	268	...	124	...	299	720	59
Lamar		7,661	.0042	3,275	.0044	76	72	2,488	262	317	406	438	2,151	658	216	245
Lanier		3,887	.0021	2,990	.0019	63	70	926	45	294	23	67	1,778	68	557	92
Laurens		20,490	.0111	2,698	.0114	62	61	4,527	704	2,267	1,041	1,503	5,660	1,929	891	616
Dublin		18,281	.0099		.0068	96	139	3,870	517	1,886	1,041	1,503	5,530	1,419	695	558
Lee		1,095	.0006	782	.0016	44	17	400	...	191	...	56	...	288	51	80
Liberty		6,533	.0035	2,970	.0032	59	65	1,884	373	706	166	72	1,911	705	47	150
Lincoln		2,937	.0016	2,259	.0020	57	46	697	68	323	115	126	787	331	386	57
Long		1,573	.0008	1,749	.0012	55	36	303	324	163	...	106	215	310	74	78
Lowndes		47,750	.0258	4,013	.0219	82	97	8,411	1,943	3,945	4,288	3,516	13,412	3,185	2,944	1,378
Valdosta		40,558	.0219		.0165	97	129	7,462	1,577	3,630	4,240	3,279	10,646	2,321	2,609	1,290
Lumpkin		2,842	.0015	1,895	.0024	57	36	455	34	499	35	47	979	198	106	136
McDuffie		8,698	.0047	2,899	.0048	69	67	1,714	291	842	483	794	1,965	1,064	1,110	269
McIntosh		3,060	.0016	1,913	.0022	56	41	853	215	120	19	113	1,019	375	99	39
Macon		6,431	.0035	2,010	.0044	55	44	1,674	72	703	90	237	1,577	526	874	196
Madison		2,503	.0013	927	.0033	49	19	880	23	699	82	71	...	353	99	97
Marion		2,178	.0012	1,556	.0018	46	31	507	15	529	38	...	679	103	168	73
Meriwether		10,205	.0055	1,963	.0076	62	45	2,844	445	1,024	605	623	1,957	819	604	389
Miller		3,683	.0020	1,754	.0028	55	39	783	20	281	51	131	1,231	320	455	180
Mitchell		14,463	.0078	2,729	.0082	62	59	3,618	209	2,420	601	507	2,851	1,688	1,111	381
Monroe		8,638	.0047	3,455	.0046	75	77	1,924	187	518	238	130	2,146	2,844	483	101
Montgomery		1,687	.0009	1,054	.0020	45	20	592	21	326	...	112	287	214	68	42
Morgan		4,544	.0024	1,748	.0034	54	38	1,200	205	472	96	255	915	478	401	197
Murray		4,547	.0025	1,819	.0036	58	39	1,341	193	384	107	70	1,026	689	128	186
Muscogee	32	159,134	.0857	4,468	.0817	101	106	34,060	9,196	23,432	13,308	10,710	34,008	11,282	4,639	4,895
▲Columbus		145,446	.0784		.0612	108	139	29,879	7,454	23,062	12,998	10,642	30,839	8,797	4,277	3,503

▲ and △ See end of state for SM Metropolitan County Areas.

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Canadian Survey of Buying Power starts on page 836

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Newton		15,417	.0083	3,023	.0069	73	68	4,182	428	1,782	731	1,020	4,177	1,191	832	399
Oconee		1,182	.0007	736	.0019	46	17	569	35	124	...	...	189	173	46	...
Oglethorpe		1,733	.0009	786	.0026	49	17	255	16	272	...	121	562	309	94	71
Paulding		4,672	.0025	1,730	.0035	53	36	1,280	43	496	38	208	1,410	225	534	185
Peach		10,294	.0055	3,401	.0054	75	76	2,526	259	466	645	566	3,433	1,030	621	339
Pickens		7,630	.0041	3,468	.0038	60	79	1,124	35	316	379	68	1,561	341	592	134
Pierce		7,442	.0040	3,101	.0036	61	68	1,262	14	1,169	53	77	1,434	558	970	227
Pike		1,918	.0011	1,066	.0023	49	23	725	24	841	42	95	93	211	...	42
Polk		22,980	.0123	2,881	.0131	69	65	5,901	603	2,072	1,228	1,545	6,300	1,676	1,677	937
Cedartown		16,054	.0087		.0060	100	145	3,686	314	1,348	763	1,092	5,370	1,000	1,199	586
Pulaski		7,329	.0040	3,490	.0035	73	83	1,533	141	659	291	354	1,846	463	475	256
Putnam		5,454	.0029	3,409	.0029	67	99	1,057	149	347	13	186	652	1,055	206	168
Quitman		421	.0002	526	.0008	44	11	101	34	66	...	...	...	75	115	...
Rabun		4,526	.0025	2,662	.0025	58	58	902	186	179	519	132	1,538	302	520	178
Randolph		6,421	.0034	2,140	.0044	59	46	1,783	106	513	350	265	1,567	301	776	367
Richmond	10	159,909	.0862	3,802	.0903	90	86	37,977	11,183	24,975	10,801	8,813	33,053	9,827	8,511	4,109
▲Augusta		148,093	.0798		.0812	103	134	34,668	10,054	23,930	10,740	8,359	31,532	7,369	6,005	3,862
Rockdale		5,456	.0030	2,480	.0035	66	57	1,959	222	730	...	494	1,053	127	296	152
Schley		2,327	.0012	2,906	.0012	57	57	245	22	293	102	132	667	408	...	107
Screven		8,571	.0046	2,041	.0054	53	45	2,093	627	980	...	401	1,686	514	1,390	188
Seminole		5,806	.0032	3,056	.0031	68	68	1,203	79	265	149	327	1,889	569	821	137
Spalding		30,104	.0162	3,421	.0165	85	84	7,791	1,171	2,322	2,372	2,037	8,279	2,881	2,788	996
Griffin		27,173	.0146		.0108	113	100	6,618	945	2,215	2,372	2,037	5,748	2,443	2,366	698
Stephens		13,318	.0072	2,775	.0079	71	68	3,192	306	1,276	705	1,026	3,613	747	964	342
Stewart		4,862	.0025	2,234	.0029	57	49	1,730	21	307	134	102	1,477	503	99	182
Sumter		17,208	.0093	2,731	.0096	89	85	4,575	484	1,338	1,548	877	3,485	1,620	1,293	660
Americus		15,334	.0083		.0068	88	108	4,044	450	827	1,548	877	3,444	1,429	1,265	569
Talbot		2,783	.0015	1,548	.0022	50	34	553	31	367	23	77	899	507	124	45
Taliaferro		1,222	.0006	1,358	.0012	50	25	305	23	317	78	42	...	147	75	32
Tattnall		7,971	.0043	2,277	.0049	54	48	1,613	245	568	98	322	2,909	1,334	447	190
Taylor		4,321	.0023	1,964	.0029	57	45	615	116	1,089	100	170	1,246	97	184	103
Telfair		7,225	.0039	2,580	.0043	61	56	2,070	224	694	205	408	1,623	1,137	311	227
Terrell		10,023	.0054	3,233	.0051	85	99	2,685	157	529	760	202	3,026	688	1,026	359
Thomas		33,304	.0180	3,981	.0189	76	87	7,025	1,266	2,939	1,875	1,141	7,450	3,026	2,477	1,529
Thomasville		28,497	.0154		.0111	97	134	6,268	1,189	2,211	1,776	1,141	6,836	2,598	2,170	1,331
Tift		18,872	.0091	2,638	.0102	68	61	4,353	712	807	1,333	1,256	3,501	1,412	1,486	511
Tifton		15,726	.0055		.0055	112	173	3,584	688	743	1,321	1,225	3,467	1,231	1,486	480
Toombs		16,033	.0088	3,619	.0074	70	82	3,494	351	830	1,209	610	4,614	1,369	1,515	523
Towns		1,897	.0009	1,697	.0013	50	35	192	70	384	25	72	492	115	181	36
Treutlen		2,100	.0012	1,500	.0019	54	34	761	75	327	...	214	283	184	97	89
Troup		43,208	.0233	3,043	.0254	80	74	9,963	1,867	5,108	3,261	3,032	10,949	3,382	1,237	1,218
La Grange		26,139	.0141		.0142	88	87	7,439	1,290	2,868	1,549	1,697	5,841	1,867	610	663
West Point-Lanett (Ala.)		*17,350*	*.0094*		*.0077*	*99*	*121*	*4,535*	*806*	*1,803*	*1,699*	*1,184*	*4,869*	*1,015*	*463*	*359*
West Point		11,785	.0064		.0036	129	229	1,125	219	1,744	1,435	1,098	3,910	707	362	223
Turner		5,800	.0031	2,320	.0038	60	49	1,203	173	341	249	118	1,214	786	1,121	152
Twiggs		1,246	.0007	733	.0021	46	15	275	44	414	...	...	240	135	...	85
Union		2,958	.0016	1,740	.0022	51	37	287	77	523	60	68	862	234	383	118
Upson		17,168	.0092	2,601	.0109	72	61	5,476	689	1,245	1,160	961	3,753	1,451	638	572
Thomaston		15,164	.0082		.0050	116	191	4,479	465	940	1,121	961	3,521	1,383	638	433
Walker	27	20,894	.0112	1,799	.0182	71	44	5,424	615	2,411	1,963	1,029	3,542	2,381	802	915
Walton		12,046	.0065	2,409	.0074	63	56	3,532	313	1,570	110	506	2,865	800	1,248	311
Ware		37,385	.0201	4,297	.0172	88	101	7,525	1,174	3,652	2,165	3,425	8,758	3,610	3,254	1,368
Waycross		35,426	.0191		.0136	106	149	6,933	978	3,392	2,165	3,425	8,758	3,567	2,556	1,366
Warren		3,929	.0021	1,871	.0028	55	41	925	20	197	179	266	1,594	300	231	185
Washington		9,227	.0050	1,922	.0062	53	43	2,825	175	896	539	546	908	942	1,210	231
Wayne		11,320	.0061	3,234	.0059	68	70	2,704	830	577	565	336	3,026	1,066	1,262	454
Webster		350	.0002	438	.0010	40	8	92		60	...	...	...	157	...	41
Wheeler		1,079	.0006	771	.0017	46	16	430	6	92	14	61	...	185	...	19
White		2,439	.0013	1,742	.0017	49	37	130	62	430	52	61	746	420	42	16

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



A FAST GROWING MARKET

Rate of growth from 1945 to 1954 for Columbus, Georgia, compared with the average for the State was: Population — 45%, State — 18%; Effective Buying Income — 78%, State —65%; Retail Sales — 131%, State — 122%.

Source: Sales Management, Nov. 1955

BUT THAT'S ONLY HALF THE STORY...

Area Telepulse* Proves Audiences Prefer

Here's a combination of top ratings that spell big audiences and big response for your TV advertising . . . Pulse shows WRBL-TV carries the top 48 weekly and multi-weekly shows, top 55 Kid quarter hours, top 31 night time network shows, top 12 comedy-variety shows . . . WRBL-TV is tops in all but 2 of 372 competitive quarter hours.

*Area Telepulse Nov. 1955

CALL HOLLINGBERY COMPANY

Channel 4 WRBL-TV
CBS ABC
COLUMBUS, GEORGIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

GEORGIA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Whitfield		32,798	.0177	3,247	.0181	78	76	7,444	1,097	2,151	1,695	2,453	7,014	2,276	4,385	986
Dalton		29,759	.0160		.0117	104	142	6,820	949	1,702	1,893	2,309	6,813	1,751	4,303	956
Wilcox		2,888	.0015	1,256	.0027	51	28	865	41	427	19	115	415	348	38	67
Wilkes		7,528	.0041	2,689	.0043	62	59	1,747	131	836	262	247	1,831	712	1,834	251
Wilkinson		3,304	.0017	1,502	.0030	57	32	1,178	67	196	40	116	1,153	252	...	209
Worth		6,198	.0034	1,441	.0057	52	31	1,770	152	511	234	152	1,193	714	970	208
Total Above Cities		2,216,632	1.1948		.9352	111	142	444,662	105,421	389,629	152,056	118,567	468,529	131,162	125,695	69,407
State Total		3,305,686	1.7816	3,426	1.8029	81	80	721,813	148,456	495,858	186,083	160,559	706,765	245,687	219,978	104,392

GEORGIA — SM Metropolitan County Area

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Atlanta	8	778.9	.4898	223.7	617.2	1,361,091	.5124	1,747	6,084
Augusta	10	263.5	.1589	70.4	163.4	336,181	.1265	1,276	4,775
1Columbus	32	220.7	.1331	48.0	137.4	329,268	.1240	1,492	6,860
Macon	88	155.2	.0936	43.9	122.2	208,995	.0787	1,347	4,761
Savannah	132	164.5	.0992	48.4	141.5	228,409	.0860	1,388	4,719
Total Above Areas		1,582.8	.9546	434.4	1,181.7	2,463,944	.9278	1,557	5,672

1 Information received too late for inclusion in these tables indicates Columbus Metropolitan Area population reached 235,900 as of Jan. 1, 1956.

Before using these figures, see explanation page 11.

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GEORGIA — SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Atlanta	8	1,093,106	.5890	4,886	.5288	112	128	211,835	55,858	257,055	81,137	45,760	201,453	60,994	63,619	35,606
Augusta	16	295,721	.1169	2,922	.1292	81	70	52,713	12,857	27,426	12,382	11,638	43,452	15,173	9,013	5,999
Columbus	32	176,738	.0953	3,962	.1173	88	72	40,166	10,782	25,223	13,892	11,218	35,606	13,039	5,495	5,335
Macon	96	186,426	.0697	3,791	.0849	91	96	36,696	8,920	22,100	11,878	8,011	35,083	11,941	11,951	5,711
Savannah	132	182,507	.0875	3,358	.0990	90	86	38,102	10,329	20,049	14,137	9,986	32,886	12,068	6,989	4,990
Total Above Areas		1,804,498	.9724	4,154	.9462	99	102	377,512	99,245	351,852	113,426	86,009	348,482	113,218	97,067	57,633

IDAHO — Counties and Cities —

(Other Mountain States: Arizona, Colorado, Montana, Nevada, New Mexico, Utah, Wyoming.)

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Blackfoot	Bingham	5.7	142	20	26	4	8	8	15	19	14	4
Boise	Ada	41.0	674	97	111	70	45	45	54	57	34	14
Burley	Cassia	6.5	146	16	24	5	12	4	19	26	18	3
Caldwell	Canyon	11.0	199	32	29	22	14	8	15	28	21	4
Coeur d'Alene	Kootenai	13.7	248	41	46	17	14	11	16	34	29	12
Idaho Falls	Bonneville	24.1	333	44	58	20	41	24	29	39	23	9
Lewiston	Nez Perce	14.0	283	42	66	18	29	17	23	29	16	6
Moscow	Latah	11.7	136	15	15	13	10	11	13	15	14	8
Nampa	Canyon	17.6	240	40	43	30	10	9	16	24	22	5
Pocatello	Bannock	29.4	382	58	74	29	33	30	31	46	19	11
Twin Falls	Twin Falls	21.1	306	33	58	24	23	28	21	35	30	10
Weiser	Washington	4.1	94	16	15	4	8	4	9	10	11	1

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Ada	181	80.0	.0483	25.0	55.6	120,349	.0453	1,504	4,814	12,377	26.8	4,487	26.9	8.4	26.2	19.1	32.3	36.1	14.6	36.4
△Boise		41.0	.0247	13.7		74,664	.0281	1,821	5,450		15.9	4,699	27.0	8.1	24.3	16.8	31.8	34.0	16.9	41.1
Adams		3.1	.0018	.9		4,185	.0016	1,350	4,650	2,807	1.0	4,118	31.6	10.8	26.4	20.8	32.3	39.3	9.7	29.1
Bannock		45.5	.0275	12.7	34.0	68,218	.0257	1,499	5,371	6,784	14.0	4,879	22.7	8.5	20.5	13.7	39.1	40.2	17.7	39.6
Pocatello		29.4	.0177	8.4		48,705	.0183	1,657	5,798		9.9	4,907	23.1	6.6	19.9	13.2	38.8	39.7	18.2	40.5
Bear Lake		6.7	.0040	1.9	2.7	6,955	.0026	1,038	3,661	3,860	1.8	3,828	26.9	10.6	33.6	28.6	28.0	36.6	9.5	24.2
Benewah		5.4	.0033	1.5		7,127	.0027	1,320	4,751	1,827	1.9	3,787	37.8	14.1	25.0	21.4	27.7	36.7	9.5	27.8
Bingham		27.5	.0166	6.8	5.7	32,756	.0123	1,191	4,817	23,101	7.4	4,450	24.5	7.7	30.9	22.6	31.3	35.3	13.3	34.4
Blackfoot		5.7	.0034	1.6		8,197	.0031	1,438	5,123		1.6	4,504	22.3	7.0	30.8	22.1	33.6	37.7	13.1	33.2
Blaine		5.1	.0030	1.4		6,933	.0026	1,359	4,952	3,391	1.8	3,939	31.5	11.2	27.6	22.8	31.0	39.5	9.9	26.5
Boise		1.8	.0011	.6		2,069	.0008	1,149	3,448	638	.7	3,102	46.0	20.9	26.8	27.9	21.4	34.7	5.8	16.5
Bonner		14.6	.0088	4.5	4.3	15,147	.0057	1,037	3,366	2,196	4.8	3,377	40.9	17.1	29.3	28.1	24.0	35.7	5.8	19.1
Bonneville		34.9	.0211	10.0	24.1	49,448	.0186	1,417	4,945	15,976	10.3	4,798	22.6	6.6	27.5	18.6	35.0	38.6	14.9	36.2
Idaho Falls		24.1	.0145	7.4		37,328	.0141	1,549	5,044		7.8	4,809	23.0	6.7	26.5	18.0	38.4	38.9	15.1	36.4

▲ and △ See end of state for SM Metropolitan County Areas.

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IDAHO — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Boundary		5.7	.0034	1.6		6,171	.0023	1,083	3,857	2,823	1.7	3,704	35.2	13.4	29.1	25.5	26.0	35.2	9.7	25.9
Butte		3.2	.0019	.8		3,615	.0014	1,130	4,519	2,514	.9	4,136	32.2	10.9	32.5	25.6	23.6	26.6	11.7	34.9
Camas		1.4	.0009	.3		2,307	.0008	1,648	7,690	1,819	.5	4,445	30.1	9.5	32.1	23.5	21.0	23.7	16.8	43.3
Canyon	181	58.0	.0350	17.1	29.2	68,767	.0259	1,186	4,021	31,238	17.6	3,917	33.4	12.0	29.0	24.0	27.7	35.5	9.9	28.5
Nampa		17.6	.0106	5.5		23,509	.0089	1,336	4,274		6.0	3,909	34.0	12.3	26.7	22.1	29.9	38.4	9.4	27.2
Caldwell		11.6	.0070	3.7		17,278	.0065	1,489	4,670		4.1	4,207	33.5	11.2	25.1	19.4	28.2	33.6	13.2	35.8
Caribou		7.4	.0044	2.0		10,518	.0040	1,421	5,259	7,642	2.0	5,163	21.8	6.0	28.4	17.8	31.8	30.9	18.0	45.3
Cassia		14.8	.0090	4.0	6.5	16,583	.0062	1,120	4,148	14,084	4.1	4,000	32.9	11.6	30.6	24.9	25.6	32.1	10.9	31.4
Burley		6.5	.0039	2.0		8,896	.0033	1,369	4,448		2.1	4,321	28.3	9.2	28.0	21.1	30.7	35.6	13.0	34.1
Clark		.9	.0005	.2		1,106	.0005	1,229	5,530	1,883	.3	3,650	28.7	11.0	38.6	34.4	24.8	34.0	7.9	20.6
Clearwater		7.8	.0047	2.2		11,582	.0043	1,481	5,251	1,126	2.7	4,202	26.6	8.9	26.6	20.6	35.2	42.0	11.6	28.5
Custer		3.2	.0019	1.0		3,508	.0013	1,096	3,508	2,859	1.0	3,626	40.8	15.9	28.2	25.1	20.6	28.5	10.4	30.5
Elmore		9.8	.0059	2.9		12,791	.0048	1,305	4,411	3,990	3.1	4,063	25.3	8.8	31.2	24.9	32.1	39.6	11.4	26.7
Franklin		9.8	.0060	2.5	4.0	9,513	.0036	971	3,805	7,781	2.5	3,825	30.6	11.3	31.3	26.5	30.1	39.4	8.0	22.8
Fremont		8.8	.0053	2.4	2.8	10,544	.0040	1,198	4,393	8,589	2.4	4,392	28.5	9.1	30.2	22.4	27.7	31.6	13.6	36.9

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IDAHO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Gem		7.8	.0047	2.3	2.8	8,563	.0032	1,093	3,723	5,754	2.4	3,505	35.9	14.4	30.2	28.0	26.8	38.4	7.1	19.2
Gooding		11.8	.0069	3.3	3.3	13,077	.0049	1,137	3,963	9,576	3.4	3,876	32.5	11.8	30.4	28.6	27.7	35.8	9.4	26.8
Idaho		11.3	.0068	3.2	2.6	13,287	.0050	1,176	4,152	10,384	3.3	4,025	34.1	11.9	24.0	19.4	30.5	38.0	11.4	30.7
Jefferson		11.2	.0068	2.8		9,688	.0037	863	3,453	10,157	2.6	3,707	38.4	14.6	29.8	25.4	23.2	31.4	9.4	28.6
Jerome		12.9	.0077	3.4	4.9	14,052	.0053	1,089	4,133	12,461	3.8	3,673	31.3	11.4	32.0	26.8	27.3	35.3	9.4	26.5
Kootenai		25.4	.0154	7.9	13.7	33,556	.0126	1,321	4,248	3,650	8.3	4,035	32.5	11.3	25.8	20.9	31.4	39.0	10.3	28.8
Coeur D'Alene		13.7	.0083	4.5		20,822	.0078	1,520	4,627		4.8	4,333	29.4	9.6	24.2	18.0	34.1	39.5	12.3	32.9
Latah		21.4	.0129	8.1	11.7	31,799	.0120	1,485	5,211	8,813	8.4	3,773	38.2	14.2	25.3	21.9	26.5	35.2	10.0	28.7
Moscow		11.7	.0071	3.1		20,116	.0076	1,719	6,489		5.5	3,653	41.3	15.9	24.5	21.8	24.5	33.6	9.7	28.7
Lemhi		6.0	.0036	1.8	2.6	6,375	.0024	1,063	3,542	4,351	1.9	3,308	41.7	17.7	33.7	33.2	17.7	26.8	6.8	22.3
Lewis		4.1	.0025	1.2		8,136	.0030	1,984	6,780	6,511	1.4	5,969	23.8	5.4	24.5	13.4	29.0	24.3	23.5	56.9
Lincoln		4.0	.0024	1.1		4,926	.0019	1,232	4,478	4,179	1.3	3,885	28.8	10.4	34.5	29.0	23.1	36.2	8.6	24.4
Madison		9.5	.0057	2.5	4.5	9,913	.0037	1,043	3,965	8,289	2.4	4,176	34.3	11.6	27.2	21.1	27.0	32.4	11.5	34.9
Minidoka		9.4	.0057	2.4	3.0	10,679	.0041	1,136	4,450	9,591	2.6	4,047	27.9	9.7	35.0	28.1	29.1	32.4	11.0	29.8
Nez Perce		23.8	.0143	7.5	16.6	38,440	.0144	1,615	5,125	5,445	8.3	4,617	27.9	8.5	22.7	16.0	34.4	37.4	15.0	38.1
Lewiston		14.0	.0084	4.9		26,244	.0099	1,875	5,356		5.6	4,714	27.5	8.2	22.2	15.3	34.3	36.5	16.0	40.0
Oneida		3.9	.0024	1.0	2.4	4,467	.0017	1,145	4,467	5,602	1.0	4,382	29.1	9.4	28.2	21.0	28.7	33.0	14.0	36.6
Owyhee		6.4	.0038	1.7		6,401	.0024	1,000	3,765	9,277	2.0	3,248	42.6	18.5	33.0	33.0	18.3	28.3	6.1	20.2
Payette		12.2	.0074	3.6	4.2	12,527	.0047	1,027	3,480	6,357	3.6	3,440	38.0	15.5	33.8	32.0	21.1	30.7	7.1	21.8
Power		3.5	.0021	.9	.1	5,194	.0020	1,484	5,771	5,973	1.0	5,053	29.7	8.3	23.7	15.2	29.0	28.8	17.6	47.7
Shoshone		22.0	.0138	6.6	8.3	37,030	.0139	1,624	5,446	374	7.9	4,712	16.9	5.0	22.7	15.8	47.2	50.2	13.2	29.0
Teton		2.9	.0017	.7		2,749	.0011	948	3,927	3,536	.8	3,622	29.4	11.4	40.3	36.2	24.4	33.8	5.9	18.6
Twin Falls		43.3	.0261	13.3	24.0	61,812	.0232	1,428	4,648	33,076	13.6	4,543	26.3	8.1	29.2	20.9	30.5	33.7	14.0	37.3
Twin Falls		21.1	.0127	6.9		33,859	.0127	1,606	4,907		7.2	4,715	24.8	7.4	25.9	17.8	34.1	36.3	15.2	38.5
Valley		4.0	.0024	1.2		5,603	.0021	1,401	4,669	1,208	1.2	4,500	23.7	7.4	21.7	15.7	43.1	48.0	11.5	28.9
Washington		8.0	.0049	2.4	4.1	8,964	.0034	1,121	3,735	6,590	2.4	3,662	36.8	14.2	28.8	25.5	26.3	36.0	8.1	24.3
Weiser		4.1	.0025	1.3		5,124	.0019	1,250	3,942		1.4	3,759	34.6	13.0	26.2	22.5	30.8	41.1	8.4	23.4
Total Above Cities		200.5	.1208	63.0		324,742	.1222	1,620	5,155		72.0	4,510	28.1	8.8	24.5	17.6	32.8	36.5	14.6	37.1
State Total		620.7	.3744	179.4	279.5	817,367	.3077	1,317	4,556	333,445	192.5	4,245	29.4	9.7	27.4	21.0	30.9	36.5	12.3	32.8

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955						NINE STORE GROUPS (add 000)							
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Ada	181	169,141	.0588	4,368	.0499	103	122	20,243	5,832	17,509	4,241	5,795	26,312	8,815	7,363	3,225
△Boise		95,617	.0515		.0344	139	209	16,848	4,680	16,117	4,139	5,434	24,611	6,519	5,338	2,840
Adams		2,059	.0011	2,288	.0015	83	61	748	128	385	...	94	...	465	82	103

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Bannock		52,369	.0283	4,124	.0268	97	103	11,748	3,452	5,575	2,933	3,159	10,923	4,368	4,425	1,475
Pocatello		46,618	.0251		.0202	114	142	10,122	2,676	5,340	2,921	3,098	10,529	3,174	3,674	1,394
Bear Lake		8,483	.0045	4,485	.0035	88	113	1,454	534	775	227	238	2,421	615	1,104	235
Benewah		4,750	.0026	3,167	.0028	85	79	1,017	568	306	189	107	934	390	813	143
Bingham		23,550	.0127	3,463	.0133	80	77	4,217	1,531	2,338	454	922	5,887	2,417	3,268	579
Blackfoot		16,877	.0091		.0050	147	268	3,008	1,075	1,008	454	706	4,848	1,778	1,931	378
Blaine		5,890	.0032	4,207	.0028	93	107	417	768	1,784	133	145	1,208	377	404	184
Boise		1,371	.0007	2,285	.0008	73	84	303	281	304	...	...	...	60	164	...
Bonner		16,690	.0090	3,709	.0074	84	102	3,782	1,993	1,270	448	444	3,937	1,274	1,028	390
Bonneville		54,159	.0292	5,416	.0222	105	138	9,626	2,888	6,322	3,567	3,232	11,840	4,186	7,666	1,312
Idaho Falls		51,550	.0278		.0183	126	192	9,299	2,655	5,748	3,587	3,101	11,840	3,521	7,419	1,312
Boundary		6,701	.0036	4,188	.0029	85	109	1,390	576	523	219	105	2,058	389	907	79
Butte		2,624	.0014	3,280	.0015	79	74	709	334	81	72	130	430	437	159	74
Camas		472	.0003	1,573	.0007	78	33	219	66	...	...	...	...	39	62	63
Canyon	181	61,671	.0332	3,606	.0299	85	95	11,793	2,396	8,891	1,824	2,653	16,384	4,089	7,280	1,541
Nampa		28,838	.0155		.0112	106	146	6,060	1,040	3,634	881	1,529	7,800	1,587	2,851	786
Caldwell		27,423	.0148		.0091	130	211	4,336	971	4,265	907	1,060	8,010	1,876	3,696	627
Caribou		5,573	.0032	2,937	.0039	89	73	1,141	459	513	89	70	1,553	241	1,356	121
Cassia		19,904	.0102	4,726	.0079	88	113	3,064	1,182	1,155	1,335	687	3,097	1,668	2,639	588
Burley		16,485	.0089		.0051	131	228	2,612	919	831	1,335	565	2,940	1,152	2,468	549
Clark		782	.0004	3,910	.0005	100	80	110	148	94	...	65	121	211	...	...
Clearwater		7,549	.0040	3,431	.0043	91	85	1,770	837	1,056	263	223	1,354	782	481	253
Custer		2,601	.0014	2,601	.0014	74	74	687	324	142	...	...	504	198	522	82
Elmore		10,248	.0056	3,533	.0053	90	95	1,609	1,124	1,881	132	242	1,983	1,114	1,080	105
Franklin		9,284	.0050	3,714	.0045	75	83	2,212	315	613	444	638	2,165	364	1,513	320
Fremont		8,048	.0043	3,353	.0043	81	81	1,589	638	529	186	172	1,646	419	1,833	407
Gem		7,766	.0042	3,377	.0038	81	89	1,596	500	493	556	215	1,920	543	830	142
Gooding		9,686	.0052	2,929	.0054	78	75	1,624	642	955	127	274	2,262	902	1,983	357
Idaho		12,620	.0068	3,944	.0059	87	100	2,500	1,094	1,664	169	432	2,631	784	2,609	288
Jefferson		7,275	.0039	2,598	.0044	65	57	1,483	456	594	209	305	864	528	1,500	315
Jerome		13,023	.0070	3,830	.0063	82	91	2,263	803	1,144	158	718	2,523	1,321	2,964	539
Kootenai		30,112	.0163	3,812	.0143	93	108	6,808	3,343	2,367	838	1,185	7,308	2,319	2,438	982
Coeur d'Alene		24,706	.0133		.0096	116	160	5,011	1,935	2,257	838	1,185	6,797	1,878	2,018	823
Latah		22,521	.0121	3,602	.0122	95	94	4,738	1,190	2,668	585	1,041	5,016	1,396	3,343	824
Moscow		17,416	.0094		.0080	113	132	3,522	671	1,733	546	965	4,503	848	2,368	706
Lemhi		6,371	.0034	3,539	.0029	81	94	1,507	763	616	318	212	1,047	542	627	153
Lewis		4,569	.0025	3,808	.0028	112	100	943	565	67	198	...	183	894	1,571	297
Lincoln		2,402	.0013	2,184	.0018	75	54	705	244	169	98	35	422	222	316	158
Madison		12,278	.0066	4,911	.0060	88	116	2,035	287	766	501	807	1,809	534	3,146	296
Minidoka		11,547	.0062	4,311	.0050	88	109	2,179	586	625	402	524	3,335	891	2,299	233
Nez Perce		46,067	.0249	6,145	.0175	122	174	9,081	3,249	4,149	3,263	2,895	11,901	2,255	5,328	1,250
Lewiston		43,619	.0235		.0137	163	280	8,490	2,823	3,929	3,263	2,768	11,901	1,821	4,955	1,160
Oneida		3,387	.0018	3,387	.0019	79	75	730	211	525	92	32	867	294	434	148
Owyhee		4,750	.0026	2,794	.0028	74	68	946	337	316	84	175	190	482	1,517	232
Payette		10,858	.0058	3,015	.0055	74	78	2,357	759	748	267	178	2,935	1,002	1,302	329
Power		4,578	.0025	5,087	.0022	105	119	814	415	215	88	65	578	249	1,152	106
Shoshone		25,292	.0136	3,719	.0138	100	99	7,736	2,534	2,474	712	1,259	4,374	1,823	1,000	682
Teton		2,183	.0012	3,119	.0012	71	71	418	138	185	...	48	567	186	406	139
Twin Falls		56,958	.0307	4,263	.0261	100	118	10,641	3,222	8,300	2,350	2,617	11,661	3,657	9,049	1,790
Twin Falls		44,186	.0238		.0160	126	187	7,143	2,380	7,495	2,043	2,342	9,749	2,212	6,306	1,448
Valley		4,061	.0022	3,384	.0022	92	92	407	435	949	...	86	850	456	504	67
Washington		11,211	.0060	4,671	.0044	90	122	2,179	572	1,020	451	663	2,967	579	1,763	136
Weiser		10,421	.0056		.0031	124	224	2,050	497	932	451	646	2,967	450	1,536	103
Total Above Cities		423,756	.2283		.1537	127	189	78,501	22,322	53,298	21,365	23,399	106,495	26,816	44,560	12,028
State Total		722,707	.3895	4,028	.3455	92	104	143,534	48,715	83,003	28,258	32,905	159,927	54,775	90,200	20,563

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Before using these figures, see explanation page 11.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

IDAHO— SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Boise	181	138.0	.0833	42.1	84.8	189,116	.0712	1,370	4,492
Total Above Area		138.0	.0833	32.1	84.8	189,118	.0712	1,370	4,492

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Productio	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Boise	181	170,812	.0920	4,057	.0808	96	110	32,036	8,228	26,400	6,065	8,448	41,676	12,904	14,643	4,766
Total Above Areas		170,812	.0820	4,057	.0798	96	110	32,036	8,228	26,400	6,065	8,448	41,676	12,904	13,643	4,766

ILLINOIS — Counties and Cities — (Other East North Central States: Indiana, Michigan, Ohio, Wisconsin.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

Map, pages 374, 6

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Alton	Madison	35.3	499	105	106	34	41	22	39	40	22	16
Aurora	Kane	53.8	641	149	122	40	52	37	45	61	35	19
Belleville	St. Clair	42.6	562	125	130	45	36	31	35	54	25	17
Belvidere	Boone	10.3	157	26	34	6	10	7	12	18	14	5
Berwyn	Cook	53.8	556	149	63	59	55	24	26	42	22	19
Bloomington	McLean	40.2	522	80	108	54	47	41	34	58	25	16
Blue Island	Cook	18.3	269	43	74	15	18	10	20	29	15	7
Brookfield	Cook	19.6	116	26	22	14	3	10	5	13	5	6
Cairo	Alexander	14.6	190	44	34	12	18	12	15	16	9	8
Calumet City	Cook	20.7	224	35	131	7	3	5	1	17	10	2
Canton	Fulton	12.7	206	32	37	14	16	12	18	29	21	6
Carbondale	Jackson	12.6	170	30	20	9	21	12	19	23	11	6
Centralia	Marion	13.2	272	65	52	16	23	14	17	29	16	8
Champaign	Champaign	45.9	453	86	89	34	47	31	26	59	19	17
Charleston	Coles	9.9	167	34	23	13	11	8	19	18	8	3
Chicago	Cook	3806.0	38215	9,311	9044	3256	3777	1649	926	1806	1358	1455
Chicago Heights	Cook	27.5	340	66	76	21	30	29	17	31	13	8
Cicero	Cook	68.1	844	228	233	52	54	34	23	45	35	24
Collinsville	Madison	13.2	219	38	66	20	15	6	14	18	12	6
Danville	Vermilion	39.4	547	99	109	39	53	34	43	62	22	12
De Kalb	De Kalb	15.1	206	28	50	18	20	10	17	16	15	6
Decatur	Macon	71.3	889	147	176	63	74	49	50	103	47	23
Des Plaines	Cook	25.9	216	31	38	19	22	13	15	19	18	6
Dixon	Lee	12.1	212	29	32	25	26	14	15	18	16	5
Downers Grove	DuPage	17.8	152	33	25	17	10	6	13	12	12	5
East Moline	Rock Island	14.9	162	15	66	8	12	7	5	19	11	3
East St. Louis	St. Clair	88.1	1,225	309	319	60	68	56	46	117	61	46
Edwardsville	Madison	10.1	157	33	32	15	17	6	8	16	13	4
Effingham	Effingham	7.6	165	23	28	18	12	9	19	20	12	5
Elgin	Kane	48.9	464	76	76	46	49	36	26	41	21	29
Elmhurst	DuPage	32.8	217	44	37	26	21	15	14	17	10	9
Elmwood Park	Cook	22.5	152	35	30	17	12	10	5	10	5	5
Evanston	Cook	75.1	703	129	74	58	102	71	35	45	24	27
Evergreen Park	Cook	19.1	130	25	24	16	14	5	4	11	8	6
Fairfield	Wayne	6.1	129	25	13	13	6	11	12	19	9	3
Forest Park	Cook	15.3	199	38	56	27	5	5	5	15	11	7
Freeport	Stephenson	24.5	343	55	68	34	38	26	20	33	21	6
Galesburg	Knox	33.3	434	89	79	32	46	23	38	57	17	13
Granite City	Madison	35.4	400	102	94	20	19	18	24	44	27	8
Harrisburg	Saline	11.0	188	48	24	11	15	10	15	25	13	8
Harvey	Cook	23.9	274	45	73	12	17	11	22	30	20	6
Herrin	Williamson	9.5	140	31	21	8	14	11	16	9	7	4
Highland Park	Lake	21.7	165	29	12	15	22	15	16	14	12	6
Jacksonville	Morgan	24.0	311	46	86	19	33	17	32	30	16	6
Joliet	Will	58.2	917	194	236	51	70	42	38	105	41	28
Kankakee	Kankakee	28.6	496	82	132	38	36	24	25	56	33	14
Kewanee	Henry	18.0	268	52	55	20	20	15	21	27	23	5
La Grange	Cook	13.9	200	32	19	8	26	15	11	23	15	9
La Salle	La Salle	12.0	280	34	84	14	29	14	17	22	13	7
Lincoln	Logan	15.1	217	41	35	15	15	23	15	29	13	5
Macomb	McDonough	11.2	184	20	28	20	16	17	15	20	13	4
Marion	Williamson	11.0	230	56	38	18	15	16	15	30	11	5
Mattoon	Coles	17.9	283	52	46	24	29	9	22	25	21	7
Maywood	Cook	26.4	202	57	24	10	16	11	18	22	9	8
Melrose Park	Cook	16.5	182	23	50	14	19	8	2	27	13	3
Moline	Rock Island	41.9	527	94	128	42	50	35	29	60	15	13
Monmouth	Warren	10.6	189	22	25	19	19	14	14	20	18	5
Morris	Grundy	7.8	143	23	24	11	11	8	12	19	13	3
Mount Carmel	Wabash	9.9	162	31	29	11	16	10	14	20	13	4
Mount Vernon	Jefferson	17.3	314	66	53	28	21	17	22	48	14	9
Murphysboro	Jackson	9.7	182	45	34	11	12	15	10	16	22	4
Oak Park	Cook	64.8	533	101	51	52	92	34	23	47	19	33
Olney	Richland	9.6	166	38	23	9	15	11	10	19	15	4
Ottawa	La Salle	18.1	310	47	85	19	28	21	23	19	13	13
Paris	Edgar	10.7	191	35	36	10	16	10	18	12	20	4
Park Ridge	Cook	24.9	152	31	13	9	27	9	9	9	12	6
Pekin	Tazewell	23.7	285	58	53	21	19	16	24	33	20	4
Peoria	Peoria	114.7	1,469	253	340	131	116	93	68	166	63	65
Pontiac	Livingston	8.8	158	25	25	12	18	6	12	9	22	5
Princeton	Bureau	6.2	141	22	15	10	10	14	17	14	22	3
Quincy	Adams	46.9	606	114	157	42	48	32	30	53	32	14
River Forest	Cook	11.7	60	10	6	11	3	5	1	11	3	3
Rock Island	Rock Island	52.2	558	104	157	48	44	27	33	48	13	21
Rockford	Winnebago	113.7	1,339	285	273	105	135	77	78	125	70	46
Salem	Marion	6.1	105	17	14	7	10	7	6	21	7	3
Skokie	Cook	37.6	216	30	55	28	14	8	5	23	12	7
Springfield	Sangamon	88.6	1,211	209	348	101	85	63	47	117	49	38
Sterling	Whiteside	13.9	217	35	32	18	30	14	16	16	15	4
Streator	La Salle	17.3	297	58	63	13	37	18	23	22	24	4
Taylorville	Christian	9.7	207	38	45	14	12	12	11	24	13	7
Urbana	Champaign	28.1	165	35	34	12	10	16	7	26	7	6
Watseka	Iroquois	4.9	103	12	14	10	11	6	11	8	8	3
Waukegan	Lake	47.3	568	109	148	46	55	41	21	52	21	14
West Frankfurt	Franklin	11.5	198	44	23	17	14	18	17	24	9	4
Wheaton	DuPage	20.1	102	15	9	10	12	10	5	11	8	5
Wilmette	Cook	19.7	143	30	20	13	12	10	9	18	6	4
Winnetka	Cook	13.5	135	15	10	16	19	12	6	11	6	5
Wood River	Madison	11.6	157	30	28	9	19	6	15	19	6	7
Woodstock	McHenry	7.9	131	26	21	10	13	16	10	12	8	3

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Before using these figures, see explanation page 11.

Summary of all data by States and Regions, pages 246, 248, 250

ILLINOIS Daily Newspaper MARKETS

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Jacksonville Journal-Courier
Joliet Herald-News
Kankakee Daily Journal
Kewanee Star-Courier
LaSalle News-Tribune
Litchfield News-Herald
Macomb Journal
Marion Republican
Moline Dispatch-Rock Island Argus
Monmouth Review-Atlas
Mt. Carmel Reg.-Reg.
Mt. Vernon Register-News
Olney Daily Mail
Ottawa Republican-Times
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Pontiac Leader
Quincy Herald-Whig
Robinson Daily News
Rockford Morn. Star & Reg. Rep.
Rock Island Argus-Moline Dispatch
Shelbyville Union
Springfield Journal-Register
Sterling Gazette
Streator Times-Press
Taylorville Breeze-Courier
Waukegan News-Sun
West Frankfort American

ARE YOU USING? ARE YOU RECOMMENDING?
THE USE OF THESE NEWSPAPERS TO BACK UP YOUR SALES EFFORTS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Adams	244	68.1	.0410	21.8	49.8	99,072	.0373	1,455	4,545	21,567	23.3	4,248	33.5	11.5	29.0	22.9	27.2	33.3	10.3	32.3
△Quincy		46.9	.0283	15.3		75,597	.0285	1,612	4,941		17.6	4,303	32.6	11.0	28.9	22.6	28.0	33.8	10.5	32.6
Alexander		22.1	.0134	7.2	14.0	24,603	.0093	1,113	3,417	2,327	7.9	3,119	49.0	22.9	29.1	31.4	17.2	28.7	4.7	17.0
Cairo		14.0	.0084	4.6		17,929	.0068	1,281	3,898		5.6	3,202	47.8	21.7	29.2	30.9	17.7	28.7	5.3	18.7
Bond		13.9	.0083	4.5	4.0	18,968	.0064	1,221	3,771	7,943	4.5	3,730	40.6	15.9	27.8	25.1	24.1	33.6	7.5	28.4
Boone		18.0	.0109	5.5	10.3	26,645	.0108	1,591	5,208	13,740	5.7	5,061	20.2	5.8	23.9	15.9	41.0	42.1	14.9	36.2
Belvidere		10.3	.0062	3.3		18,279	.0069	1,775	5,539		3.5	5,266	19.9	5.5	20.9	13.4	42.8	42.2	16.4	38.9
Brown		6.4	.0039	2.2		8,611	.0032	1,345	3,914	6,332	2.3	3,795	37.8	14.5	30.4	27.0	22.5	30.8	9.3	27.7
Bureau		37.0	.0223	11.8	10.7	58,620	.0213	1,530	4,798	39,584	12.6	4,507	27.6	8.9	31.4	23.5	29.4	33.9	11.6	33.7
Princeton		6.2	.0037	2.2		12,528	.0047	2,021	5,695		2.4	5,277	26.9	7.4	28.2	18.1	29.1	28.6	15.8	45.9
Calhoun		3.1	.0037	1.7		6,102	.0023	1,000	3,589	4,391	1.9	3,170	48.6	22.3	30.8	32.8	15.0	24.6	5.6	29.3
Carroll		19.1	.0115	6.2	5.1	29,573	.0112	1,548	4,770	19,643	6.4	4,645	27.2	8.5	28.2	20.4	32.1	35.9	12.5	35.2
Cass		14.0	.0084	4.5	5.7	20,903	.0078	1,493	4,645	12,280	4.4	4,756	31.0	9.5	27.8	19.6	27.4	30.0	13.8	40.9

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

GARY, INDIANA

Second Largest City in the State

The Bigger It Grows—The Faster It Grows!

	1955	1954
POPULATION	158,500	155,100
EFFECTIVE BUYING INCOME	$324,585,000	$315,611,000
RETAIL SALES	$214,644,000	$192,782,000
FOOD	$ 50,575,000	$ 48,227,000
EATING & DRINKING	$ 16,876,000	Not Reported
GENERAL MERCHANDISE	$ 36,747,000	$ 29,846,000
APPAREL	$ 15,987,000	Not Reported
HOUSE FURNISHINGS & RADIO	$ 12,510,000	$ 10,615,000
AUTOMOTIVE	$ 34,556,000	$ 28,200,000
GAS STATIONS	$ 12,906,000	Not Reported
LUMB. BLDG. HDWE.	$ 11,727,000	Not Reported
DRUGS	$ 6,764,000	$ 5,823,000

Gary is the principal shopping center for Lake and Porter counties.

Total populations
512,800
Effective Buying Income
$1,008,419,000
Retail Sales
$588,473,000
(Figures from Sales Management Survey of Buying Power)

There is only one medium that will give you effective family coverage in the Gary-Calumet Area:

THE GARY POST TRIBUNE

Gary's only daily and Sunday newspaper

No other medium of any type even approaches our audience in size in this prosperous and responsive market, (See ABC reports for confirmation.) **WHY SETTLE FOR LESS?**

ILLINOIS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Champaign	187	123.0	.0742	32.8	80.9	241,462	.0909	1,963	7,407	41,504	86.9	4,244	41.3	14.2	23.3	18.4	23.2	28.4	12.2	39.0
△Champaign-Urbana		79.0	.0484	18.7		151,056	.0569	2,098	8,078											
△Champaign		45.9	.0277	11.7		95,404	.0359	2,079	8,154		22.7	4,209	43.7	15.1	21.9	17.6	22.1	27.3	12.3	40.0
△Urbana		26.1	.0157	7.0		55,652	.0210	2,132	7,950		13.2	4,230	41.8	14.4	22.2	17.6	23.4	28.8	12.6	39.2
Christian		38.6	.0233	12.5	15.5	61,310	.0231	1,588	4,905	29,629	12.7	4,819	25.9	7.8	27.6	19.3	32.7	35.2	13.9	37.7
Taylorville		9.7	.0059	3.1		18,675	.0070	1,925	6,024		3.7	5,027	21.9	6.3	26.4	17.7	36.9	38.1	14.8	37.9
Clark		16.3	.0098	5.4	5.4	21,788	.0082	1,333	4,031	10,829	5.4	4,051	36.8	13.2	27.8	23.2	26.5	33.9	8.9	29.7
Clay		16.9	.0102	5.4	5.2	29,807	.0076	1,231	3,853	5,999	5.4	3,823	34.0	12.9	29.7	26.2	29.3	39.8	7.0	21.1
Clinton		22.6	.0136	6.7	3.2	27,148	.0103	1,201	4,052	11,328	6.4	4,259	29.1	10.0	30.5	24.0	31.1	38.0	9.3	28.0
1Centralia																				
Coles		42.2	.0255	13.5	20.3	64,210	.0241	1,522	4,756	17,575	14.7	4,389	31.8	10.8	27.4	21.3	29.8	35.5	11.0	32.6
Mattoon		17.9	.0108	5.6		29,402	.0111	1,643	5,250		6.2	4,711	25.9	8.0	26.5	19.0	34.9	38.5	12.7	34.5
Charleston		9.9	.0060	3.3		15,831	.0060	1,599	4,947		4.1	3,897	40.2	15.1	26.0	22.4	23.4	34.0	6.4	28.5
Cook	28	4,866.1	2.9347	1,518.0	4,796.1	10,709,380	4.0548	2,213	7,094	31,543	1,732.3	6,217	18.5	4.3	20.6	11.2	37.1	31.0	23.8	53.5
▲Chicago		3,806.0	2.2954	1,182.5		8,333,907	3.1378	2,190	7,048		1,392.9	5,983	19.0	4.6	21.6	12.2	37.1	32.2	22.3	51.0
Evanston		75.1	.0453	21.6		244,725	.0921	3,259	11,330		31.3	7,809	26.4	4.9	16.5	7.2	25.6	17.0	31.5	70.9
Oak Park		64.5	.0389	20.9		205,000	.0772	3,178	9,809		23.4	8,749	15.3	2.5	14.3	5.6	32.6	19.3	37.8	72.6
Cicero		68.1	.0411	21.5		142,348	.0536	2,090	6,621		22.0	6,483	12.3	2.8	15.3	7.9	45.3	36.3	27.1	53.0
Berwyn		53.8	.0324	17.3		128,350	.0483	2,386	7,419		17.2	7,470	10.6	2.1	13.7	6.3	41.7	29.0	34.0	62.7
Chicago Heights		27.5	.0166	8.0		50,463	.0190	1,835	6,308		8.8	5,765	17.3	4.4	22.4	13.0	40.3	36.4	20.0	46.2
La Grange		13.9	.0084	4.1		42,653	.0161	3,069	10,403		4.6	9,246	13.9	2.9	15.3	5.6	32.1	18.0	38.7	74.3
Harvey		23.9	.0144	7.1		42,678	.0161	1,786	6,011		7.1	6,010	13.5	3.5	19.0	10.6	45.6	39.4	21.9	46.7
Blue Island		18.3	.0110	5.3		36,064	.0136	1,971	6,805		5.7	6,346	14.6	3.4	17.9	9.5	42.0	34.4	25.5	52.7
Maywood		28.4	.0171	8.2		64,533	.0243	2,272	7,870		9.1	7,077	14.2	2.9	16.4	7.8	39.4	28.9	30.0	60.4

1 Centralia is in Clinton and Marion Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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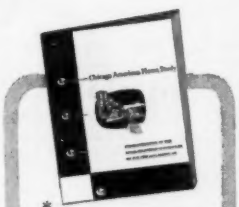
PORTRAIT OF CHICAGO'S BEST SPENDERS



Sell more to those who make more...
3 out of 4 Chicago American families earn over $4,000 a year; 1 out of 4 earns $7,000+ *

Here's a huge and wealthy market with *plus* buying power—the higher income, bigger spending Chicago American families. The more they make the more they buy... and 78% of the American's home-delivered households earn over $4,000 a year (only 59.5% of Chicago Metropolitan households earn that much). And they're a lush market for luxuries, too. One out of four Chicago American families earns over $7,000 a year.

It's logical that you can sell more to those who have more... and these young and active Chicago American families are a major market with more money. Reach them the easy, economical way... with advertising in the Chicago American.



*

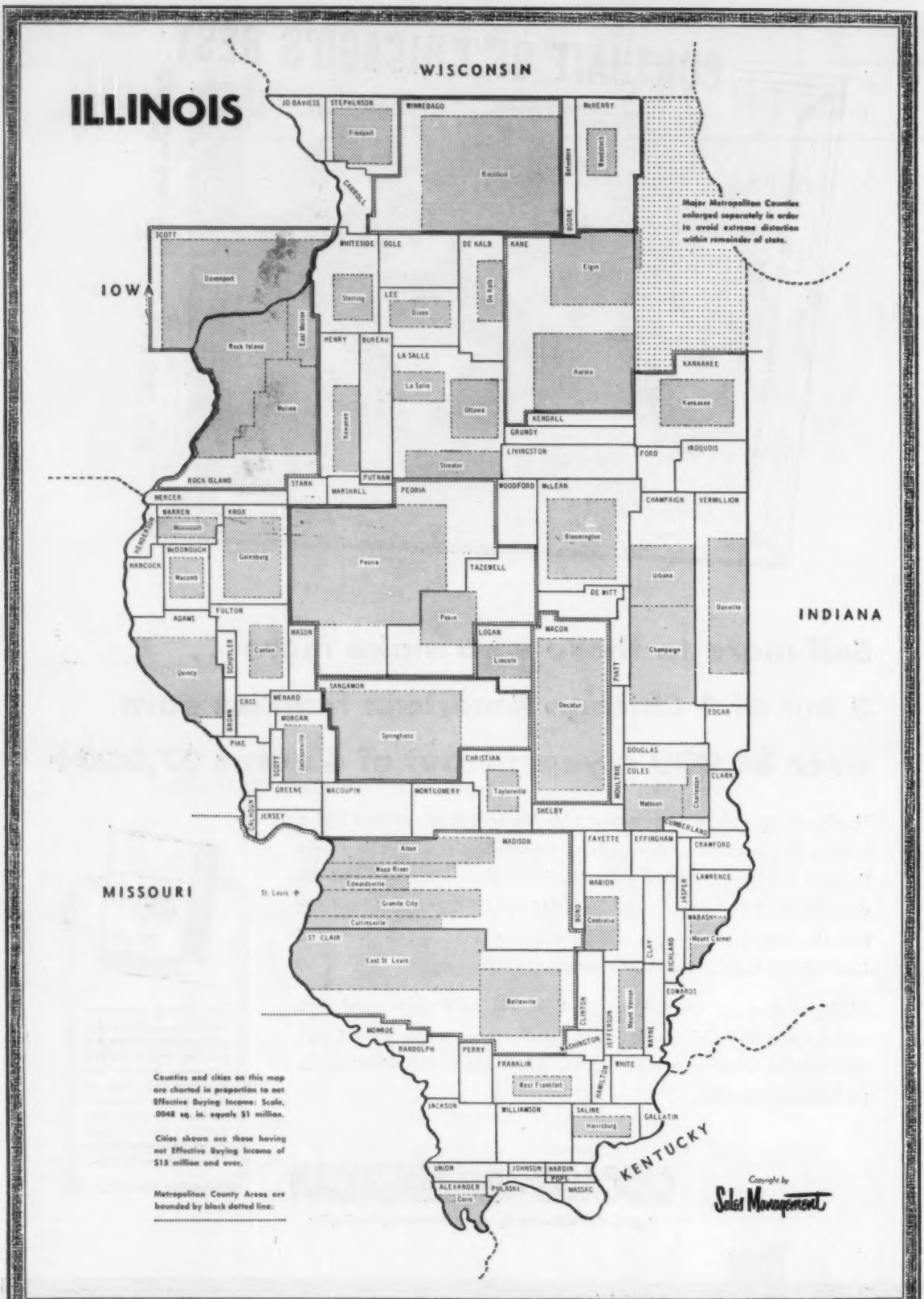
The Chicago American's new Politz study of home-delivered households will provide these and other important facts to help you accurately evaluate the Chicago American market. For your copy, contact the Chicago American or your Hearst Advertising Service rep.

CHICAGO AMERICAN

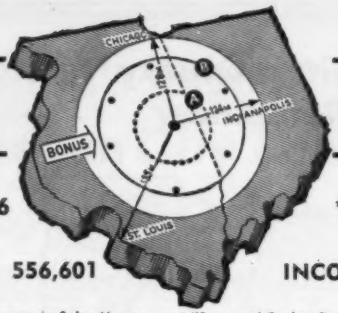
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BMZ

Get the PLUS of Chicago's largest evening home-delivered circulation


ILLINOIS
WISCONSIN
IOWA
MISSOURI
INDIANA
KENTUCKY
Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state.
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0048 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
Copyright by Sales Management

ILLINOIS 2nd Market



*POPULATION . . . 1,801,146 *FARM FAMILIES (EST.) . 109,430

*FAMILIES . . . 556,601 INCOME . . . $2,957,504,000

* Compiled from figures in **Sales Management** "Survey of Buying Power," May 10, 1956

WCIA 3
NBC CBS CHANNEL

CBS

official outlet for:
BLOOMINGTON, DECATUR
CHAMPAIGN-URBANA
DANVILLE, SPRINGFIELD
(ILLINOIS)

STUDIO—CHAMPAIGN
TRANSMITTER—BETWEEN DECATUR & CHAMPAIGN • SEE GEORGE P. HOLLINGBERRY CO.

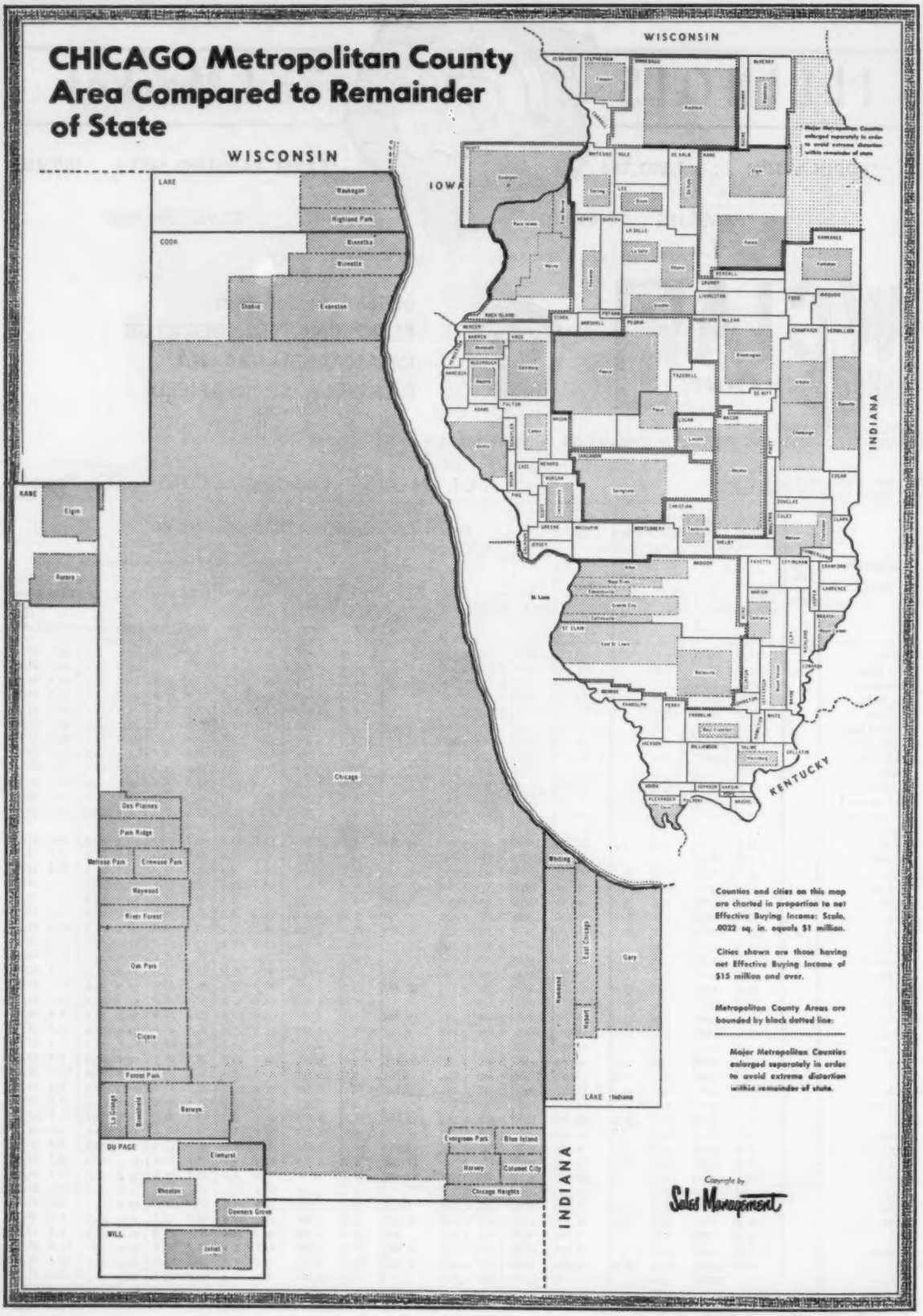
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Winnetka		13.5	.0081	3.7		63,717	.0240	4,720	17,221		5.0	12,645	16.4	1.9	16.7	4.4	20.2	8.3	46.7	85.4
River Forest		11.7	.0071	3.0		44,970	.0169	3,844	14,990		4.4	10,241	28.1	4.0	11.3	3.7	20.3	10.3	40.3	82.0
Des Plaines		25.9	.0156	7.6		55,895	.0210	2,158	7,355		7.8	7,170	13.4	2.7	15.4	7.2	40.3	29.3	30.8	60.8
Park Ridge		24.9	.0150	7.4		78,672	.0296	3,160	10,631		7.6	10,417	12.2	1.7	11.8	3.8	29.7	14.8	46.3	79.7
Wilmette		19.7	.0119	5.2		73,553	.0277	3,734	14,145		6.3	11,622	17.1	2.1	12.7	3.7	24.7	11.1	45.5	83.1
Elmwood Park		22.5	.0136	6.5		50,114	.0189	2,227	7,710		6.5	7,690	9.1	1.7	11.8	5.2	44.1	29.8	35.0	63.3
Melrose Park		16.5	.0100	4.6		29,426	.0111	1,783	6,397		4.9	5,980	13.7	3.3	19.0	10.7	45.0	39.1	22.3	46.9
Forest Park		15.3	.0092	4.9		32,270	.0121	2,109	6,586		5.1	6,325	14.2	3.3	16.0	8.5	43.6	35.8	26.2	52.4
Skokie		37.6	.0227	11.0		88,562	.0333	2,355	8,051		11.0	8,018	13.6	2.5	15.3	6.4	36.4	23.6	34.7	67.5
Brookfield		19.6	.0118	5.4		42,356	.0159	2,161	7,844		6.1	6,968	10.8	2.3	12.9	6.2	46.0	34.3	30.3	57.2
Calumet City		20.7	.0125	5.9		43,325	.0163	2,093	7,343		6.6	6,592	12.6	2.8	15.8	8.1	45.6	35.9	26.0	53.2
Evergreen Park		19.1	.0115	4.8		38,348	.0144	2,008	7,989		5.4	7,132	12.5	2.5	12.8	6.2	43.0	31.3	31.7	60.0
2Elgin																					
Crawford		**20.8**	**.0125**	**7.2**	**6.4**	**29,112**	**.0109**	**1,400**	**4,043**	**8,373**	**6.8**	**4,282**	**29.8**	**10.2**	**25.7**	**20.3**	**34.9**	**42.5**	**9.6**	**27.0**
Cumberland		**9.8**	**.0059**	**3.1**		**10,922**	**.0041**	**1,114**	**3,523**	**7,107**	**3.0**	**3,631**	**40.5**	**16.3**	**30.6**	**26.3**	**22.1**	**31.7**	**6.8**	**23.7**
De Kalb		**43.1**	**.0260**	**12.9**	**22.2**	**73,177**	**.0276**	**1,698**	**5,673**	**46,247**	**15.3**	**4,793**	**27.8**	**8.4**	**24.6**	**17.4**	**34.3**	**37.1**	**13.3**	**37.1**
De Kalb		15.1	.0091	4.3		27,510	.0104	1,822	6,398		6.2	4,427	34.3	11.3	22.3	16.9	32.2	37.9	11.2	33.9
De Witt		**15.9**	**.0096**	**5.3**	**5.7**	**28,201**	**.0106**	**1,774**	**5,321**	**16,092**	**5.3**	**5,290**	**16.7**	**4.6**	**30.7**	**19.6**	**36.6**	**35.9**	**16.0**	**39.9**
Douglas		**15.9**	**.0096**	**5.1**	**2.9**	**22,058**	**.0083**	**1,387**	**4,325**	**17,199**	**4.9**	**4,470**	**30.2**	**9.8**	**31.1**	**23.5**	**27.2**	**31.6**	**11.5**	**35.1**
Du Page	28	**244.2**	**.1473**	**71.3**	**185.8**	**550,059**	**.2071**	**2,252**	**7,715**	**12,879**	**78.2**	**7,315**	**16.7**	**3.3**	**13.7**	**6.3**	**38.6**	**27.4**	**31.0**	**63.0**
Elmhurst		32.8	.0198	9.4		85,588	.0322	2,609	9,105		10.4	8,200	14.1	2.5	11.5	4.7	37.4	23.7	37.0	69.1
Downers Grove		17.8	.0107	5.1		39,178	.0148	2,201	7,682		5.3	7,396	13.0	2.6	13.1	5.9	41.2	29.0	32.7	62.5
Wheaton		20.1	.0121	5.1		52,235	.0197	2,599	10,242		7.8	6,672	26.6	5.8	14.5	7.3	31.2	24.3	27.7	62.6
Edgar		**23.4**	**.0141**	**7.7**	**10.7**	**32,919**	**.0124**	**1,407**	**4,275**	**22,931**	**7.9**	**4,163**	**34.3**	**12.0**	**30.3**	**24.6**	**25.3**	**31.5**	**10.1**	**31.9**
Paris		10.7	.0065	3.6		17,073	.0064	1,596	4,743		4.0	4,226	34.8	12.6	27.7	22.1	26.7	32.8	10.8	33.1
Edwards		**8.8**	**.0053**	**2.8**		**9,747**	**.0037**	**1,108**	**3,481**	**4,794**	**2.6**	**3,717**	**35.0**	**13.7**	**32.5**	**29.5**	**26.2**	**36.6**	**6.3**	**20.2**
Effingham		**21.2**	**.0128**	**6.4**	**7.6**	**27,363**	**.0103**	**1,291**	**4,275**	**8,922**	**6.5**	**4,201**	**32.2**	**11.2**	**30.7**	**24.6**	**26.6**	**32.9**	**10.5**	**31.3**
Effingham		7.6	.0046	2.4		11,484	.0043	1,511	4,785		2.7	4,325	30.8	10.4	30.0	23.3	28.1	33.7	11.1	32.6
Fayette		**22.3**	**.0135**	**7.0**	**5.0**	**26,298**	**.0099**	**1,179**	**3,757**	**11,266**	**6.7**	**3,923**	**36.3**	**13.5**	**29.8**	**25.6**	**26.1**	**34.5**	**7.8**	**26.4**
Ford		**16.0**	**.0096**	**5.0**	**7.0**	**23,356**	**.0088**	**1,460**	**4,671**	**18,784**	**5.0**	**4,628**	**24.7**	**7.8**	**29.2**	**21.3**	**33.8**	**37.9**	**12.3**	**33.0**
Franklin		**45.8**	**.0276**	**15.8**	**24.2**	**55,517**	**.0208**	**1,212**	**3,514**	**4,165**	**15.4**	**3,609**	**35.4**	**14.3**	**33.1**	**30.9**	**25.2**	**36.3**	**6.3**	**18.8**
West Frankfurt		11.5	.0069	3.9		15,124	.0057	1,315	2,878		4.0	3,815	31.6	12.1	33.6	29.6	27.4	37.4	7.4	20.9
Fulton		**42.9**	**.0259**	**14.4**	**17.2**	**65,591**	**.0247**	**1,529**	**4,555**	**25,130**	**14.3**	**4,576**	**28.7**	**9.1**	**27.1**	**20.0**	**32.3**	**38.7**	**11.9**	**34.2**
Canton		12.7	.0077	4.3		23,356	.0088	1,839	5,432		4.7	4,956	25.3	7.4	22.9	15.6	37.4	39.2	14.4	37.8
Gallatin		**9.1**	**.0055**	**2.7**		**9,629**	**.0036**	**1,058**	**3,566**	**5,142**	**2.7**	**3,534**	**46.2**	**19.0**	**28.7**	**27.3**	**17.7**	**26.1**	**7.4**	**27.6**
Greene		**17.9**	**.0108**	**5.9**	**3.0**	**22,196**	**.0083**	**1,240**	**3,762**	**17,207**	**5.7**	**3,870**	**38.8**	**14.6**	**32.0**	**27.8**	**20.5**	**27.6**	**8.7**	**30.0**
Grundy		**19.4**	**.0117**	**6.1**	**7.8**	**29,882**	**.0113**	**1,540**	**4,899**	**14,624**	**5.8**	**5,182**	**20.9**	**5.9**	**25.1**	**16.3**	**38.8**	**38.9**	**15.2**	**38.9**
Morris		7.8	.0047	2.4		13,503	.0051	1,731	5,626		2.5	5,348	20.7	5.6	23.1	14.6	39.6	38.5	16.6	41.3
Hamilton		**11.4**	**.0069**	**3.7**	**2.9**	**11,002**	**.0041**	**965**	**2,974**	**4,149**	**3.7**	**2,970**	**50.6**	**24.8**	**27.2**	**30.9**	**19.0**	**33.2**	**3.2**	**11.1**
Hancock		**25.2**	**.0152**	**8.3**	**3.2**	**34,318**	**.0130**	**1,362**	**4,135**	**25,167**	**8.9**	**3,844**	**38.2**	**14.5**	**30.7**	**26.9**	**22.4**	**30.3**	**8.7**	**28.3**
Hardin		**7.4**	**.0044**	**2.1**		**7,116**	**.0026**	**962**	**3,389**	**979**	**2.2**	**3,190**	**40.8**	**18.6**	**39.1**	**41.3**	**16.7**	**27.2**	**3.4**	**12.9**
Henderson		**8.2**	**.0050**	**2.5**		**11,783**	**.0045**	**1,437**	**4,713**	**12,867**	**2.6**	**4,497**	**30.1**	**9.8**	**31.7**	**23.7**	**26.6**	**30.7**	**11.6**	**35.8**
Henry		**48.8**	**.0294**	**16.0**	**27.0**	**74,874**	**.0282**	**1,534**	**4,680**	**43,114**	**15.8**	**4,742**	**23.4**	**7.2**	**29.6**	**21.0**	**34.5**	**37.8**	**12.5**	**34.0**
Kewanee		18.0	.0109	5.8		28,142	.0106	1,563	4,852		6.2	4,555	22.8	7.3	30.3	22.4	36.2	41.3	10.7	29.0

2 Elgin is in Cook and Kane Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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CHICAGO Metropolitan County Area Compared to Remainder of State
WISCONSIN
IOWA
INDIANA
KENTUCKY
LAKE
COOK
KANE
DU PAGE
WILL
Waukegan
Highland Park
Evanston
Aurora
Elgin
Chicago
Des Plaines
Park Ridge
Melrose Park
Elmwood Park
Maywood
River Forest
Oak Park
Cicero
Forest Park
La Grange
Berwyn
Elmhurst
Wheaton
Downers Grove
Joliet
Whiting
East Chicago
Gary
Hammond
Hobart
Lake Indiana
Evergreen Park
Blue Island
Harvey
Calumet City
Chicago Heights
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0022 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line.
Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state.
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Sales Management

One of the Nation's Fastest Growing Markets, the Waukegan City Zone Is Now Over 63,000. It Is Covered Only by the Waukegan News-Sun !

Since 1950 Waukegan's City Zone population has increased 26%. Waukegan and its trade area are enjoying an unprecedented boom from the Chicago suburban exodus. Yet, Waukegan is a separate market, independent of Chicago and based on an expanding local industry that produces annually a buying power of over 100 million dollars in Waukegan alone.

Waukegan's local daily, the News-Sun, since it prints the news people want most — local news — is a must medium for reaching this rich growing market.

Waukegan News-Sun circulation is climbing fast. Net paid in January was 28,443 daily, a 7% increase in 1 year. Advertising lineage in 1955 hit a new high of 11,702,908 lines. Over 60 of the 100 largest national advertisers advertised in the News-Sun during 1955.

The Waukegan News-Sun

Burke, Kuipers, & Mahoney, Nat'l Rep.

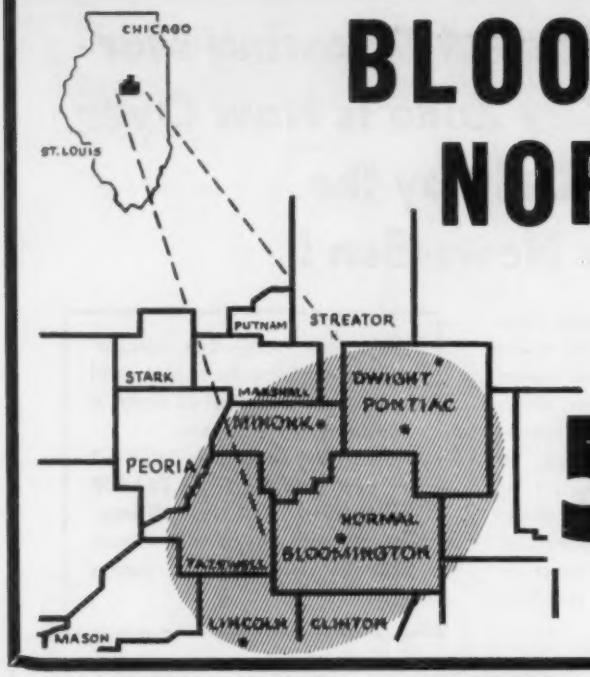
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Iroquois		32.8	.0198	10.4	4.9	47,229	.0177	1,440	4,541	40,395	10.4	4,539	29.3	9.4	30.8	22.9	28.2	32.4	11.7	35.3
Watseka		4.9	.0030	1.5		8,348	.0031	1,704	5,565		1.8	4,592	25.0	7.9	31.7	23.2	31.6	35.8	11.7	33.1
Jackson		40.6	.0245	12.8	22.5	55,832	.0211	1,375	4,362	7,159	14.3	3,901	39.1	14.6	28.1	24.3	23.7	31.5	9.1	29.6
Carbondale-Herrin-Murphysboro		*32.0*	*.0193*	*10.3*		*49,371*	*.0186*	*1,543*	*4,793*											
Carbondale		12.8	.0077	3.7		22,855	.0086	1,786	6,177		5.6	4,056	41.6	14.9	24.9	20.7	21.9	28.0	11.6	36.4
Murphysboro		9.7	.0059	3.3		13,195	.0050	1,360	3,998		3.3	4,016	35.4	12.8	28.5	24.0	27.7	35.8	8.4	27.4
Jasper		11.5	.0069	3.7	2.7	11,979	.0045	1,042	3,238	9,475	3.6	3,357	43.2	18.7	31.2	31.4	20.2	31.3	5.4	18.6
Jefferson		36.9	.0222	12.1	17.3	48,715	.0183	1,320	4,026	6,995	12.0	4,052	34.0	12.2	30.8	25.6	26.6	34.1	8.6	28.1
Mount Vernon		17.3	.0104	6.0		28,265	.0106	1,634	4,711		6.1	4,628	28.9	9.1	28.2	20.5	30.9	34.7	12.0	35.7
Jersey		16.0	.0097	4.8	6.2	17,338	.0065	1,084	3,612	9,209	4.8	3,575	40.6	16.5	29.5	27.8	23.3	33.9	6.6	21.8
Jo Daviess		21.9	.0132	6.7	4.7	29,157	.0110	1,331	4,352	16,113	6.8	4,295	29.8	10.1	30.1	23.7	29.1	35.2	11.0	31.0
Johnson		7.7	.0046	2.4		6,122	.0023	795	2,551	2,722	2.3	2,650	56.9	31.3	28.8	36.5	12.1	23.8	2.2	8.4
Kane	28	164.9	.0995	48.9	126.6	313,561	.1181	1,902	6,412	35,016	53.5	5,864	18.2	4.5	20.9	12.1	39.8	35.2	21.1	48.2
Aurora		53.8	.0324	16.6		109,486	.0412	2,035	5,596		18.6	5,872	18.6	4.6	20.0	11.4	40.2	35.6	21.2	48.4
2Elgin		46.9	.0283	12.9		84,985	.0320	1,812	6,588		14.7	5,785	18.4	4.6	21.0	12.3	39.7	35.6	20.9	47.5
Kankakee	212	81.4	.0491	20.8	41.7	116,526	.0439	1,432	5,602	23,747	22.7	5,130	23.0	6.5	24.8	16.4	36.3	36.7	15.9	40.4
△Kankakee		28.6	.0172	8.9		51,609	.0194	1,805	5,799		9.7	5,307	21.7	5.9	23.4	14.9	38.1	37.3	16.8	41.9
Kendall		12.3	.0074	3.7		19,204	.0072	1,561	5,190	16,114	3.8	5,121	21.3	6.0	27.7	18.3	35.9	36.4	15.1	39.3
Knox	205	55.7	.0338	18.2	36.1	93,211	.0351	1,673	5,121	28,327	19.8	4,715	26.7	8.2	25.8	18.6	34.6	36.1	12.9	35.1
△Galesburg		33.3	.0201	10.9		58,890	.0222	1,768	5,403		12.6	4,685	28.8	8.3	24.7	17.8	35.6	39.5	12.9	34.4
Lake	26	269.0	.1562	71.5	157.8	562,196	.2117	2,171	7,863	12,390	95.9	5,862	24.5	6.1	21.7	12.5	33.3	29.5	20.5	51.9
Waukegan		47.3	.0285	13.9		102,532	.0386	2,168	7,376		17.1	5,984	17.3	4.2	21.6	12.2	39.3	34.1	21.8	49.5
Highland Park		21.7	.0131	5.9		70,830	.0267	3,264	12,005		7.5	9,391	19.5	3.0	18.1	6.6	26.1	14.4	36.3	76.0
La Salle		103.6	.0625	32.3	70.9	177,859	.0669	1,717	5,506	46,184	33.3	5,338	20.2	5.5	24.6	15.5	38.1	37.1	17.1	41.9
La Salle-Peru-Oglesby		*85.0*	*.0151*	*7.9*		*45,184*	*.0170*	*1,807*	*5,719*											
3Streator		17.5	.0106	5.3		30,432	.0115	1,739	5,742		5.8	5,209	19.8	5.5	24.3	15.7	40.5	40.4	15.6	38.4
Ottawa		18.1	.0109	5.4		35,596	.0134	1,967	6,592		6.2	5,787	20.9	5.3	19.7	11.5	37.6	33.7	21.8	49.5
La Salle		12.0	.0072	3.7		21,189	.0080	1,766	5,727		3.9	5,433	18.7	5.0	24.6	15.3	39.1	37.4	17.6	42.3

2 Elgin is in Cook and Kane Counties.
3 Streator is in La Salle and Livingston Counties.

Before using these figures, see explanation page 11.
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BLOOMINGTON-NORMAL, ILL.

CITY ZONE NOW!

51,025

ABC Audit Report, Sept. 30, 1954, Para. 28-b

ILLINOIS' FIFTH LARGEST NEWSPAPER RETAIL MARKET

(Excluding Chicago)

★ $147 MILLION SUBSCRIBER RETAIL PURCHASES
★ $30 MILLION SUBSCRIBER FOOD PURCHASES

- BIGGEST pop. gain—18% last 5 yrs.
- BIGGEST home building boom. Over $7 Million new construction in '55.
- OVER 100 INDUSTRIAL PLANTS. Value of manufactured products in '55 over $150 Million (est.)
- AVERAGE FAMILY INCOME $6,120 (National av. only $5,274)

THE Daily Pantagraph

BLOOMINGTON — NORMAL, ILLINOIS

Represented by Gilman, Nicoll & Ruthman

ILLINOIS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Lawrence		29.1	.0121	8.5	8.3	26,753	.0101	1,331	4,116	5,401	6.4	4,183	32.1	11.2	24.6	19.9	33.3	41.3	10.0	27.6
Lee		37.5	.0226	10.2	12.1	57,006	.0215	1,520	5,589	30,150	11.1	5,157	21.2	6.0	26.7	17.4	36.4	36.7	15.7	39.9
Dixon		12.1	.0073	3.9		24,675	.0093	2,039	6,327		4.6	5,371	19.5	5.3	24.0	15.1	38.9	37.6	17.6	42.0
Livingston		38.6	.0221	10.9	11.7	57,071	.0214	1,559	5,236	40,628	11.3	5,046	24.0	6.9	28.1	18.8	33.1	34.1	14.8	40.2
Pontiac		8.8	.0053	2.7		14,911	.0056	1,694	5,523		2.9	5,212	23.9	6.7	25.9	16.8	35.7	35.5	14.5	41.0
‡Streator																				
Logan		32.6	.0197	8.8	15.1	44,733	.0169	1,372	5,093	27,611	9.5	4,686	29.4	9.1	27.3	19.8	29.5	32.6	13.8	38.7
Lincoln		15.1	.0091	3.6		20,394	.0077	1,351	5,665		4.4	4,661	28.4	8.9	27.5	19.8	31.0	34.6	13.1	36.7
McDonough		23.9	.0173	9.2	14.5	41,591	.0158	1,444	4,521	21,765	10.7	3,888	37.7	14.1	30.1	26.1	23.9	31.9	8.3	27.9
Macomb		11.2	.0068	3.5		18,626	.0070	1,663	5,322		5.0	3,725	41.8	16.3	29.0	26.3	21.3	29.7	7.9	27.7
McHenry		57.4	.0348	17.0	21.0	100,988	.0381	1,759	5,673	28,370	17.0	5,883	21.2	5.4	22.2	13.1	37.3	34.1	19.3	47.4
Woodstock		7.9	.0048	2.5		17,353	.0065	2,197	6,941		2.9	6,038	18.4	4.4	19.9	11.1	39.5	34.0	22.2	50.5
McLean	188	89.4	.0522	26.9	50.4	150,002	.0564	1,738	5,576	51,562	31.5	4,767	30.2	9.2	28.7	19.9	29.0	31.8	14.1	40.3
Bloomington-Normal		*69.8*	*.0318*	*18.0*		*101,680*	*.0383*	*1,988*	*6,351*											
△Bloomington		40.2	.0242	12.9		78,790	.0297	1,960	6,108		16.0	4,923	29.3	8.7	26.0	17.7	29.8	31.5	14.9	42.1

‡ Streator is in La Salle and Livingston Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
© SM, 1956.

Metropolitan ... *in Illinois (Except Chicago)*

PEORIA FIRST in RETAIL SALES

SALES GAINS ('54 Census vs. '48) FAVOR PEORIA MARKET!

Metropolitan Areas	Retail Sales ($1,000)	Gain	Food Sales ($1,000)	Gain	Drug Sales ($1,000)	Gain	Automotive ($1,000)	Gain	Gas Stations ($1,000)	Gain
1. PEORIA	$297,035	+23%	$65,887	+23%	$8,723	+40%	$56,225	+46%	$18,596	+50%
2. Dav.,* R.I., Moline	$290,541	+18%	$64,219	+23%	$9,571	+25%	$50,890	+19%	$18,862	+44%
3. Rockford	$204,591	+25%	$41,975	+11%	$6,265	+32%	$36,003	+52%	$12,217	+51%
4. Springfield	$179,013	+17%	$35,180	+19%	$6,537	+27%	$28,172	+10%	$12,629	+57%
South Bend, Ind.	$247,145	+13%	$54,225	+19%	$7,971	+26%	$42,492	+15%	$16,334	+40%
Ft. Wayne, Ind.	$239,671	+24%	$39,998	− 1%	$7,244	+14%	$47,970	+55%	$15,401	+44%

* Davenport, Iowa (largest unit in Quad Cities) is not adequately covered by Illinois newspapers.
Figures are from Census of Business ... reprinted from Advertising Age, Febr. 20, 1956, with permission.

TO SERVE YOU BETTER ...

A New Modern Plant With Goss 8-Unit HEADLINER PRESS, Hurletron Electric Eye and Goss Colortrol

Peoria Journal Star

Daily net paid 100,000 plus

Represented Nationally by WARD-GRIFFITH CO., Inc.

MEMBER NIELSEN TEST-CITY

FINEST ROP FULL COLOR REPRODUCTION EVERY DAY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS — Counties and Cities (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Macon	38	111.1	.0870	35.5	8.42	183,697	.0730	1,743	5,456	23,716	38.1	5,078	22.8	6.5	25.0	16.6	36.7	37.6	15.5	39.3
▲Decatur		71.3	.0430	22.9		132,969	.0501	1,865	5,807		25.9	5,126	23.0	6.5	24.2	16.0	37.1	37.6	15.7	39.9
Macoupin		41.8	.0252	14.0	15.8	59,069	.0222	1,413	4,219	23,843	13.8	4,292	30.0	10.2	26.8	21.0	32.9	35.8	10.3	29.0
Madison	124	202.8	.1222	63.2	149.7	337,403	.1270	1,665	5,339	19,138	66.0	5,112	20.5	5.8	22.6	15.0	41.2	41.8	15.7	37.4
Alton		35.3	.0213	11.2		65,218	.0246	1,848	5,823		12.6	5,161	23.8	6.7	22.9	15.0	37.0	37.2	16.3	41.1
Granite City		35.4	.0213	10.7		61,046	.0230	1,724	5,705		11.7	5,202	16.8	4.7	22.7	14.7	44.7	44.6	15.8	36.0
Edwardsville		10.1	.0061	3.0		17,688	.0067	1,751	5,896		3.3	5,350	20.1	5.5	20.0	12.5	41.7	40.5	18.2	41.5
4Collinsville		13.2	.0080	4.2		22,536	.0085	1,707	5,366		4.3	5,243	21.5	6.0	22.1	14.1	39.8	39.5	16.6	40.4
Wood River		11.6	.0070	3.6		21,939	.0083	1,891	6,094		3.9	5,592	14.4	3.8	17.1	10.3	49.4	45.9	19.1	40.0
Marion		39.9	.0240	12.9	18.9	58,849	.0222	1,475	4,562	7,376	13.5	4,351	30.6	10.3	27.6	21.3	31.3	37.4	10.5	31.0
1Centralia		13.2	.0080	4.4		22,788	.0086	1,726	5,179		4.9	4,644	28.6	9.0	25.3	18.4	33.4	37.3	12.7	35.3
Salem		6.1	.0037	1.9		10,078	.0038	1,652	5,304		2.0	5,024	25.1	7.3	26.4	17.7	34.6	35.8	13.9	39.2
Marshall		12.7	.0077	4.0		19,998	.0075	1,575	5,000	14,402	4.1	4,889	28.6	8.5	26.9	18.6	30.4	32.3	14.1	40.8
Mason		15.0	.0090	5.0	4.4	23,476	.0089	1,565	4,695	13,262	5.0	4,659	28.3	8.9	28.6	20.8	30.4	34.0	12.7	36.5
Massac		14.4	.0087	4.7	6.6	14,839	.0056	1,030	3,157	3,484	4.8	3,070	48.3	22.9	29.8	32.8	17.8	30.0	4.1	14.3
Menard		8.9	.0054	2.9		13,375	.0050	1,503	4,612	12,572	2.8	4,832	29.2	8.8	29.7	20.7	27.9	30.0	13.2	40.5
Mercer		16.9	.0102	5.3	2.9	24,634	.0093	1,458	4,648	21,732	5.6	4,387	32.7	10.9	27.7	21.3	29.0	34.3	10.6	33.5
Monroe		13.4	.0080	4.0	2.9	19,434	.0073	1,450	4,859	7,838	4.3	4,543	25.7	8.2	30.0	22.2	33.7	38.6	10.6	31.0
Montgomery		30.7	.0186	10.4	13.3	40,971	.0154	1,335	3,940	19,296	10.3	3,984	36.7	13.4	28.8	24.4	25.6	33.3	8.9	28.9
Morgan		35.8	.0214	10.0	24.0	51,450	.0194	1,445	5,145	20,843	11.5	4,487	34.6	11.2	28.2	21.2	25.0	29.0	12.2	38.6
Jacksonville		24.0	.0145	6.0		35,025	.0132	1,459	5,838		8.1	4,332	35.3	11.9	27.9	21.6	25.6	30.8	11.2	35.7
Moultrie		12.9	.0078	4.0	3.4	19,338	.0073	1,499	4,835	13,134	4.2	4,651	25.9	8.1	31.3	22.7	30.3	33.8	12.5	36.4
Ogle		33.9	.0205	10.8	11.7	54,776	.0206	1,616	5,072	33,740	11.1	4,955	24.8	7.3	25.5	17.3	34.6	36.3	15.1	39.1
Peoria	105	187.6	.1131	58.1	150.8	351,560	.1324	1,874	6,051	18,242	66.6	5,280	22.0	6.1	24.0	15.3	37.4	36.8	16.6	41.8
▲Peoria		114.7	.0692	35.7		233,132	.0878	2,033	6,530		44.8	5,202	23.5	6.6	24.5	15.9	35.8	35.7	16.2	41.8

4 Collinsville is in Madison and St. Clair Counties.
1 Centralia is in Clinton and Marion Counties.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

ILLINOIS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Perry		20.7	.0125	6.7	10.2	23,763	.0089	1,148	3,547	4,340	6.4	3,736	35.5	13.8	31.6	28.6	25.8	35.8	7.1	21.8
Piatt		13.1	.0079	4.2	2.8	21,353	.0080	1,630	5,084	19,722	4.3	4,966	28.9	8.5	28.9	19.7	27.2	28.4	15.0	43.4
Pike		20.5	.0123	6.9	3.4	25,297	.0096	1,234	3,666	20,532	6.8	3,739	40.7	15.9	29.6	28.7	21.8	30.2	7.9	27.2
Pope		4.9	.0030	1.5		4,038	.0015	824	2,692	2,230	1.6	2,592	57.8	32.5	28.3	36.8	12.0	24.1	1.9	6.6
Pulaski		14.4	.0087	4.4		13,053	.0049	906	2,967	3,138	4.4	2,976	53.0	26.0	29.9	33.8	12.9	22.5	4.2	17.7
Putnam		4.0	.0024	1.3		5,230	.0020	1,308	4,023	5,846	1.2	4,402	30.2	10.0	31.0	23.7	27.4	32.4	11.4	33.9
Randolph		30.0	.0181	8.3	8.6	38,025	.0143	1,268	4,581	10,895	9.4	4,065	30.8	11.0	33.6	27.9	26.6	34.0	9.0	27.1
Richland		18.2	.0110	6.2	9.0	24,776	.0093	1,361	3,996	4,957	6.3	3,924	33.4	12.4	29.5	25.2	29.6	30.3	7.5	23.1
Olney		9.6	.0058	3.2		15,026	.0057	1,565	4,696		3.7	4,109	29.4	10.4	29.3	24.1	33.1	41.8	8.3	23.7
Rock Island	36	145.4	.0877	44.7	123.6	263,262	.0991	1,811	5,890	14,015	49.6	5,306	18.3	5.0	21.2	13.4	44.0	43.1	16.5	38.5
Moline-East Moline-Rock Island		*109.0*	*.0658*	*33.9*		*208,641*	*.0706*	*1,914*	*6,284*											
▲Rock Island		52.2	.0315	16.6		98,772	.0372	1,892	5,950		19.2	5,136	20.2	5.7	21.2	13.9	43.4	44.0	15.2	36.4
▲Moline		41.9	.0253	13.2		86,866	.0327	2,073	6,581		15.4	5,638	17.4	4.5	20.4	13.2	43.4	40.0	18.8	43.3
East Moline		14.9	.0090	3.4		23,003	.0087	1,544	6,766		4.3	5,342	15.4	4.2	20.2	12.7	46.5	45.3	17.9	37.8
St. Clair	124	225.0	.1357	68.0	172.8	342,378	.1289	1,522	5,035	18,524	78.3	4,371	29.9	10.0	26.0	20.0	32.8	39.0	11.3	31.0
East St. Louis		86.1	.0519	26.0		125,051	.0471	1,452	4,810		29.4	4,250	29.9	10.2	28.2	22.4	31.2	38.2	10.7	29.2
Belleville		42.6	.0257	13.8		70,853	.0267	1,663	5,134		14.7	4,825	25.5	7.7	24.9	17.4	35.8	38.6	13.8	36.3
4Collinsville																				
Saline		32.1	.0193	10.7	15.1	41,171	.0155	1,283	3,848	4,675	10.7	3,838	39.1	14.8	28.1	24.8	24.6	33.3	8.2	27.1
Harrisburg		11.0	.0066	3.7		17,612	.0066	1,601	4,760		4.0	4,396	34.2	11.3	27.0	20.8	27.3	32.2	11.5	35.7
Sangamon	140	139.6	.0842	45.3	105.1	244,729	.0922	1,753	5,402	35,840	49.4	4,953	24.6	7.2	26.9	18.3	33.7	35.4	14.8	39.1
▲Springfield		86.6	.0522	28.7		165,092	.0622	1,906	5,752		33.0	4,997	24.7	7.2	26.3	17.7	33.8	35.2	15.2	39.9
Schuyler		8.9	.0054	3.1	2.8	9,969	.0037	1,120	3,216	9,713	3.0	3,314	42.0	18.5	34.7	35.3	18.1	28.3	5.2	17.9
Scott		6.6	.0040	2.3		9,776	.0037	1,481	4,250	8,531	2.1	4,570	35.7	11.4	28.5	21.0	23.0	28.1	12.8	41.5
Shelby		23.4	.0141	7.6	4.4	30,352	.0114	1,297	3,994	29,339	7.8	3,892	37.4	14.0	29.4	25.4	24.8	33.1	8.4	27.5
Stark		8.5	.0051	2.6		13,589	.0052	1,599	5,227	12,026	2.7	4,959	27.6	8.1	28.0	19.0	29.5	30.9	14.9	42.0
Stephenson		44.2	.0266	14.2	24.5	70,879	.0266	1,604	4,991	25,993	18.1	4,706	26.2	8.1	26.6	19.0	33.7	37.3	13.5	35.6
Freeport		24.5	.0148	8.0		42,596	.0160	1,739	5,325		8.8	4,840	24.8	7.5	25.1	17.4	35.8	38.4	14.3	36.7
Tazewell	105	87.4	.0528	27.1	57.5	148,688	.0560	1,701	5,487	23,850	27.7	5,376	16.6	4.5	22.0	13.8	44.8	43.3	16.6	38.4
Pekin		23.7	.0143	7.6		45,349	.0171	1,913	5,967		8.2	5,498	16.8	4.4	20.3	12.4	44.9	42.5	18.0	40.7
Union		19.5	.0117	5.4	4.3	17,628	.0067	904	3,264	5,789	5.5	3,206	44.5	20.2	32.7	34.2	18.2	29.6	4.6	16.0
Vermilion	192	90.6	.0547	28.9	53.2	147,320	.0554	1,626	5,096	32,658	30.5	4,833	21.8	6.6	30.2	21.0	35.3	37.9	12.7	34.5
△Danville		39.4	.0238	12.9		69,105	.0260	1,754	5,357		14.4	4,802	24.4	7.4	27.3	19.1	35.2	38.1	13.1	35.4
Wabash		14.9	.0089	4.6	9.9	23,888	.0090	1,603	5,192	3,309	5.2	4,604	31.3	9.9	26.5	19.3	30.2	34.1	12.0	36.7
Mount Carmel		9.9	.0060	3.2		17,217	.0065	1,739	5,380		3.6	4,726	29.4	9.1	26.2	18.6	31.6	34.7	12.8	37.6
Warren		25.0	.0151	7.9	10.6	38,116	.0144	1,525	4,825	27,919	9.0	4,213	35.3	12.2	30.8	24.7	23.5	28.9	10.4	34.2
Monmouth		10.6	.0064	3.4		17,115	.0064	1,615	5,034		4.3	4,022	39.4	14.3	27.8	23.2	23.2	30.0	9.6	32.5
Washington		13.7	.0083	4.5		15,543	.0058	1,135	3,454	11,277	4.8	3,466	38.1	16.0	32.8	31.9	23.9	35.9	5.2	16.2
Wayne		23.4	.0141	7.5	6.1	27,947	.0105	1,194	3,726	8,210	7.5	3,724	41.2	16.1	28.9	26.2	21.9	30.5	8.0	27.2
Fairfield		6.1	.0037	2.1		9,421	.0035	1,544	4,486		2.1	4,398	33.7	11.2	30.0	23.0	23.8	28.1	12.5	37.7
White		20.5	.0124	6.7	5.5	27,495	.0104	1,341	4,104	7,953	6.6	4,185	35.9	12.5	25.6	20.6	27.6	34.3	10.9	32.6
Whiteside		52.5	.0316	16.5	29.2	79,489	.0299	1,514	4,818	32,535	16.8	4,728	23.9	7.4	26.8	19.0	35.6	40.3	12.7	33.3
Sterling-Rock Falls		*35.0*	*.0151*	*7.8*		*40,658*	*.0153*	*1,626*	*5,210*											
Sterling		13.9	.0084	4.5		26,366	.0099	1,897	5,859		5.1	5,219	21.1	5.9	23.0	14.9	39.9	39.7	16.0	39.5
Will	28	151.1	.0911	43.6	103.4	255,456	.0962	1,691	5,832	26,611	46.0	5,558	17.9	4.7	20.5	12.4	43.0	40.3	18.6	42.6
Joliet		59.2	.0357	17.6		116,210	.0438	1,963	6,603		20.5	5,657	18.0	4.6	19.8	11.8	42.5	39.0	19.7	44.6
Williamson		48.6	.0294	16.5	27.4	58,026	.0219	1,194	3,517	2,582	16.5	3,518	38.7	16.0	31.7	30.3	23.7	35.0	5.9	18.7
Herrin		9.5	.0057	3.3		13,321	.0050	1,402	4,037		3.4	3,910	31.5	11.7	30.9	26.7	30.1	39.9	7.5	21.7
Marion		11.0	.0066	3.7		15,297	.0058	1,391	4,134		3.9	3,874	35.8	13.4	30.0	26.1	26.2	35.2	8.0	25.3
See Carbondale-Herrin-Murphysboro																				

4 Collinsville is in Madison and St. Clair Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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MONTHLY SALES FORECAST

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to changes in the making . . . each month.

★ Remarkable Rockford



Second largest market in Illinois (outside Chicago) . . . and continuing to expand at an extraordinary rate. Two new multi-million dollar factories will go into production in mid-1956. Over $10 million in new retail outlets . . . including new Sears and new Goldblatt stores . . . will open for business. Expansion is continuing with ground being broken for a new $5 million factory covering six city blocks. Residential construction is keeping pace opening new markets for your products or services. You can take advantage of this healthful growth. Advertise in the Rockford Morning Star and Register-Republic for complete coverage of this rich 13-county trading area of northern Illinois and southern Wisconsin. Four-color press facilities are available to add punch to your campaign.

134,488 CITY ZONE
441,222 A.B.C. RETAIL TRADING ZONE

Rockford, Illinois
BIG, and Still Growing

ROCKFORD MORNING STAR
Rockford Register-Republic

REPRESENTED NATIONALLY BY BURKE, KUIPERS & MAHONEY, INC.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Winnebago	120	171.0	.1031	54.1	143.0	322,482	.1214	1,886	5,961	16,914	58.6	5,504	18.1	4.8	21.2	12.9	42.3	40.0	18.4	42.3
▲Rockford		113.7	.0686	36.4		237,660	.0895	2,090	6,529		42.4	5,602	18.1	4.7	20.7	12.4	41.8	38.8	19.4	44.1
Woodford		22.1	.0133	6.7		34,420	.0129	1,557	5,137	20,767	6.7	5,107	23.4	6.7	27.1	17.8	34.5	35.1	16.0	40.4
Total Above Cities		6,188.0	3.7322	1,910.8		13,231,730	4.9823	2,138	6,925		2,242.5	5,900	20.4	5.0	21.7	12.4	36.5	32.1	21.4	50.5
State Total		9,428.8	5.6864	2,922.4	7,420.3	18,290,396	6.8884	1,940	6,259	1,755,188	3,262.4	5,606	22.4	5.8	22.8	13.7	35.3	32.8	19.5	47.7

▲ and △ See end of state for SM Metropolitan County Areas.

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WROK

Remarkable ROCKFORD'S No. 1 Station

only
only
only
WROK

carries local sports
carries White Sox baseball
has Mobile Unit for remote broadcasts

WE MERCHANDISE

John J. Dixon, Gen. Mgr.
H-R Nat'l. Reps.

Owned by Winnebago Newspapers

QUINCY, ILL. ABC CITY ZONE NOW 50,111

The QUINCY HERALD-WHIG blankets this 50,000 market as well as giving dominant coverage in the 333,000 population trade territory of which Quincy is the capital city.

A proved test market offering these important requisites:

(1) An isolated market. **(2)** Average per family spendable income. **(3)** Negligible infiltration of any large city media. **(4)** Headquarters for expanding wholesale coverage of area. **(5)** HERALD-WHIG offers outstanding merchandising program for advertisers. **(6)** Steady, uninterrupted incomes, amicable labor relations.

THE QUINCY HERALD-WHIG · Quincy, Illinois Hal Culp, Advertising Manager ABC Circulation 32,633

ILLINOIS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adams	244	74,945	.0404	3,438	.0390	95	99	16,323	6,902	10,820	3,956	5,035	11,770	3,355	7,554	2,582
△Quincy		65,478	.0353		.0305	108	125	13,773	5,936	10,677	3,933	4,902	10,241	2,366	6,046	2,502
Alexander		22,301	.0120	3,097	.0109	51	90	3,632	2,750	1,102	1,413	1,088	6,667	2,717	803	431
Cairo		18,654	.0101		.0081	96	120	2,601	1,843	954	1,413	1,019	6,228	2,019	613	400
Bond		11,815	.0064	2,626	.0068	82	77	2,635	569	717	315	390	2,712	1,102	1,341	165
Boone		20,678	.0111	3,760	.0109	100	102	4,385	1,386	1,257	487	594	5,683	1,697	2,539	400
Belvidere		17,290	.0093		.0075	121	150	4,070	999	1,184	497	441	5,560	1,164	1,344	400
Brown		7,433	.0040	3,379	.0036	92	103	1,687	352	189	274	217	1,241	540	1,673	152
Bureau		39,965	.0216	3,387	.0216	97	97	8,460	3,050	1,921	862	1,125	8,622	2,375	8,617	756
Princeton		13,902	.0075		.0053	143	208	3,468	497	673	553	591	3,432	656	2,353	240
Calhoun		5,218	.0028	3,068	.0027	73	76	490	342	1,329	37	37	642	764	791	
Carroll		24,162	.0130	3,897	.0118	103	113	4,176	1,843	715	737	597	4,600	1,726	5,092	282
Cass		16,199	.0087	3,600	.0082	98	104	4,629	1,391	1,057	584	214	3,270	1,388	2,759	480
Champaign	187	134,453	.0725	4,124	.0821	111	98	25,020	9,742	20,377	6,419	5,588	26,540	9,840	14,845	4,326
△Champaign-Urbana		103,251	.0556		.0638	124	128	19,908	7,021	18,651	5,963	5,105	18,606	6,942	7,570	3,848
△Champaign		83,034	.0448		.0369	133	162	12,723	5,083	15,918	5,532	4,099	19,075	4,632	6,032	2,729
△Urbana		20,217	.0109		.0169	108	69	7,185	1,938	2,733	421	1,006	531	2,010	1,538	1,119
Christian		47,220	.0255	3,778	.0238	102	109	10,219	2,945	2,957	1,624	2,595	9,106	2,618	5,934	916
Taylorville		20,492	.0110		.0080	136	186	5,178	949	1,917	958	1,468	4,809	1,154	1,487	549
Clark		18,117	.0097	3,355	.0090	92	98	3,144	1,150	759	222	709	3,804	1,613	3,104	366
Clay		16,014	.0087	2,966	.0085	83	85	2,812	995	2,148	786	897	3,248	1,616	1,845	276
Clinton		19,553	.0105	2,918	.0111	82	77	4,209	1,826	1,174	544	733	3,798	1,154	4,179	200
[Centralia																
Coles		51,269	.0276	3,798	.0254	100	100	10,427	2,910	5,030	2,952	2,375	12,074	3,500	4,557	1,489
Mattoon		31,628	.0170		.0128	119	157	6,530	1,934	3,497	2,186	1,224	7,780	2,045	2,693	1,017
Charleston		15,222	.0082		.0067	112	137	3,177	708	955	766	1,052	4,106	968	755	473
Cook	2b	6,701,689	3.8119	4,415	3.6979	126	123	1,363,662	637,438	1,386,186	557,253	320,374	1,071,931	277,842	269,876	208,630

1 Centralia is in Clinton and Marion Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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15TH MARKET IN THE SOUTH!

GREENSBORO, N. C.

89th Market in the Nation!

- GREENSBORO ranks 12th in the nation in per family retail sales!
- GREENSBORO has over 1,000,000 people within a fifty mile radius!
- GREENSBORO has a greater population within a fifty mile radius than any other Southern city!*

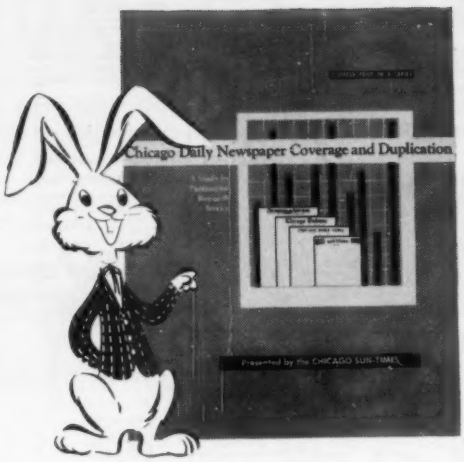
*Federal Reserve Bank of Richmond

Detailed information on Pages 117 through 242 and on Pages 603 and 613.

Greensboro News and Record

GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

Brand-new study re-confirms:



In Chicago It Takes 2 To Make Sales Multiply Like Rabbits

The fourth independent biennial study of Chicago daily newspaper coverage and duplication has just been completed by Publication Research Service.

Again, as in all past studies, this is the finding:

No single daily newspaper reaches even half of your Chicago-area prospects. It Takes 2. For greatest unduplicated coverage, one *must* be The Chicago Sun-Times.

Some highlights of this important research project are shown below. For details, see the study. Copies available on request.

If You're Advertising To The General Public

Latest in series of studies again confirms that no single Chicago daily newspaper reaches even half of your prospects in the Chicago and suburban market. But The Chicago Sun-Times combined with one other paper gives you 68% coverage—almost 8% MORE net coverage than any other 2-paper combination!

If You're Advertising To The Mass Market

Three out of every four adults in Chicago and Suburbs are members of the skilled or unskilled labor groups. No single Chicago daily newspaper covers even half of these prospects. But The Chicago Sun-Times, combined with one other daily newspaper, gives you 66% coverage of these earners of wages and salaries—8% MORE coverage than any other 2-paper combination!

If You're Advertising To Young Families

Adults below 45 are in the "years of acquisition." They are your livest market—but you miss more than you hit when you advertise in only one Chicago daily newspaper. Through The Chicago Sun Times plus one other newspaper, you reach 67% of this market—12% MORE than you reach through any other 2-paper combination.

If You're Advertising to Families With Children

No single daily paper reaches even half of Chicago's booming children's market. But with The Chicago Sun-Times and one other newspaper, you reach readers in households with 67% of all children up to 15 years of age in Chicago and suburbs. This is over 12% MORE coverage than any other 2-paper combination delivers.

—And If You're Advertising To Young Women, Here's Your Best Bet!

The Chicago Sun-Times Is Read By MORE WOMEN Under 35 Than Any Other Chicago Daily Paper

All women 15-35 in city & suburban sample = 100%

Sun-Times	43%
Tribune	36%
American	26%
Daily News	26%

The Chicago Sun-Times Is Read By MORE WOMEN Under 35 Who Earn Wages Or Salaries Than Any Other Chicago Daily Paper

All women earners up to 35 in city & suburban sample = 100%

Sun-Times	48%
Tribune	36%
Daily News	30%
American	27%

The Chicago Sun-Times Is Read By MORE WOMEN Under 35 In The Housewife Category Than Any Other Chicago Daily Paper

All housewives up to age 35 in city & suburban sample = 100%

Sun-Times	43%
Tribune	34%
American	24%
Daily News	24%

211 W. Wacker Drive, Chicago 6

CHICAGO SUN-TIMES

250 Park Avenue, New York 17

Represented by: Sawyer-Ferguson-Walker Co., Los Angeles, San Francisco, Philadelphia, Detroit, Atlanta; Hal Winter Co., Miami Beach





*68.4% of all retail sales in Illinois are made in the CHICAGO area!—another GOA market.

General Outdoor Advertising Co.

General Offices: Harrison and Loomis Streets • Chicago 7, Illinois

ILLINOIS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
‡▲Chicago		5,357,601	2.8875		2.8942	126	126	1,034,250	515,993	1,233,217	458,056	267,941	813,424	194,313	168,820	167,289
Evanston		146,705	.0791		.0788	174	175	23,553	6,728	29,680	23,852	10,620	28,809	4,198	4,584	4,047
Oak Park		133,649	.0720		.0680	175	185	19,620	3,052	19,151	23,188	3,164	48,820	3,819	3,391	4,340
Cicero		82,869	.0447		.0484	118	109	21,934	9,330	2,519	4,732	2,929	18,984	3,797	5,922	2,335
Berwyn		80,038	.0431		.0436	135	133	21,750	4,233	5,851	5,697	4,298	16,355	3,554	14,529	2,497
Chicago Heights		50,262	.0271		.0210	127	163	8,718	2,456	6,505	3,418	3,562	14,234	3,852	2,692	946
La Grange		46,629	.0251		.0173	206	299	12,273	1,491	5,656	3,200	1,710	11,438	2,571	4,498	1,560
Harvey		36,092	.0195		.0168	117	135	9,717	2,373	2,402	1,529	1,142	12,251	2,465	957	1,107
Blue Island		41,489	.0224		.0157	143	204	8,198	3,148	4,734	2,300	1,026	14,797	2,138	3,852	1,006
Maywood		30,611	.0165		.0205	120	96	7,653	1,921	417	1,202	918	11,561	2,373	2,228	943
Winnetka		24,968	.0135		.0177	219	167	4,757	761	1,732	5,397	1,507	4,474	1,464	1,492	1,155
River Forest		25,106	.0135		.0139	196	190	2,510	407	18,457	421	891	475	945	470	226
Des Plaines		36,727	.0198		.0196	126	127	9,599	2,358	3,011	1,938	936	6,747	1,745	4,038	1,171
Park Ridge		28,721	.0155		.0225	150	103	7,176	1,116	995	1,973	1,596	9,429	1,219	2,899	1,048
Wilmette		25,471	.0137		.0203	171	115	8,551	1,073	840	870	1,250	7,490	1,781	963	913
Elmwood Park		29,843	.0161		.0170	125	118	9,461	3,209	2,624	1,486	1,030	3,658	1,443	1,179	905
Melrose Park		25,399	.0137		.0117	117	137	7,288	2,214	1,789	1,743	891	2,420	1,780	4,844	332
Forest Park		24,506	.0132		.0119	129	143	3,825	2,815	3,042	117	937	1,239	2,198	3,096	521
Skokie		36,602	.0197		.0271	119	87	7,252	5,605	3,091	1,153	642	6,746	2,371	3,303	1,025
Brookfield		13,086	.0071		.0124	105	60	4,817	1,251	1,127	181	665	2,260	931	264	514
Calumet City		12,404	.0067		.0127	102	54	2,497	4,287	203	59	357	231	1,769	619	188
Evergreen Park		36,509	.0197		.0154	134	171	9,561	2,578	5,649	3,178	301	350	1,681	3,000	2,353
2Elgin																
Crawford		20,057	.0109	2,756	.0112	90	87	4,706	1,031	1,349	734	1,231	5,100	1,661	3,077	387
Cumberland		7,014	.0037	2,262	.0044	75	53	1,106	471	368	185	334	881	1,202	1,307	113
De Kalb		66,852	.0361	5,182	.0298	115	139	11,513	4,348	4,548	2,696	2,568	17,387	4,403	9,864	1,687
De Kalb		30,993	.0167		.0120	132	184	5,687	2,056	3,700	1,496	1,120	9,911	1,743	2,444	890
De Witt		20,973	.0113	3,957	.0108	110	118	4,084	1,193	1,296	601	881	5,563	1,669	2,691	385
Douglas		21,967	.0118	4,307	.0098	100	123	4,821	1,254	1,458	514	723	5,308	1,253	3,900	510

‡ General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

© SM, 1955.

2 Elgin is in Cook and Kane Counties.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

Illinois' NEWEST METROPOLITAN AREA ... and It's BUSIEST!

Sales 117% Above the National Average

With $5,799 income in the city and $5,602 in the county, Metropolitan Kankakee families are able to buy in plus proportions . . . and they do! Family sales throughout the area average $4,819 per family . . . highest of all the state's metropolitan areas. Sales production in the city of Kankakee scores a 217 index—topping every metropolitan center in Illinois . . . by a wide margin!

No doubt about it . . . Metropolitan Kankakee has everything advertisers look for—plus income, plus sales . . . and coverage to match. The Kankakee Daily Journal assures you a tremendous pay-off. With 23,790 A.B.C. circulation, it gives you 98.3% coverage of the entire market—SATURATION of this remarkable sales area.

BUSIEST METROPOLITAN AREA IN ILLINOIS
(Sales Production Index)

Retail Sales	217	Furn-Hshld	314
Food	224	Automotive	226
Eating & Drinking	183	Gas-Serv. Sta.	196
Genl. Mdse.	242	Lumb-Bldg-Hdwre	217
Apparel	203	Drug	182

KANKAKEE DAILY JOURNAL

ABC AUDITED PAID CIRCULATION

23,790 CIRCULATION

12 Mos. ending 9/30/55

National Representative, WEST-HOLLIDAY CO., INC.

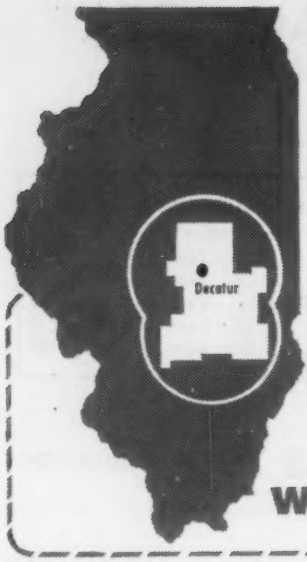
RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Du Page	28	213,209	.1149	2,990	.1675	114	78	62,132	13,896	9,784	8,790	8,256	42,227	15,464	26,680	7,905
Elmhurst		43,250	.0233		.0271	137	118	13,155	1,997	3,463	2,838	2,106	11,017	2,074	2,709	1,472
Downers Grove		27,121	.0146		.0139	130	136	8,309	967	1,054	1,224	468	6,405	1,533	4,760	855
Wheaton		22,337	.0120		.0139	131	99	5,850	534	1,407	952	885	7,189	1,072	1,846	933
Edgar		24,517	.0132	3,184	.0130	92	94	5,626	1,568	1,657	1,049	1,020	5,125	1,542	3,579	778
Paris		18,050	.0097		.0074	114	149	4,224	1,086	1,496	940	818	4,283	1,034	1,570	551
Edwards		8,638	.0047	3,085	.0043	81	89	1,231	240	446	166	241	2,633	1,182	909	79
Effingham		28,712	.0155	4,486	.0123	96	121	5,125	2,032	2,271	720	1,008	7,290	2,404	5,012	411
Effingham		20,367	.0110		.0064	139	239	3,774	1,286	1,702	704	731	5,610	1,547	2,899	366
Fayette		21,389	.0115	3,056	.0111	82	85	4,160	1,497	2,085	489	889	4,839	1,430	2,829	305
Ford		20,178	.0109	4,035	.0096	100	114	3,322	1,322	988	650	553	4,098	3,954	4,076	516
Franklin		38,947	.0193	2,275	.0218	79	70	9,933	2,212	2,910	2,056	2,146	7,254	3,073	2,070	987
West Frankfurt		14,130	.0076		.0065	94	110	3,759	551	1,265	1,226	1,006	3,120	1,003	628	372
Fulton		47,921	.0259	3,328	.0253	98	100	10,205	2,727	2,570	1,906	2,507	12,592	3,889	5,992	1,175
Canton		24,894	.0134		.0100	130	174	5,015	1,266	1,663	1,571	1,349	6,668	1,653	2,915	674
Gallatin		7,871	.0042	2,915	.0042	78	78	1,508	633	629	169	332	931	730	2,461	133
Greene		18,432	.0099	3,124	.0092	85	92	3,230	941	739	605	771	4,183	1,181	2,802	439
Grundy		22,524	.0122	3,692	.0117	100	104	5,081	2,190	802	934	972	4,564	2,740	3,302	393
Morris		13,768	.0074		.0057	121	157	3,259	744	503	877	694	2,978	1,508	1,620	276
Hamilton		9,171	.0049	2,479	.0049	71	71	2,135	285	883	68	379	2,873	779	909	198
Hancock		25,642	.0138	3,089	.0137	90	91	4,884	1,740	1,209	454	1,039	4,981	1,575	5,287	474
Hardin		3,092	.0017	1,472	.0027	61	39	832	355	109	129	113	878	374	106	143
Henderson		5,911	.0032	2,364	.0042	84	64	1,287	782	70	77	92	338	626	1,842	...
Henry		61,936	.0334	3,871	.0300	102	114	11,171	3,586	5,107	2,238	2,388	15,124	3,686	10,324	1,478
Kewanee		29,208	.0157		.0122	112	144	6,023	1,475	3,871	1,829	1,301	7,798	1,506	3,227	894
Iroquois		37,905	.0204	3,645	.0189	95	103	6,074	3,355	2,299	886	1,080	6,190	2,782	8,603	703
Watseka		12,747	.0069		.0042	140	230	2,407	878	492	701	454	3,696	413	1,084	293
Jackson		38,013	.0205	2,970	.0216	88	84	7,905	2,746	1,926	2,387	2,159	10,189	2,987	3,455	901
Carbondale-Herrin-Murphysboro		*48,958*	*.0264*		*.0211*	*109*	*137*	*10,081*	*2,669*	*2,684*	*3,584*	*3,384*	*14,911*	*3,333*	*3,745*	*1,187*
Carbondale		18,480	.0100		.0088	114	130	3,717	972	679	1,398	1,048	5,543	1,496	693	477
Murphysboro		15,499	.0084		.0062	105	142	3,087	1,007	788	942	1,098	4,645	931	2,397	326
Jasper		7,779	.0042	2,102	.0049	71	61	1,817	354	668	247	224	989	799	1,462	106
Jefferson		34,563	.0186	2,856	.0192	88	84	7,081	1,867	4,348	1,278	1,779	9,245	2,991	2,823	765
Mount Vernon		29,279	.0158		.0121	116	152	5,294	1,653	3,541	1,249	1,603	8,766	2,627	1,873	700
Jersey		14,787	.0080	3,081	.0075	77	82	3,299	1,009	743	436	657	3,521	1,205	1,994	396
Jo Daviess		24,135	.0130	3,602	.0121	92	98	4,226	2,826	941	257	710	4,314	1,488	3,503	405
Johnson		6,855	.0037	2,856	.0032	70	80	1,421	498	545	205	242	1,667	1,553	372	100
Kane	28	240,063	.1294	4,909	.1177	118	130	52,051	17,341	37,007	11,941	10,295	47,796	14,891	18,964	8,451
Aurora		100,025	.0539		.0433	134	166	23,262	5,609	16,348	6,456	5,011	21,250	5,644	4,546	4,191
2Elgin		78,011	.0420		.0343	121	148	14,944	4,120	18,013	3,670	3,495	16,450	3,484	4,723	2,584
Kankakee	212	100,240	.0540	4,819	.0486	98	110	22,813	8,185	11,238	4,428	5,886	18,287	7,022	11,749	2,255
△Kankakee		69,118	.0373		.0243	141	217	16,065	4,277	10,040	4,185	5,127	14,010	3,983	5,215	1,710

2 Elgin is in Cook and Kane Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

© SM, 1956.



"OK... WHAT ABOUT DECATUR? DO WE GO IN? AND WHY?"



"GO IN... DECATUR IS A FAST-GROWING, 'TOWN IN TRANSITION'... AND WSOY-WSEI IS THE BEST WAY TO COVER IT WITH RADIO"

WSOY-WSOY-FM Decatur and WSEI Effingham offer you best coverage in this big 10-county Illinois Market. Schedules on WSOY-AM-FM are duplicated at no extra cost on WSEI Effingham.

Here are the facts:

Decatur, Illinois, "Town In Transition"... one of 5 midwestern cities described by the 1955 Federal Reserve Bank of Chicago report as showing exceptional development and prosperity. Also, Sales Management has listed Decatur as a preferred "High Spot" city for 18 of the past 24 months. Reach and sell this important market through WSOY-AM-FM ... the radio station that has 2¼ times as many listeners as any other station in Decatur's Metropolitan area ... 50% more audience in the 10-county retail trading area!

WSOY-WSOY-FM DECATUR AND **WSEI** EFFINGHAM, ILLINOIS

National Representatives—Weed & Company

ILLINOIS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Kendall		13,124	.0071	3,547	.0072	97	96	4,070	847	526	62	533	2,379	874	1,577	252
Knox	285	74,535	.0401	4,095	.0363	108	119	14,814	5,380	7,924	4,150	4,616	15,782	4,901	6,474	2,284
△Galesburg		56,496	.0306		.0243	121	152	11,073	3,603	7,619	3,929	4,239	13,037	3,238	2,897	2,134
Lake	28	285,218	.1541	3,997	.1833	117	99	68,043	24,983	30,093	17,973	12,101	53,416	20,829	25,225	8,789
Waukegan		94,858	.0511		.0403	141	179	19,957	6,648	17,481	10,897	6,668	15,917	4,990	3,599	3,213
Highland Park		40,599	.0219		.0225	172	167	8,383	487	3,451	2,631	2,367	13,289	1,661	4,396	1,211
La Salle		138,422	.0746	4,286	.0684	109	119	29,309	14,780	12,044	6,470	7,503	26,335	7,531	14,790	4,290
La Salle-Peru-Oglesby		*41,676*	*.0225*		*.0189*	*181*	*146*	*8,635*	*6,981*	*9,706*	*3,819*	*2,999*	*9,381*	*1,765*	*5,878*	*1,041*
3Streator		29,486	.0159		.0126	119	150	6,957	2,249	3,002	2,324	1,586	6,349	1,743	2,221	681
Ottawa		35,280	.0190		.0146	134	174	7,162	2,905	4,733	2,052	2,115	7,491	1,680	2,216	1,806
La Salle		30,804	.0167		.0105	148	232	5,797	5,165	2,104	2,466	2,134	8,283	1,151	1,653	759
Lawrence		18,126	.0098	2,799	.0104	86	81	4,032	1,285	1,248	531	1,106	2,818	2,295	2,582	483
Lee		38,857	.0209	3,819	.0215	95	92	7,936	3,386	3,345	1,921	1,439	8,694	2,723	4,906	976
Dixon		27,458	.0148		.0106	145	203	5,417	2,103	2,882	1,803	1,107	6,824	1,627	2,127	842
Livingston		44,132	.0238	4,049	.0223	101	106	8,907	3,055	2,652	1,635	1,331	9,313	2,703	8,819	848
Pontiac		17,304	.0093		.0067	126	175	3,190	961	1,273	1,167	753	3,658	622	2,811	453
3Streator																
Logan		30,650	.0168	3,483	.0173	88	84	6,712	2,361	2,211	1,230	1,671	6,567	2,898	4,140	574
Lincoln		20,929	.0113		.0091	100	124	4,744	1,451	1,913	1,151	1,464	5,571	1,696	1,234	446
McDonough		44,327	.0238	4,818	.0184	106	138	8,928	2,988	3,530	1,687	2,046	8,928	2,161	5,887	913
Macomb		30,359	.0164		.0068	144	241	3,429	1,142	2,733	1,538	1,455	5,994	1,067	2,592	744
McHenry		88,694	.0478	4,983	.0404	117	138	19,956	7,986	5,447	2,633	3,360	20,717	5,977	12,831	2,426
Woodstock		19,486	.0105		.0074	154	219	4,639	649	2,459	911	1,423	4,142	1,202	1,605	346
McLean	180	100,824	.0543	3,741	.0349	105	104	19,834	8,325	12,958	4,802	5,148	17,616	8,115	10,507	2,973
△Bloomington		69,271	.0373		.0309	128	154	13,093	4,235	11,128	4,399	4,063	14,020	4,345	5,461	2,615
Bloomington-Normal		*76,487*	*.0407*		*.0377*	*119*	*138*	*14,658*	*4,877*	*11,949*	*4,518*	*4,609*	*14,358*	*4,744*	*6,841*	*2,701*
Macon	38	149,558	.0806	4,213	.0741	111	120	30,875	12,230	22,206	8,153	7,587	33,615	9,858	9,338	3,056
▲Decatur		136,063	.0733		.0556	129	170	28,603	10,830	21,647	8,153	7,120	32,491	7,609	5,898	3,007
Macoupin		41,138	.0222	2,938	.0228	90	88	10,785	3,346	1,910	1,193	1,498	10,197	3,242	5,912	781
Madison	124	213,632	.1151	3,380	.1224	100	94	57,915	18,478	17,022	11,021	11,163	45,817	15,424	18,120	5,945
Alton		65,999	.0356		.0272	128	167	16,769	4,006	8,234	5,250	5,245	13,937	2,842	4,027	1,723
Granite City		34,664	.0187		.0214	100	88	10,647	2,676	2,454	1,510	1,555	8,173	2,439	2,750	904
Edwardsville		17,162	.0092		.0073	120	151	4,526	1,037	985	1,106	710	3,806	1,128	2,245	729
4Collinsville		20,650	.0111		.0092	115	139	5,400	1,961	834	979	519	6,075	1,190	1,870	654
Wood River		19,347	.0104		.0087	124	149	4,282	1,294	1,108	1,413	1,042	6,330	1,265	1,179	672
Marion		47,716	.0257	3,899	.0236	98	107	10,396	3,060	4,342	2,399	2,475	10,165	4,703	5,109	1,629
1Centralia		27,659	.0149		.0104	130	186	5,625	1,433	2,695	1,753	1,398	7,307	1,828	3,073	1,195
Salem		11,892	.0064		.0046	124	173	2,602	661	814	785	867	2,246	1,514	986	367
Marshall		13,584	.0073	3,398	.0075	97	95	2,221	1,238	875	184	343	2,928	967	3,738	342
Mason		19,893	.0108	3,919	.0095	106	118	3,681	1,977	996	378	430	3,200	1,715	3,739	384

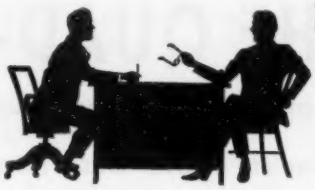
1 Centralia is in Clinton and Marion Counties.
3 Streator is in La Salle and Livingston Counties.
4 Collinsville is in Madison and St. Clair Counties.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

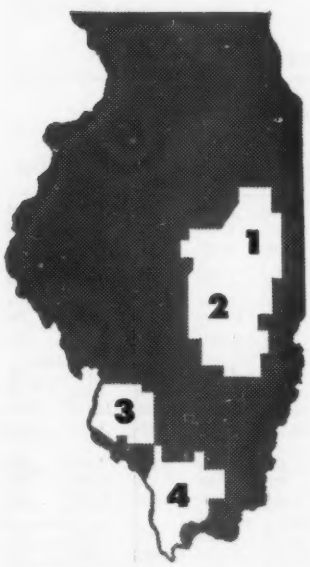
© SM, 1956.

"WE HAVE GOOD DOWNSTATE ILLINOIS DISTRIBUTION. WHAT IS THE BEST AND MOST ECONOMICAL WAY TO GET OUR PRODUCT STORY TO THE CONSUMERS?"

"USE THE LINDSAY-SCHAUB NEWSPAPERS . . . THEY NOT ONLY GIVE EXCELLENT COVERAGE OF 4 OF ILLINOIS' BEST DOWNSTATE MARKET AREAS, BUT OFFER VALUABLE MERCHANDISING UNEQUALLED BY ANY OTHER NEWSPAPER IN THE VICINITY."



HOW TO REACH BUYERS IN 4 TOP DOWNSTATE ILLINOIS MARKETS



Illinois Color Comic Group: **Decatur Herald & Review, East St. Louis Journal, and Champaign-Urbana Courier. The biggest Illinois Sunday buy outside Chicago. One unit package . . . circulation 115,231. Lowest cost per thousand in Illinois with exception of Chicago Tribune.**

Look at these market and coverage facts:

1. **Champaign-Urbana Courier:** Circulation 26,480 — City Zone Population 69,546 — Trading Area Population 166,214. Champaign-Urbana, Illinois' modern and *only growing* newspaper. Spectacular circulation expansion (nearly tripled in last 10 years). Growth continues at accelerated pace. Now first in RTZ . . . favored by University of Illinois faculty and newcomers to the community. Gained 1½ million lines in advertising during 1955. Number 1 medium of local independent and chain grocers.

2. **Decatur Herald & Review:** Circulation 66,058 — City Zone Population 80,458 — Trading Area Population 285,310. Dynamic Decatur, Illinois . . . "Town in Transition" . . . so described in 1955 annual Federal Reserve Bank of Chicago report and featured as one of five medium size cities in the 7th Federal Reserve District as representative of vigorous growth and prosperity. New industry investment over $40 million in past two years, including Caterpillar Tractor Company, Marvel Schebler (Borg-Warner), Pittsburgh Plate Glass. Decatur Herald & Review gives penetration coverage of huge isolated market — 62% family coverage in 10-county area, representing over 7,000 square miles.

3. **East St. Louis Journal:** Circulation 30,563 — City Zone Population 116,225 — Trading Area Population 290,485. East St. Louis Journal provides concentrated circulation in heavily populated industrial East St. Louis, Illinois. Overwhelming majority of East St. Louis residents work on the Illinois side of the Mississippi River. These people rely on the Journal for local, area and Illinois news. City zone circulation nearly 50% more than both St. Louis papers combined. In 1955, national advertisers increased their investment in the East St. Louis Journal 30% over previous year.

4. **Southern Illinoisian:** Circulation 19,292 — City Zone Population 33,544 — Trading Area Population 102,700 Est. The Southern Illinoian has created a new and unique Illinois market by merging the three communities of Carbondale-Herrin-Murphysboro into one trading area . . . previously not available as a one newspaper buy. Success of this merger is demonstrated by an 85% circulation increase in 8 years, stimulated inter-city trading and unity of public opinion. It's the only daily newspaper covering the Southern portion of Illinois. Rapid growth of Southern Illinois University at Carbondale reflects a substantial increase in population and family income. Enrollment now 6,000 . . . expansion continuing as rapidly as new facilities can be erected.

LINDSAY-SCHAUB NEWSPAPERS

Champaign Urbana-Courier, Decatur Herald & Review
East St. Louis Journal and Southern Illinoisian

THE QUAD-CITIES



one of the
FIRST
100
MARKETS

ROCK ISLAND COUNTY, ILLINOIS

Rock Island, Moline, East Moline

and SCOTT COUNTY, IOWA

Davenport

comprise The Standard Metropolitan County Area of

THE QUAD-CITIES

NOW OVER ¼ MILLION PEOPLE—57% ON ILLINOIS SIDE

For Complete Market Data Turn To The Metropolitan County Area Section Under Area No. 36

The Dispatch and The Argus newspapers cover 9 out of 10 homes on the Illinois side of the Quad-Cities. Station WHBF (CBS radio and television) is "The Quad-Cities' Favorite". Complete current data on the Quad-City Market will be sent on request.

THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
STATION WHBF, ROCK ISLAND

ILLINOIS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Massac		15,004	.0061	3,192	.0068	79	93	2,844	1,123	602	786	676	4,202	1,220	1,862	439
Menard		9,231	.0049	3,183	.0051	94	91	2,011	768	300	172	129	2,194	450	2,308	206
Mercer		13,615	.0074	2,589	.0089	87	73	886	879	991	182	626	3,183	1,248	2,704	347
Monroe		15,906	.0086	3,977	.0078	96	108	2,704	1,249	1,635	152	339	4,047	820	1,905	159
Montgomery		30,651	.0165	2,947	.0164	88	89	7,169	2,385	994	1,546	1,374	7,700	2,107	4,795	610
Morgan		48,787	.0263	4,879	.0219	102	123	7,734	3,111	4,163	3,029	1,957	12,686	2,709	4,841	990
Jacksonville		37,767	.0204		.0156	108	141	5,919	2,294	3,826	2,933	1,713	11,261	1,984	2,531	763
Moultrie		13,292	.0071	3,323	.0073	94	91	2,306	889	992	339	327	1,947	913	2,958	137
Ogle		40,959	.0221	3,793	.0210	102	108	8,172	2,965	1,205	1,564	1,287	9,202	2,913	7,149	769
Peoria	105	250,455	.1350	4,311	.1293	114	119	46,304	19,242	45,503	15,063	14,422	53,294	15,130	14,730	7,885
▲Peoria		209,116	.1127		.0916	132	163	38,473	14,507	42,909	14,024	12,868	44,258	11,595	7,961	7,287
Perry		17,164	.0092	2,562	.0096	78	74	4,321	1,127	1,232	984	970	3,555	1,791	1,828	588
Piatt		12,957	.0070	3,085	.0076	98	89	2,563	902	301	155	207	2,159	936	3,890	290
Pike		19,623	.0106	2,844	.0105	85	88	4,094	1,149	886	846	1,063	3,341	1,642	3,372	379
Pope		3,248	.0018	2,164	.0019	63	60	762	140	174	29	57	1,325	202	326	61
Pulaski		5,998	.0032	1,363	.0051	59	37	1,472	606	768	57	62	1,553	397	581	170
Putnam		2,670	.0014	1,992	.0019	79	58	655	659	135	29	...	98	232	301	40
Randolph		24,491	.0132	2,951	.0147	81	73	6,030	2,139	2,027	966	1,351	5,888	2,130	2,855	525
Richland		19,694	.0106	3,178	.0101	92	98	3,757	939	1,493	897	877	4,322	1,911	3,388	488
Olney		17,245	.0093		.0069	117	160	3,121	880	1,391	867	816	3,685	1,700	3,157	424
Rock Island	36	165,389	.0891	3,700	.0938	107	102	38,863	18,455	18,954	7,881	6,745	33,538	11,018	10,734	5,342
Moline-East Moline-Rock Island		*147,745*	*.0796*		*.0784*	*116*	*121*	*35,619*	*14,976*	*18,927*	*7,665*	*6,483*	*31,883*	*9,063*	*9,694*	*5,033*
▲Rock Island		63,495	.0342		.0352	112	109	14,728	6,758	7,437	3,668	2,712	13,571	3,804	2,488	2,371
▲Moline		66,533	.0369		.0325	128	146	15,062	5,874	10,124	3,369	3,105	16,564	4,411	2,067	2,188
East Moline		15,720	.0085		.0087	97	94	5,222	2,344	766	628	666	1,727	847	2,139	474

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

Want to test the

Revolution in the Corn Belt?

Danville, Ill., is a perfect example of the new industrial cities in the midst of the rich corn belt that keep at home the labor and earning capacity released by farm machinery. (Danville industrial payrolls now $38,810,878 . . . Vermilion County farm income $30,000,000.)

What this means in new mid-west marketing opportunities for all kinds of consumer goods is clear in the table of figures to the right.

This thriving A.B.C. City Zone of 53,427 people (coverage complete) . . . A.B.C. Trading Area of 173,705 (coverage 66%) . . . isn't reached adequately by any other newspaper, daily or Sunday . . . No confusion . . . Why not try out, in Danville, what this quickly expanding mid-west revolution might mean for your business? Ask a McKinney man.

Danville's per Capita Retail Sales are better than for *Chicago* or *All Illinois:*

In Food Stores by:	165%	172%
In General Merchandise Stores by:	26%	98%
In Apparel Stores by:	14%	62%
In Furniture and Appliance Stores by:	118%	84%
In Automotive Dealers and Stations by:	95%	88%
In Drug Stores by:	84%	117%
In Total Retail Sales by:	64%	84%

A.B.C. City Zone population has increased 45% in 10 years; City Zone circulation 57%; General Advertising rate only 27%.

DANVILLE COMMERCIAL-NEWS

Evening — *Member: The Gannett Group* — *Sunday*

Represented by J. P. McKinney & Son, Inc. — **New York • Syracuse • Chicago • San Francisco**

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS — Counties and Cities — (Continued)

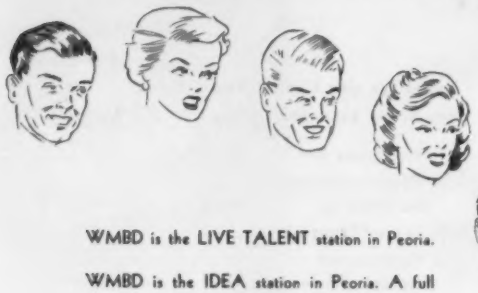
RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
St. Clair	124	221,867	.1196	3,263	.1275	94	88	55,099	23,388	19,262	11,188	11,433	45,221	15,842	16,806	5,870
East St. Louis		122,090	.0658		.0537	103	127	31,358	11,785	12,239	5,568	5,606	25,742	7,679	6,093	3,442
Belleville		59,851	.0323		.0282	110	126	12,716	4,993	5,873	3,874	5,037	12,733	4,233	5,197	1,832
4Collinsville																
Saline		32,047	.0173	2,995	.0168	87	90	7,390	846	2,662	1,860	1,790	8,748	3,090	2,802	914
Harrisburg		18,526	.0100		.0076	115	152	4,042	472	1,448	1,569	1,177	5,534	1,898	1,221	655
Sangamon	140	193,921	.1045	4,281	.0943	112	124	36,632	18,272	27,796	11,984	12,022	33,752	13,564	17,871	6,864
▲Springfield		169,193	.0912		.0689	133	175	31,771	14,788	26,815	11,911	11,813	31,110	10,547	12,257	6,433
Schuyler		7,231	.0039	2,333	.0041	76	72	1,532	432	530	138	157	1,056	706	1,758	136
Scott		7,232	.0039	3,144	.0038	95	98	1,040	341	227	261	41	2,711	454	1,182	80
Shelby		15,348	.0083	2,019	.0110	78	89	3,033	816	925	538	247	3,792	1,249	2,747	331
Stark		7,947	.0042	3,057	.0049	96	82	1,777	567	118	193	287	1,568	396	2,012	174
Stephenson		57,405	.0310	4,043	.0279	105	117	9,859	3,894	5,909	4,188	3,121	12,565	2,766	7,490	1,275
Freeport		48,369	.0261		.0188	127	176	8,460	3,015	5,647	4,044	2,876	11,580	2,181	4,321	1,125
Tazewell	105	84,549	.0455	3,120	.0522	99	86	25,067	7,403	5,402	2,403	2,354	16,532	5,594	9,553	1,589
Pekin		38,295	.0206		.0176	123	144	10,094	2,211	3,400	1,706	1,171	8,534	2,019	3,009	864
Union		14,885	.0081	2,756	.0081	89	89	3,221	829	589	799	574	4,205	1,262	1,573	274
Vermilion	192	128,109	.0690	4,433	.0594	109	126	37,667	7,760	17,299	8,026	6,201	22,311	7,368	11,022	3,803
△Danville		91,410	.0493		.0326	137	207	28,408	4,468	15,798	5,457	5,119	16,474	3,576	3,719	3,191
Wabash		16,625	.0090	3,614	.0099	100	101	3,580	1,093	924	696	947	4,487	1,347	2,077	285
Mount Carmel		14,876	.0080		.0069	115	133	3,170	941	924	696	873	4,348	1,080	1,778	265
Warren		26,602	.0143	3,367	.0145	96	95	5,031	1,185	1,529	757	1,548	5,842	1,493	5,174	470
Monmouth		20,159	.0109		.0078	122	170	3,914	945	1,384	723	1,252	5,791	1,087	3,455	376
Washington		17,484	.0094	3,888	.0074	89	113	2,388	1,225	1,049	202	256	1,401	776	1,515	141

4 Collinsville is in Madison and St. Clair Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
© SM, 1956.

PEOPLE MAKE THE DIFFERENCE!



WMBD is the LIVE TALENT station in Peoria. WMBD is the IDEA station in Peoria. A full time staff of 44 develops more ideas that sell for more advertisers than all other Peoria stations combined. It's the people that make the difference. Buy the *Obviously Outstanding* station—WMBD.

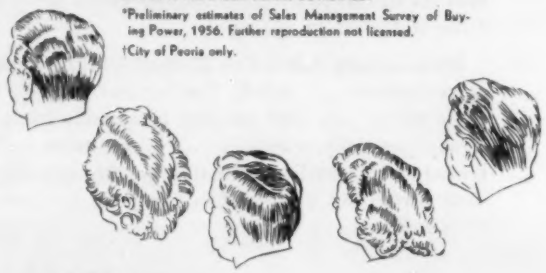
People make the difference in MARKETS. Here is the rich Peoriarea market served by WMBD:

POPULATION	440,800*
EFFECTIVE BUYING INCOME	$760,511,000*
TOTAL RETAIL SALES	$538,627,000*
FOOD SALES	$109,954,000*
GENERAL MERCHANDISE SALES	$64,614,000*
DRUG SALES	$14,350,000*
PER FAMILY INCOME	$6,530*†

In this thriving market, WMBD reaches more listeners than the next three Peoria radio stations COMBINED!

*Preliminary estimates of Sales Management Survey of Buying Power, 1956. Further reproduction not licensed.

†City of Peoria only.



FIRST in the Heart of Illinois — CBS RADIO NETWORK — WMBD — PEORIA — 5000 WATTS

PETERS, GRIFFIN, WOODWARD, Inc., Exclusive National Representatives

ILLINOIS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Wayne		18,630	.0098	2,404	.0110	78	70	3,096	696	1,953	584	629	4,784	2,009	1,998	313
Fairfield		12,104	.0065		.0044	119	176	2,205	486	616	584	539	4,174	1,014	1,326	210
White		25,504	.0137	3,807	.0118	95	110	4,968	1,497	1,620	998	1,639	5,829	2,534	3,565	655
Whiteside		65,338	.0352	3,960	.0319	101	111	15,298	4,466	4,794	3,707	2,487	12,415	4,777	9,914	1,433
Sterling-Rock Falls		*38,342*	*.0207*		*.0169*	*112*	*137*	*9,796*	*2,546*	*4,119*	*3,167*	*1,829*	*8,641*	*2,663*	*8,266*	*1,044*
Sterling		30,224	.0163		.0115	137	194	6,862	1,405	3,969	3,047	1,347	7,855	1,476	1,286	709
Will	28	177,419	.0956	4,051	.0950	104	105	42,971	15,149	22,215	9,216	7,775	28,930	14,395	16,114	5,813
Joliet		129,980	.0701		.0501	140	196	31,963	8,895	21,466	8,648	6,671	21,973	8,092	7,703	4,662
Williamson		42,403	.0229	2,570	.0237	81	78	10,451	2,360	3,347	2,480	3,065	9,902	3,373	3,645	1,118
Herrin		14,979	.0081		.0061	107	142	3,277	690	1,217	1,244	1,238	4,723	906	655	384
Marion		17,530	.0094		.0070	106	142	4,142	918	1,420	960	1,571	4,364	1,353	1,216	486
See Carbondale-Herrin-Murphysboro																
Winnebago	120	232,787	.1254	4,303	.1189	115	122	45,802	20,754	28,642	14,154	16,418	45,201	13,750	23,823	5,194
▲Rockford		200,987	.1083		.0910	133	158	38,889	15,823	26,484	14,000	15,407	42,947	10,479	17,458	6,502
Woodford		32,812	.0177	4,897	.0144	108	133	4,353	1,788	696	2,282	883	8,577	2,044	8,233	371
Total Above Cities		9,385,104	5 0583		4.7558	127	136	1,908,478	791,769	1,755,617	740,844	483,816	1,721,571	419,479	451,526	292,558
State Total		11,904,531	6.4160	4,074	6.5053	114	113	2,499,935	1,043,278	1,897,481	803,366	562,175	2,147,723	647,542	852,138	349,019

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

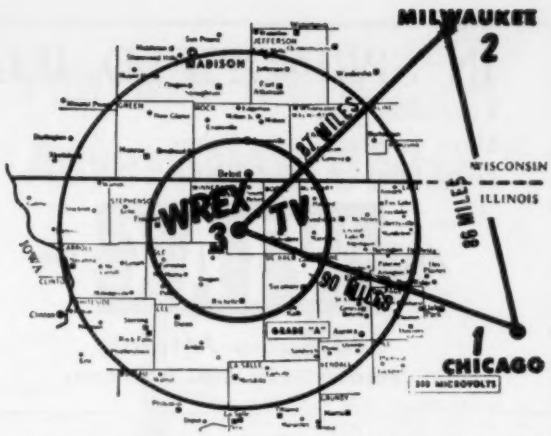
Add a BILLION DOLLAR SALES MARKET at the Western Corner of the Midwest's Golden Triangle—

WREX-TV ALONE GIVES POSITIVE COVERAGE OF THIS NORTHERN ILLINOIS—SOUTHERN WISCONSIN MARKET

Only one VHF station commands attention to your product in the living rooms in this Billion Dollar-Plus market . . . beyond the influence of Chicago or Milwaukee TV (90 air miles away).

WREX-TV programs only the finest CBS and ABC network and local shows for this farm-industrial wage-earner market . . . Telepulse surveys in the 14-county area prove the audience has it's eyes only on WREX-TV.

WREX-TV is *your* sales window through which this Billion Dollar-Plus market views *your product*. H-R men will give you complete details and availabilities.



OVER 1,000,000 POPULATION • OVER A BILLION DOLLARS INCOME
OVER A BILLION DOLLARS RETAIL SALES • OVER 272,695 TV SETS

WREX-TV CHANNEL 13 ROCKFORD, ILLINOIS

CBS J. M. BAISCH, General Manager ABC
Represented by H-R TELEVISION, INC.

— ARB and TELEPULSE Reveal the TOP-RATED SHOWS Are on WREX-TV

The 15 Top-Rated Once-A-Week Programs are on WREX-TV

The 15 Top-Rated Syndicated Films are on WREX-TV

8 of the 10 Top-Rated Multi-Weekly Programs are on WREX-TV

(For the 2nd Consecutive Year)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS— SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Bloomington	180	86.4	.0522	26.9	50.4	150,002	.0564	1,736	5,576
△Champaign-Urbana	187	123.0	.0742	32.6	80.9	241,462	.0909	1,983	7,407
Chicago	28	6,150.9	3.7096	1,887.7	5,803.8	13,380,431	5.0380	2,175	7,088
△Danville	192	90.6	.0547	28.9	53.2	147,320	.0554	1,626	5,096
Davenport-Rock Island-Moline	36	253.8	.1531	77.9	213.1	463,891	.1747	1,828	5,955
Decatur	38	111.1	.0670	35.5	84.2	193,697	.0730	1,743	5,456
△Galesburg	205	55.7	.0336	18.2	36.1	93,211	.0351	1,673	5,121
△Kankakee	212	81.4	.0491	20.8	41.7	116,526	.0439	1,432	5,602
Peoria	105	275.0	.1659	85.2	208.3	500,257	.1884	1,819	5,872
△Quincy	244	68.1	.0410	21.8	49.8	99,072	.0373	1,455	4,545
Rockford	120	171.0	.1031	54.1	143.0	322,492	.1214	1,888	5,961
Springfield	140	139.6	.0842	45.3	105.1	244,729	.0922	1,753	5,402
Total Above Areas		7,606.6	4.5877	2,334.9	6,869.6	15,953,090	6.0067	2,097	6,832

RETAIL SALES— SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Bloomington	180	100,624	.0543	3,741	.0549	105	104	19,834	6,325	12,958	4,802	5,148	17,616	8,115	10,507	2,973
△Champaign-Urbana	187	134,453	.0725	4,124	.0821	111	98	25,020	9,742	20,377	6,419	5,588	26,540	9,840	14,645	4,326
Chicago	28	8,161,023	4.3985	4,323	4.5804	123	119	1,720,971	751,649	1,557,252	641,127	384,347	1,344,473	380,384	396,152	255,124
△Danville	192	126,109	.0680	4,433	.0694	109	126	37,667	7,780	17,269	8,025	6,201	22,311	7,368	11,022	3,803
Davenport-Rock Island-Moline	36	315,583	.1701	4,051	.1890	110	111	66,830	29,282	43,810	16,847	14,769	61,018	20,296	22,693	10,049
Decatur	38	149,558	.0806	4,213	.0741	111	120	30,875	12,230	22,208	8,153	7,597	33,615	9,856	9,336	3,058
△Galesburg	205	74,535	.0401	4,095	.0363	108	119	14,814	5,380	7,924	4,150	4,616	15,762	4,901	6,474	2,284
△Kankakee	212	100,240	.0540	4,819	.0480	98	110	22,813	8,185	11,236	4,428	5,886	18,287	7,022	11,749	2,255
Peoria	105	335,004	.1805	3,932	.1815	109	109	71,371	26,645	50,905	17,486	16,776	69,826	20,724	24,283	9,474
△Quincy	244	74,945	.0404	3,436	.0390	95	98	16,323	6,902	10,820	3,956	5,035	11,770	3,355	7,554	2,582
Rockford	120	232,787	.1254	4,303	.1189	115	122	45,802	20,754	28,642	14,154	16,418	45,201	13,750	23,823	6,894

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Before using these figures, see explanation page 11.

IN SPRINGFIELD, ILL.

Year after year . . . . .
More Audience than Other
Local Stations COMBINED!

AM **WTAX** FM

CBS Radio Affiliate
Represented by Weed & Company

Morning 46.8%

Afternoon 46.9%

Evening 46.1%

C. E. Hooper, Inc. Radio Audience index
October-November 1955

ILLINOIS — SM Metropolitan County Areas — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955															
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Springfield	140	193,921	.1045	4,281	.0943	112	124	38,632	19,272	27,796	11,984	12,022	33,752	13,564	17,971	6,864
Total Above Areas		10,000,782	5.3899	4,283	5.5379	121	117	2,108,952	903,146	1,811,199	739,531	484,403	1,700,169	499,157	556,209	309,686

INDIANA — Counties and Cities — (Other East North Central States: Illinois, Michigan, Ohio, Wisconsin.)

Map, page 394

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Anderson	Madison	52.1	649	98	124	29	64	58	32	77	39	24
Auburn	De Kalb	6.3	116	19	19	11	10	10	12	8	10	3
Bedford	Lawrence	13.1	247	48	35	19	23	17	20	23	23	8
Bloomington	Monroe	36.3	339	64	58	14	33	24	27	42	20	10
Bluffton	Wells	6.6	121	22	14	13	11	8	11	12	13	3
Brazil	Clay	9.5	178	43	30	7	12	15	14	22	10	6
Columbia City	Whitley	5.1	115	22	15	9	8	14	8	14	9	4
Columbus	Bartholomew	20.5	358	64	56	22	21	26	44	44	24	10
Connersville	Fayette	17.3	223	38	31	11	17	24	18	29	10	6
Crawfordsville	Montgomery	13.9	227	34	38	15	17	14	15	28	16	8
Crown Point	Lake	6.8	116	17	13	13	9	6	12	9	8	1
Decatur	Adams	8.2	143	29	20	10	10	7	11	15	16	3
East Chicago	Lake	56.9	617	167	171	17	63	21	18	40	23	17
Elkhart	Elkhart	39.4	506	95	80	28	42	35	41	59	31	13
Elwood	Madison	11.6	148	26	23	5	12	10	15	26	10	3
Evansville	Vanderburgh	137.7	1,465	328	351	98	104	81	68	143	70	57
Fort Wayne	Allen	144.8	1,427	235	298	110	111	81	83	156	65	63
Frankfort	Clinton	16.0	213	39	34	17	22	13	14	27	15	8
Franklin	Johnson	7.7	128	24	21	5	9	9	11	15	10	4
Gary	Lake	158.5	1,821	402	348	67	128	86	45	145	60	48
Goshen	Elkhart	13.5	209	36	25	14	17	16	16	26	13	6
Greencastle	Putnam	7.0	116	15	16	3	9	12	12	18	8	4
Greensburg	Decatur	7.2	149	19	18	14	15	9	16	15	20	4
Hammond	Lake	102.9	857	173	178	49	77	80	43	84	53	28
Hartford City	Blackford	7.4	120	28	16	8	9	7	12	12	10	4
Hobart	Lake	12.6	107	23	17	5	7	7	6	19	5	3
Huntington	Huntington	16.0	243	41	38	20	31	16	20	33	16	5
Indianapolis	Marion	448.1	4,624	905	933	374	260	268	228	478	223	268
Jeffersonville	Clark	18.3	230	73	31	15	7	14	13	22	15	7
Kendallville	Noble	6.6	104	14	19	5	11	10	9	13	9	4
Kokomo	Howard	43.0	493	90	85	40	48	32	37	42	35	11
La Porte	La Porte	22.5	311	55	49	17	29	22	25	46	17	9
Lafayette	Tippecanoe	40.3	459	49	88	38	54	30	19	47	28	22
Lebanon	Boone	9.7	148	18	28	14	11	12	10	20	14	4
Logansport	Cass	21.3	354	47	68	17	38	24	27	41	24	9
Madison	Jefferson	10.7	195	35	25	15	23	17	15	23	19	4
Marion	Grant	34.0	438	65	82	36	37	34	34	58	26	10
Michigan City	La Porte	31.8	381	75	84	30	33	19	23	40	19	11
Mishawaka	St. Joseph	37.1	370	79	66	30	20	22	22	50	20	13
Muncie	Delaware	63.4	732	128	142	44	74	62	46	89	34	21
New Albany	Floyd	33.0	405	105	62	30	27	28	20	52	19	14
New Castle	Henry	20.4	253	52	35	15	25	18	21	29	19	6
Noblesville	Hamilton	7.2	148	17	21	12	16	9	17	15	12	3
Peru	Miami	13.5	242	41	40	14	19	16	20	32	17	7
Plymouth	Marshall	7.3	151	20	18	9	17	10	13	24	15	3
Portland	Jay	7.6	157	22	25	12	14	10	14	23	10	3
Princeton	Gibson	9.5	167	39	24	9	10	13	12	26	13	3
Richmond	Wayne	42.6	554	81	94	37	51	33	39	49	48	19
Rochester	Fulton	5.3	118	14	13	13	13	7	12	18	14	4
Rushville	Rush	7.3	128	23	18	6	9	7	8	15	16	3
Seymour	Jackson	11.7	191	40	29	8	17	15	18	21	11	4
Shelbyville	Shelby	12.4	193	36	29	12	14	13	14	14	21	7
South Bend	St. Joseph	132.9	1,375	274	278	99	112	90	48	159	73	47
Terre Haute	Vigo	65.3	951	215	212	55	61	45	54	105	42	37
Valparaiso	Porter	13.7	198	42	31	13	15	16	14	22	16	5
Vincennes	Knox	18.9	337	77	49	17	29	21	22	35	24	11
Wabash	Wabash	12.3	177	41	24	13	16	13	12	21	11	7
Warsaw	Kosciusko	8.0	172	22	23	10	16	15	15	25	16	9
Washington	Daviess	11.3	185	40	28	7	23	11	14	25	17	4
West Lafayette	Tippecanoe	13.8	82	12	21	2	5	4	6	13	3	3
Whiting	Lake	9.2	189	53	51	14	17	16	5	6	10	6
Winchester	Randolph	5.7	121	14	19	11	11	12	13	9	10	3

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Before using these figures, see explanation page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

In Fort Wayne You Get More Mileage From Your Advertising Dollar

No Other Market in Indiana Offers the Advantages of The Monthly Grocery Inventory

Every 26 days your food sales are measured for you in Metropolitan Fort Wayne by The Monthly Grocery Inventory. Figures from the 28-store panel on sales, distribution, stock on hand, can be accurately projected to 200 stores. It's a complete research service that doesn't cost you a penny.

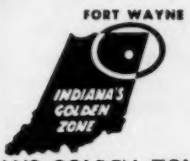
No Other Medium In Fort Wayne Offers All These Merchandising Aids

Advance mailings, Monthly Grocery and Drug Merchandisers, route lists for salesmen, tie-in ad solicitation and distribution surveys are among the many exclusive services offered to advertisers without charge by The News-Sentinel and The Journal-Gazette.

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The News-Sentinel • THE JOURNAL-GAZETTE

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INDIANA'S GOLDEN ZONE

Consistently high family buying power far above the national and state averages has made Fort Wayne and its trading area widely known and accepted as Indiana's Golden Zone Market.

AN ISOLATED MARKET

Fort Wayne completely dominates its 70-mile trading zone. There is no other large city within 100 miles.

HIGH BUYING POWER

Fort Wayne's EBI per capita is now $2,092 . . . 31% above the National average according to Sales Management 5-10-56.

EXCLUSIVE COVERAGE

Complete daily and Sunday coverage of the rich 13-county market is offered only by The News-Sentinel and The Journal-Gazette.

Schedule Fort Wayne in '56

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
											Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Adams		23.1	.0139	6.7	8.2	32,726	.0124	1,417	4,884	12,229	7.1	4,596	23.6	7.6	28.8	21.4	36.4	41.8	11.2	29.2
Decatur		8.2	.0049	2.8		13,865	.0052	1,691	5,546		2.9	4,789	22.8	7.1	26.4	18.8	38.2	42.0	12.6	32.1
Allen	51	205.8	.1242	63.9	159.7	402,962	.1517	1,958	6,306	21,090	74.0	5,448	19.5	5.3	22.2	13.9	40.9	39.6	17.4	41.2
▲Fort Wayne		144.8	.0873	45.7		302,939	.1141	2,092	6,629		55.0	5,503	19.7	5.3	22.0	13.6	40.4	38.7	17.9	42.4
Bartholomew		43.0	.0259	13.1	23.0	82,811	.0239	1,461	4,795	11,426	14.4	4,375	30.0	10.1	30.3	23.7	28.8	34.5	11.1	31.7
Columbus		20.5	.0124	6.5		34,385	.0129	1,677	5,290		7.5	4,561	27.6	9.0	30.2	22.6	30.0	34.6	12.2	33.8
Benton		11.0	.0066	3.2		18,322	.0069	1,666	5,726	19,161	3.7	4,924	24.9	7.5	30.2	20.9	31.8	34.1	13.1	37.5
Blackford		13.5	.0082	4.1	7.6	19,827	.0075	1,469	4,836	5,053	4.7	4,186	27.5	9.7	33.3	27.2	30.7	38.7	8.5	24.4
Hartford City		7.4	.0045	2.5		11,177	.0042	1,510	4,471		2.6	4,260	25.2	8.8	34.4	27.6	31.7	39.2	8.7	24.4

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.



Richmond, INDIANA Market Continues Steady Growth!

ANNUAL BUYING POWER—$346,807,529*
ANNUAL RETAIL SALES—$237,974,635*

*** Sales Management 1955 Estimates**

Check Sales Management listings for more figures on the counties represented in the Richmond Market:

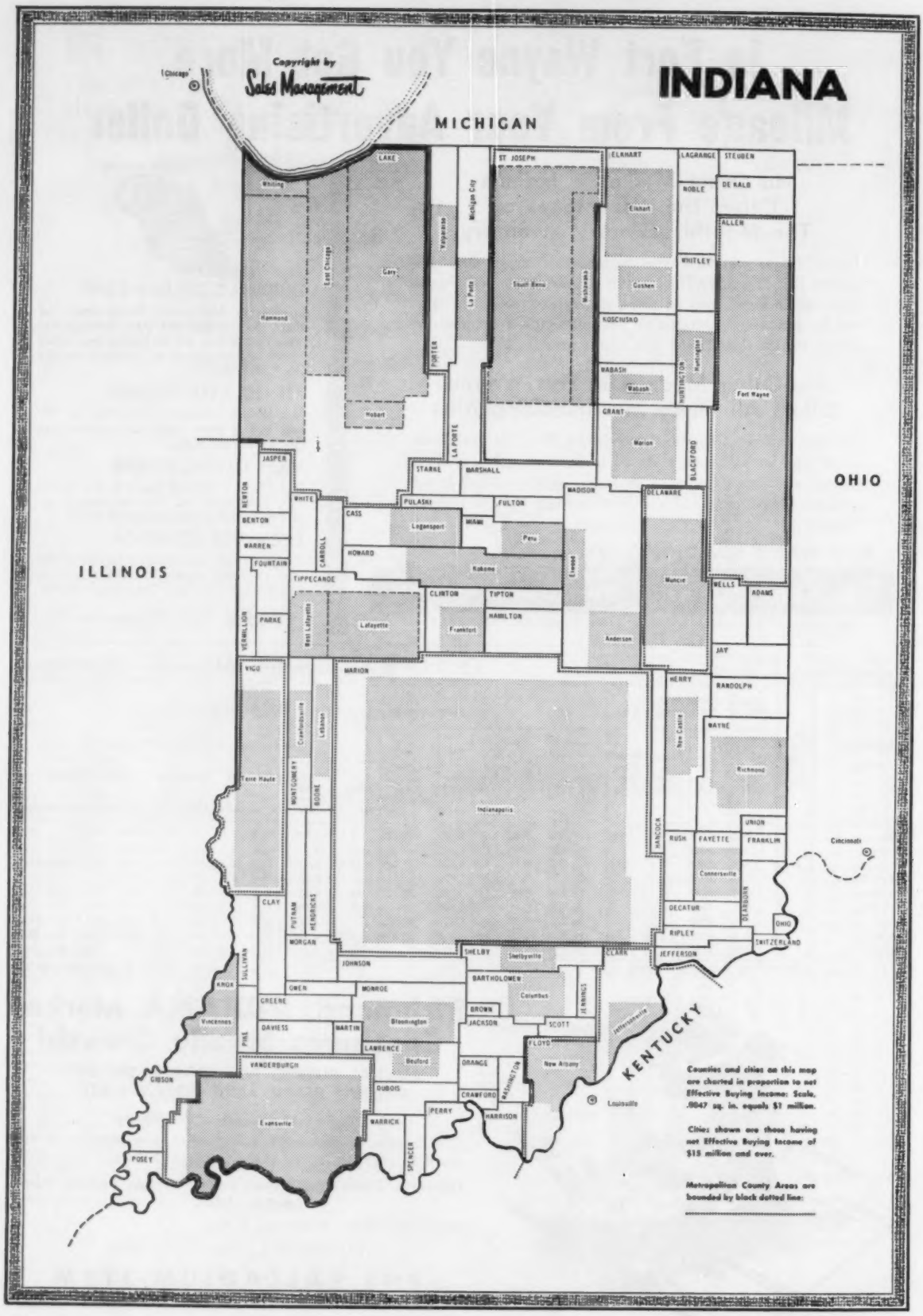
INDIANA COUNTIES: Wayne, Union, Franklin, Fayette, Henry and Randolph.

OHIO COUNTIES: Preble and Darke.

The Richmond Market is covered by

THE PALLADIUM-ITEM

Circulation — 28,034 (June, 1955, ABC)


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Bedford
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Martin
Owen
Monroe
Bloomington
Vincennes
Marion
Indianapolis
Boone
Montgomery
Crawfordsville
Lebanon
Hancock
Hendricks
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .9047 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:

MORE power FOR YOU

MUNCIE buying POWER

INDIANA

MORE MONEY — lots of it — is being spent in the 5-county Muncie Market as it continues to grow and prosper. In 1955 trading area retail sales were over $218,927,000.* Family units over 66,900.* Buy-income per capita was 17.4% above national average.* Buying income per family was 8.7% above national average.* Because of this high income, terrific Test success has been scored time after time when the greater area coverage of the Muncie Star-Press was used. Put this responsive readership to work for your ad schedule in '56.

THE MUNCIE STAR - THE MUNCIE EVENING PRESS
THE MUNCIE SUNDAY STAR

Combined Circulation 48,589 — Sunday 30,248****

Represented Nationally — Kelly Smith Company • Sources: *Sales Management Survey of Buying Power 1955 — **ABC Audit Report 12 months ending June 30, 1955

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Boone		25.5	.0154	8.2	9.7	42,538	.0160	1,668	5,188	19,014	9.3	4,563	26.2	8.5	30.4	22.7	31.7	36.7	11.7	32.1
Lebanon		9.7	.0059	3.0		17,365	.0065	1,790	5,788		3.9	4,505	27.5	9.0	30.0	22.8	31.2	36.5	11.3	31.7
Brown		5.6	.0033	1.5		5,471	.0021	977	3,647	1,070	1.7	3,314	46.2	20.6	28.3	29.3	20.5	32.6	5.0	17.5
Carroll		16.4	.0099	5.2	2.6	25,133	.0094	1,533	4,833	17,771	5.6	4,310	28.9	9.9	32.0	25.4	29.2	35.7	9.9	29.0
Cass		40.7	.0246	12.1	21.3	60,604	.0226	1,489	5,009	15,770	13.9	4,385	27.7	9.4	29.0	22.7	32.6	39.4	10.7	28.5
Logansport		21.3	.0128	7.0		36,423	.0137	1,710	5,203		8.3	4,403	27.5	9.2	28.2	22.0	33.4	40.0	10.9	28.8
Clark	84	57.6	.0347	16.9	32.2	77,444	.0292	1,345	4,582	5,352	17.9	4,337	27.2	9.3	27.6	21.7	35.1	42.7	10.1	26.3
Jeffersonville		18.3	.0110	5.6		27,392	.0103	1,497	4,891		6.4	4,247	27.8	9.7	27.7	22.2	34.9	43.4	9.6	24.7
Clay		23.3	.0141	7.7	9.5	33,621	.0127	1,443	4,366	7,246	8.3	4,056	32.0	11.7	32.0	26.9	27.6	35.9	8.4	25.5
Brazil		9.5	.0057	3.1		14,091	.0053	1,483	4,545		3.5	3,985	31.5	11.7	32.0	27.4	28.8	38.2	7.7	22.7
Clinton		31.0	.0187	10.0	16.0	49,780	.0187	1,605	4,976	20,033	10.6	4,627	25.0	8.0	29.2	21.5	33.7	38.5	12.1	32.0
Frankfort		16.0	.0096	5.2		26,550	.0100	1,659	5,106		5.7	4,665	24.1	7.6	27.8	20.5	35.8	40.4	12.3	31.5
Crawford		9.1	.0054	2.6		8,142	.0031	895	3,132	2,050	3.1	2,670	57.6	31.9	26.7	36.8	11.4	22.5	2.3	8.8
Daviess		27.6	.0167	8.2	11.3	34,578	.0130	1,253	4,217	11,297	9.1	3,820	38.0	14.7	31.6	28.3	22.5	31.1	7.9	25.9
Washington		11.3	.0068	3.7		17,102	.0066	1,513	4,622		4.3	3,992	35.7	13.2	31.5	27.0	24.1	31.9	8.7	27.9
Dearborn		26.6	.0160	7.8	10.3	38,654	.0145	1,453	4,956	5,076	8.4	4,618	25.5	8.2	27.3	20.2	34.7	39.6	12.5	32.0
Decatur		18.8	.0114	5.6	7.2	26,468	.0100	1,408	4,728	14,118	6.5	4,063	35.6	12.9	31.8	26.7	23.5	30.3	9.1	30.1
Greensburg		7.2	.0043	2.3		11,663	.0044	1,620	5,071		2.8	4,236	33.2	11.6	31.7	25.6	25.4	31.6	9.7	31.2
De Kalb		27.4	.0165	8.5	10.9	40,514	.0152	1,479	4,766	10,809	9.3	4,341	28.0	9.5	27.6	21.7	34.4	41.8	10.0	27.0
Auburn		6.3	.0038	2.1		10,983	.0041	1,743	5,230		2.3	4,771	23.9	7.4	26.3	18.9	38.0	42.0	11.8	31.7
Delaware	95	105.1	.0634	32.9	69.2	182,485	.0688	1,736	5,547	14,326	38.3	4,766	25.0	7.8	24.3	17.4	37.6	41.6	13.1	33.2
▲Muncie		63.4	.0382	20.1		118,863	.0448	1,875	5,914		25.0	4,751	25.9	8.1	24.3	17.5	36.7	40.7	13.1	33.7
Dubois		24.9	.0150	6.8	9.8	32,798	.0123	1,317	4,823	9,046	7.9	4,130	28.8	10.3	34.1	28.2	28.4	36.3	8.7	25.2
Elkhart	198	93.7	.0565	29.3	58.7	174,676	.0658	1,864	5,962	19,456	33.1	5,276	21.7	6.1	23.1	15.0	38.8	38.8	16.4	40.1
△Elkhart		39.4	.0238	12.8		83,865	.0316	2,129	6,552		15.1	5,553	20.4	5.4	20.5	12.7	40.5	38.4	18.6	43.5
Goshen		13.5	.0081	4.3		26,634	.0100	1,973	6,194		5.5	4,828	26.0	8.0	25.9	18.3	35.1	38.4	13.0	35.3
Fayette		26.3	.0159	7.7	17.3	43,778	.0165	1,665	5,685	8,948	9.0	4,856	25.9	7.9	26.2	18.5	35.0	38.0	12.9	35.6
Connersville		17.3	.0104	5.3		31,661	.0119	1,830	5,974		6.4	4,912	24.8	7.5	26.2	18.1	36.0	38.7	13.0	35.7
Floyd	84	49.9	.0301	15.5	36.6	76,800	.0289	1,539	4,958	2,868	16.5	4,665	25.0	7.9	28.4	20.8	34.5	39.6	12.1	32.3
New Albany		33.0	.0199	10.6		53,075	.0200	1,608	5,007		11.3	4,683	24.7	7.8	28.4	20.8	34.6	38.9	12.3	32.5
Fountain		17.6	.0106	5.8	3.9	25,232	.0095	1,434	4,350	11,569	6.1	4,160	32.5	11.6	31.7	26.0	26.5	33.5	9.3	28.9
Franklin		17.1	.0103	4.5	2.7	18,002	.0067	1,053	4,000	8,813	5.1	3,525	41.7	17.5	31.1	30.1	21.2	31.8	6.0	20.6
Fulton		16.8	.0101	5.3	5.3	24,275	.0092	1,445	4,580	12,316	5.9	4,131	32.4	11.6	30.8	25.5	27.7	35.4	9.1	27.5
Rochester		5.3	.0032	1.6		8,942	.0034	1,687	5,589		2.1	4,167	32.9	11.7	29.6	24.3	28.5	36.0	9.0	28.0
Gibson		30.7	.0185	9.6	13.0	41,850	.0157	1,363	4,359	11,901	10.2	4,098	33.4	12.1	28.4	23.6	28.9	37.2	9.3	27.1
Princeton		9.5	.0057	3.2		14,121	.0053	1,486	4,413		3.6	3,965	34.0	12.7	29.0	25.0	28.5	37.9	8.5	24.4
Grant	225	67.2	.0406	20.5	44.4	99,663	.0376	1,483	4,862	15,658	23.3	4,268	29.5	10.2	30.1	24.1	30.9	38.2	9.5	27.5
△Marion		34.0	.0205	11.2		56,089	.0211	1,650	5,008		12.8	4,377	28.4	9.6	30.2	23.6	31.3	37.7	10.1	29.1
Greene		26.9	.0162	9.0	5.8	33,101	.0124	1,231	3,678	8,416	9.5	3,484	40.8	17.3	31.2	30.7	21.7	32.8	6.3	19.2
Hamilton		30.7	.0185	9.7	7.2	49,727	.0187	1,620	5,126	16,564	10.5	4,731	28.5	8.2	28.6	20.7	31.7	35.1	13.2	36.0
Noblesville		7.2	.0043	2.2		11,818	.0044	1,641	5,372		2.6	4,561	24.3	7.9	29.4	22.0	34.9	40.3	11.4	29.8

▲ and △ See end of stats for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Sell Indiana's 5th Metropolitan Market AT LOW ADVERTISING COST*

ANDERSON NEWSPAPERS Deliver 35,147 ABC Circulation in 36,200-Family Metropolitan Area . . . $198,148,000 Income, Over $128,000,000 Retail Sales.

High industrial payrolls are the big factor in Metropolitan Anderson's plus buying power. (In the city zone alone, 22,000 wage-earners average $90 a week). On top of that, the county has one of the top farm incomes of Indiana's 92 counties.

What's more, income distribution indicates a level of prosperity throughout the county far superior to both the nation and state. 56% of the area's Consumer Spending Units earn from $4,000 up . . . compared with 44.2% for the U.S., 48.5% for Indiana. 79.1% earn over $2,500.

Average income per Consumer Spending Unit is $4,984 —$198 above the national average, $123 above the state's.

*24¢ a line

You PENETRATE This EXTRA INCOME Market with

The BULLETIN—The HERALD

Represented by The Allen Klapp Co.—New York, Chicago, Detroit, San Francisco

INDIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
											Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Hancock		22.0	.0133	7.1	6.8	33,493	.0127	1,522	4,717	11,095	7.2	4,679	25.8	8.2	27.0	19.6	34.0	38.4	13.2	33.8
Harrison		18.6	.0112	5.2		21,508	.0081	1,156	4,136	7,685	5.9	3,658	39.9	15.7	34.1	31.8	20.0	28.9	7.0	23.6
Hendricks		38.2	.0230	11.5	8.6	84,986	.0244	1,702	5,852	17,467	12.8	5,071	25.8	7.5	23.4	15.8	34.9	36.3	15.9	40.4
Henry		49.4	.0298	14.7	20.4	79,013	.0296	1,599	5,375	14,661	16.1	4,896	21.6	6.8	28.0	19.6	37.0	39.9	13.4	34.0
New Castle		20.4	.0123	6.8		37,938	.0143	1,860	5,579		7.3	5,169	19.1	5.5	26.7	17.6	39.2	40.0	15.0	36.9
Howard	213	60.3	.0364	18.7	43.0	104,554	.0393	1,734	5,591	14,082	21.1	4,948	20.9	6.3	27.9	19.2	37.9	40.4	13.3	34.1
△Kokomo		43.0	.0259	13.2		76,126	.0287	1,770	5,767		15.4	4,957	20.5	6.1	27.5	19.0	38.6	41.1	13.4	33.8
Huntington		32.7	.0197	10.4	16.0	49,000	.0185	1,501	4,720	13,591	11.5	4,285	29.7	10.3	30.3	24.1	30.4	37.4	9.6	28.2
Huntington		16.0	.0096	5.2		26,337	.0099	1,646	5,065		6.0	4,395	28.1	9.5	29.6	23.0	32.1	38.5	10.2	29.0
Jackson		29.2	.0176	8.8	11.7	35,539	.0134	1,217	4,038	8,676	9.3	3,810	35.3	13.7	32.0	28.7	25.4	35.2	7.3	22.4
Seymour		11.7	.0071	3.7		17,381	.0065	1,486	4,698		4.3	4,068	31.9	11.6	32.4	27.2	27.0	35.0	8.7	26.2
Jasper		18.5	.0112	5.3	4.5	26,623	.0100	1,439	5,023	19,759	6.4	4,138	36.7	13.1	29.4	24.2	23.5	30.0	10.4	32.7
Jay		23.3	.0140	7.5	10.1	33,538	.0127	1,439	4,472	10,058	8.0	4,201	28.8	10.2	30.4	24.7	32.3	40.5	8.5	24.6
Portland		7.6	.0046	2.5		13,716	.0052	1,805	5,486		3.0	4,586	25.8	8.3	27.9	20.8	35.2	40.5	11.1	30.4
Jefferson		22.9	.0138	6.3	10.7	27,464	.0103	1,199	4,359	6,144	7.7	3,575	43.5	18.0	30.7	29.4	19.4	28.6	6.4	24.0
Madison		10.7	.0065	3.5		14,886	.0056	1,391	4,253		4.0	3,716	40.6	16.2	32.2	29.6	20.7	29.3	6.5	24.9
Jennings		18.1	.0097	4.1	3.7	14,538	.0055	803	3,546	4,497	4.3	3,357	44.2	19.5	30.6	31.2	20.0	31.4	5.2	17.9
Johnson		34.4	.0209	10.5	17.4	55,168	.0207	1,604	5,254	12,493	12.1	4,545	28.0	9.1	27.3	20.6	32.7	37.9	12.0	32.4
Franklin		7.7	.0046	2.4		13,304	.0050	1,728	5,543		3.1	4,260	32.4	11.2	26.0	20.9	30.2	37.4	11.4	30.5
Knox		44.2	.0266	13.9	24.3	63,390	.0239	1,434	4,560	17,128	15.3	4,149	31.7	11.3	31.5	25.9	27.6	35.1	9.2	27.7
Vincennes		18.9	.0114	6.2		30,419	.0115	1,609	4,906		7.1	4,271	29.8	10.3	30.3	24.2	30.3	37.4	9.6	28.1
Kosciusko		34.7	.0210	11.0	8.0	50,896	.0192	1,467	4,627	21,854	11.7	4,345	30.8	10.5	30.6	24.1	28.4	34.5	10.2	30.9
Warsaw		8.0	.0048	2.6		12,786	.0048	1,598	4,918		2.9	4,376	28.5	9.6	28.6	22.4	32.8	39.5	10.1	28.5
Lagrange		15.9	.0096	4.4		18,943	.0071	1,191	4,305	11,585	5.0	3,824	33.8	13.0	31.1	27.8	23.0	38.6	7.3	20.6
Lake	28	465.6	.2809	134.2	432.1	929,779	.3501	1,997	6,926	13,657	159.4	5,833	15.0	3.8	20.3	11.9	44.9	40.6	19.8	43.7
Hammond-East Chicago		*159.8*	*.0964*	*45.8*		*336,769*	*.1269*	*2,107*	*7,353*											
Gary		158.5	.0956	45.6		324,585	.1222	2,048	7,118		57.5	5,649	16.6	4.3	22.2	13.5	42.6	39.7	18.6	42.5
Hammond		102.9	.0621	30.3		219,047	.0825	2,129	7,229		35.3	6,211	12.7	3.0	16.6	9.2	48.2	40.9	22.5	46.9
East Chicago		56.9	.0343	15.5		117,722	.0443	2,069	7,595		21.2	5,565	15.6	4.1	23.0	14.1	43.4	41.2	18.0	40.6
Whiting		9.2	.0055	2.7		19,911	.0075	2,164	7,374		3.0	6,713	11.3	2.5	15.2	7.8	47.8	37.5	25.7	52.2
Crown Point		6.8	.0041	2.1		12,199	.0046	1,794	5,809		2.1	5,727	19.3	5.0	20.5	12.2	42.3	38.9	17.9	43.9
Hobart		12.6	.0076	3.5		21,677	.0082	1,720	6,193		3.7	5,878	12.0	3.0	15.1	8.8	53.4	47.9	19.5	40.3
La Porte		87.7	.0529	29.1	54.3	140,383	.0528	1,601	5,379	16,594	27.6	5,093	20.1	5.8	24.9	16.8	40.8	42.2	14.2	35.2
Michigan City		31.8	.0192	8.8		47,857	.0180	1,505	5,438		9.6	4,960	20.0	6.0	25.3	17.4	41.2	43.8	13.5	32.8
La Porte		22.5	.0136	7.7		43,718	.0165	1,943	5,678		8.3	5,256	19.1	5.4	24.4	15.8	41.3	41.5	15.2	37.3
Lawrence		35.4	.0213	10.9	16.5	48,356	.0175	1,309	4,292	4,726	11.8	3,943	31.9	12.0	32.7	28.3	27.7	37.0	7.7	22.7
Bedford		13.1	.0079	4.2		21,079	.0079	1,609	5,019		4.7	4,460	28.2	9.3	28.7	22.1	32.1	37.8	11.0	30.8
Madison	169	115.2	.0695	36.2	71.3	186,148	.0749	1,720	5,474	17,089	39.8	4,984	20.9	6.2	23.1	15.9	41.5	43.9	14.5	34.0
△Anderson		52.1	.0314	17.2		99,613	.0375	1,912	5,791		19.9	5,005	21.0	6.2	22.5	15.4	41.5	43.7	15.0	34.7
Elwood		11.6	.0070	3.6		18,726	.0071	1,614	5,202		4.0	4,661	22.2	7.0	25.3	18.6	41.3	46.8	11.2	27.6
Marion	68	613.1	.3697	193.8	567.1	1,292,389	.4866	2,109	6,669	12,475	231.6	5,580	20.2	5.3	23.6	14.5	37.4	35.3	18.8	44.9
▲Indianapolis		446.1	.2690	142.0		961,836	.3621	2,156	6,773		174.9	5,500	20.9	5.6	24.1	15.0	36.7	35.2	18.3	44.2

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



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Franklin D. Schurz — *Editor and Publisher*

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INDIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Marshall		32.0	.0193	9.0	10.4	55,704	.0209	1,741	5,884	16,455	11.3	4,947	25.2	7.5	25.9	18.0	34.2	36.4	14.7	38.1
Plymouth		7.2	.0044	2.3		14,610	.0055	2,001	6,352		2.7	5,437	19.9	5.4	23.9	15.0	38.9	37.7	17.3	41.9
Martin		10.7	.0065	3.1	F.	11,515	.0044	1,076	3,715	2,074	3.3	3,441	37.4	16.1	36.5	38.2	22.0	33.8	4.1	13.9
Miami		29.2	.0176	9.4	13.5	46,851	.0176	1,604	4,984	13,329	10.5	4,461	28.3	9.4	28.1	21.6	32.7	36.6	10.9	30.4
Peru		13.5	.0081	4.5	'	23,864	.0090	1,770	5,310		5.1	4,643	25.4	8.1	26.1	19.2	36.7	41.7	11.8	31.0
Monroe		55.0	.0332	14.5	36.3	90,263	.0340	1,641	6,225	3,136	24.7	3,652	46.2	18.7	25.4	23.7	20.6	29.6	7.8	27.6
Bloomington		36.3	.0219	8.9	▶	73,355	.0278	2,015	8,298		20.6	3,594	48.1	19.8	24.6	23.3	19.6	28.8	7.7	28.1
Montgomery		30.2	.0182	9.7	13.9	49,323	.0186	1,633	5,085	29,223	11.2	4,419	30.5	10.2	27.5	21.3	30.7	36.6	11.3	31.9
Crawfordsville		13.9	.0084	4.5	'	25,329	.0095	1,822	5,629		5.7	4,439	30.9	10.3	25.7	19.7	31.9	37.9	11.5	32.1
Morgan		31.7	.0191	9.7	8.1	39,156	.0147	1,235	4,037	9,215	10.2	3,852	34.4	13.2	31.6	28.0	26.2	35.9	7.8	22.9
Newton		11.2	.0068	3.4		18,086	.0068	1,615	5,319	13,323	4.0	4,575	29.0	9.4	29.6	22.1	29.5	34.0	11.9	34.5
Noble		26.6	0160	8.0	6.6	36,748	.0138	1,382	4,594	13,171	8.5	4,328	28.6	9.8	30.6	24.2	30.9	37.6	9.9	28.4
Kendallville		6.6	.0010	2.2		11,455	.0043	1,736	5,207		2.5	4,573	26.7	8.7	29.4	21.9	33.1	38.1	10.8	31.3
Ohio		4.3	.0026	1.2		5,327	.0021	1,239	4,439	2,020	1.5	3,624	36.1	14.7	32.3	30.5	25.7	37.4	5.9	17.4
Orange		16.4	.0099	4.9	2.5	18,121	.0068	1,105	3,698	5,061	5.0	3,252	49.4	22.5	31.1	32.6	14.2	23.0	5.3	21.9
Owen		11.4	.0069	3.5		12,369	.0046	1,085	3,534	3,983	3.7	3,369	44.0	19.3	28.9	29.4	21.8	34.1	5.3	17.2
Parke		15.1	.0091	4.7		18,814	.0071	1,246	4,003	11,046	5.3	3,569	38.1	15.8	32.3	31.0	24.1	35.6	5.5	17.6
Perry		17.5	.0105	5.0	5.9	18,964	.0072	1,084	3,793	2,785	5.4	3,520	38.1	16.0	32.1	31.2	24.2	36.2	5.6	16.6
Pike		14.1	.0085	4.4	2.9	16,877	.0063	1,197	3,836	4,546	4.9	3,450	41.2	17.7	31.0	30.7	22.2	33.9	5.6	17.7
Porter		47.2	.0285	13.5	19.2	78,640	.0296	1,666	5,825	11,990	16.5	4,759	28.9	9.0	21.3	18.3	36.3	40.2	13.5	35.5
Valparaiso		13.7	.0083	3.9		27,922	.0105	2,038	7,159		6.4	4,344	35.6	12.1	21.6	17.0	31.3	38.0	11.5	32.9
Posey		19.8	.0119	6.0	6.2	25,215	.0095	1,273	4,203	10,688	6.0	4,175	35.4	12.5	27.7	22.7	27.1	34.3	9.8	30.5
Pulaski		13.2	.0080	3.9		20,024	.0076	1,517	5,134	12,810	4.3	4,688	30.6	9.7	32.3	23.5	23.6	26.5	13.5	40.3
Putnam		23.6	.0142	6.8	7.0	30,492	.0114	1,292	4,484	13,706	9.3	3,279	47.1	21.2	27.2	28.3	20.7	33.4	5.0	17.1
Greencastle		7.0	.0042	1.6		12,337	.0046	1,762	7,711		4.1	3,042	55.6	27.1	22.2	24.9	17.1	29.6	5.1	18.4
Randolph		27.6	.0167	9.0	9.4	40,074	.0151	1,452	4,453	18,146	9.8	4,093	28.8	10.4	35.5	25.5	32.6	42.0	8.1	22.1
Winchester		5.7	.0034	1.9		9,677	.0036	1,698	5,093		2.2	4,421	23.5	7.9	29.6	22.9	36.3	43.3	10.6	25.9
Ripley		19.3	.0116	5.9	3.3	22,452	.0085	1,163	3,805	7,727	6.2	3,639	41.0	16.7	31.3	29.3	20.5	29.7	7.2	24.3
Rush		20.3	.0123	6.1	7.3	30,094	.0113	1,482	4,933	19,552	6.6	4,590	27.5	8.9	30.6	22.7	29.1	33.5	12.8	34.9
Rushville		7.3	.0044	2.2		12,485	.0048	1,738	5,766		2.7	4,735	26.1	8.2	29.6	21.2	31.2	34.8	13.1	35.8

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Before using these figures, see explanation page 11.

T-V ADVERTISERS:

You are not covering South Bend-Indiana's 2nd market-unless you are using WSBT-TV!

Please don't take our word for it. Check the viewer reports on the South Bend market. No other local or area station even comes close to WSBT-TV in share of audience. Chicago stations reach only a small handful. It all boils down to the fact that you just don't get television coverage in South Bend, Indiana without WSBT-TV!

This is Indiana's 2nd market in population, income, sales—and one of the Nation's richest.

Get the whole story. Write for free market data book.



WSBT-TV SOUTH BEND, IND. CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA — Counties and Cities — (Continued)

COUNTIES & CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
St. Joseph	138	238.4	.1437	70.9	196.1	512,880	.1931	2,151	7,234	13,189	87.9	5,835	20.8	5.3	16.3	9.5	41.5	37.5	21.4	47.7
South Bend-Mishawaka		*170.0*	*.1026*	*53.5*		*379,065*	*.1427*	*2,230*	*7,248*											
▲South Bend		132.9	.0802	40.5		304,350	.1146	2,290	7,515		49.3	6,173	18.4	4.4	15.7	8.7	42.4	36.3	23.5	50.6
Mishawaka		37.1	.0224	11.8		74,718	.0281	2,014	6,332		13.1	5,701	17.5	4.5	17.7	10.6	44.3	41.0	20.5	43.9
Scott		13.8	.0084	4.2	7.2	15,700	.0059	1,138	3,738	2,637	4.4	3,567	38.1	15.8	35.8	34.3	20.0	29.6	6.1	20.3
Shelby		30.2	.0182	9.6	12.4	46,263	.0174	1,532	4,819	14,700	10.6	4,360	28.6	9.7	29.9	23.5	30.8	37.2	10.7	29.6
Shelbyville		12.4	.0075	4.1		20,792	.0078	1,677	5,071		4.7	4,383	27.9	9.4	30.2	23.6	31.0	37.3	10.9	29.7
Spencer		13.5	.0081	3.8		15,570	.0059	1,153	4,097	8,781	4.7	3,329	46.4	20.6	30.7	31.5	17.2	27.3	5.7	20.6
Starke		17.5	.0106	5.2	3.5	23,633	.0089	1,350	4,545	10,493	5.7	4,168	35.8	12.7	26.7	22.0	27.8	35.1	9.7	30.2
Steuben		16.3	.0098	4.9	4.9	24,311	.0091	1,491	4,961	8,488	6.4	3,790	40.1	15.6	30.3	27.4	22.1	30.7	7.5	26.3
Sullivan		19.1	.0115	6.3	4.5	24,791	.0094	1,298	3,935	9,272	6.9	3,570	41.9	17.3	31.7	30.5	20.2	29.8	6.2	22.4
Switzerland		6.8	.0041	2.0		7,388	.0028	1,086	3,694	4,223	2.4	3,029	48.8	23.8	29.8	33.8	18.2	31.6	3.2	10.8
Tippecanoe	215	83.3	.0503	23.4	53.8	153,315	.0577	1,841	6,552	19,498	36.3	4,222	38.6	13.5	24.4	19.8	26.0	32.5	11.0	34.2
Lafayette-West Lafayette		*53.9*	*.0326*	*15.5*		*105,434*	*.0397*	*1,956*	*6,808*											
△Lafayette		40.3	.0243	12.7		69,794	.0263	1,732	5,496		15.1	4,614	29.5	9.5	24.8	18.3	33.4	38.2	12.3	34.0
West Lafayette		13.6	.0082	2.8		35,640	.0134	2,621	12,729		9.0	3,959	49.4	18.5	23.2	19.9	16.4	21.9	11.0	39.7
Tipton		15.9	.0095	4.7	5.8	22,406	.0084	1,409	4,767	12,963	5.1	4,358	27.8	9.4	31.0	24.4	31.2	37.8	10.0	28.4
Union		5.8	.0035	1.8		8,671	.0033	1,495	5,419	6,397	2.0	4,426	27.7	9.2	29.1	22.6	32.7	38.9	10.5	29.3

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

BUYING POWER UP in Terre Haute

$50 Million worth of PROGRESS!



The Tribune-Star's Circulation blankets the rich 9-county Terre Haute, bi-state market.

Daily Circulation over 58,000

Sunday Circulation over 47,000

AMERICAN BRASS COMPANY starting work on $25,000,000 plant at north edge of city.

ALLIS-CHALMERS announces early start of work on $10,000,000 addition to present plant.

COMMERCIAL SOLVENTS will build $2,000,000 derivatives plant in 1956.

STRAN STEEL CORP. now building $1,500,000 extension to its present manufacturing facilities.

BEMIS BROS. BAG COMPANY rushing $2,000,000 plant to completion east of city.

MEADOWS CENTER, eastside shopping center costing $1,900,000 will be dedicated May 1, 1956.

CHAS. PFIZER AND COMPANY expects to complete major plant addition at Vigo Plant by June 30. No estimate.

SMITH-ALSOP PAINT & VARNISH CO., $200,000 addition to present plant, completed by June 1, 1956.

INDIANA STATE TEACHERS COLLEGE Home Economics and Vocational Education building and library addition being built at a cost of $1,251,146.

OPERATING ENGINEERS UNION has awarded contract for $250,000 headquarters in Terre Haute.

UNITED STATES ARMY RESERVE awards contract for $266,000 training center at Paul Cox Field.

CHESTY FOODS, INC. $150,000 expansion program now under construction.

INDIANA STATE POLICE establishing $40,000 subpost south of city.

HARVEY ALUMINUM SALES, INC. in extensive remodeling program at Air Force Site (former Terre Haute Ordnance). No estimate.

THE TERRE HAUTE TRIBUNE-STAR

Represented by E. A. Faulkner & Associates

INDIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Vanderburgh	47	179.2	.1081	55.7	156.3	310,097	.1167	1,730	5,567	6,659	62.7	4,942	24.3	7.3	26.1	18.0	35.9	38.3	13.7	36.4
▲Evansville		137.7	.0830	43.1		249,415	.0939	1,811	5,787		50.7	4,919	24.7	7.4	26.3	18.3	35.4	38.0	13.6	36.3
Vermillion		19.0	.0115	6.5	6.4	23,074	.0087	1,214	3,550	7,788	6.3	3,680	40.0	16.1	29.8	27.7	23.7	33.9	6.5	22.3
Vigo	148	106.7	.0643	34.8	80.5	183,395	.0691	1,719	5,270	9,501	40.9	4,481	30.8	10.1	28.4	20.2	31.3	36.8	11.5	32.9
▲Terre Haute		65.3	.0394	22.1		121,997	.0459	1,868	5,520		27.2	4,486	30.6	10.1	26.5	20.2	31.4	36.9	11.5	32.8
Wabash		30.7	.0185	9.5	15.7	44,193	.0166	1,440	4,652	16,405	10.4	4,258	30.4	10.5	28.6	23.1	31.9	39.5	9.1	26.9
Wabash		12.3	.0074	4.0		19,448	.0073	1,581	4,862		4.3	4,486	25.9	8.5	28.8	22.0	35.6	41.8	9.7	27.7
Warren		8.2	.0050	2.5		12,749	.0048	1,555	5,100	11,849	2.9	4,401	28.5	9.6	30.0	27.9	25.3	30.4	10.2	32.1
Warrick		23.1	.0139	7.0	5.6	29,212	.0110	1,262	4,173	5,485	7.5	3,895	36.9	14.0	29.1	25.5	26.6	36.0	7.4	24.6
Washington		16.8	.0101	5.0	3.3	18,643	.0070	1,110	3,729	10,503	5.3	3,516	44.3	18.6	31.2	30.4	18.3	27.4	6.2	23.6
Wayne	247	76.1	.0459	23.0	47.6	126,024	.0475	1,656	5,479	17,132	26.5	4,760	24.8	7.7	26.9	19.3	35.9	39.8	12.4	33.2
△Richmond		42.6	.0257	13.4		77,141	.0290	1,811	5,757		15.8	4,890	23.2	7.0	26.7	18.7	36.9	39.8	13.2	34.5
Wells		19.8	.0120	6.2	6.5	29,373	.0110	1,483	4,738	13,219	6.6	4,430	27.6	9.2	29.6	23.0	32.0	38.0	10.8	29.8
Bluffton		6.5	.0039	2.2		11,045	.0042	1,699	5,020		2.5	4,504	28.0	9.2	29.1	22.1	32.3	37.8	10.6	30.9
White		18.3	.0110	5.9	3.6	27,477	.0104	1,501	4,657	19,474	6.2	4,453	29.7	9.9	28.7	22.0	30.3	35.9	11.3	32.2
Whitley		19.8	.0120	6.3	5.1	28,176	.0106	1,423	4,472	11,543	6.5	4,332	28.3	9.7	28.3	22.4	33.5	40.7	9.9	27.2
Columbia City		5.1	.0031	1.8		8,901	.0034	1,745	4,945		2.0	4,558	26.9	8.7	28.1	21.1	33.3	38.5	11.7	31.7
Total Above Cities		2,188.3	1.3194	680.3		4,284,870	1.6130	1,958	6,299		832.7	5,146	23.3	6.7	24.0	15.9	37.0	37.9	15.7	39.5
State Total		4,345.0	2.8208	1323.9	2704.2	7,440,191	2.8013	1,712	5,620	1,045,550	1,530.5	4,861	25.9	7.9	25.6	18.0	34.6	37.5	13.9	36.6

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adams		22,353	.0121	3,338	.0126	91	87	4,719	1,263	1,100	778	2,015	4,807	2,184	3,173	411
Decatur		13,469	.0073		.0038	118	149	2,834	898	828	546	1,043	2,796	1,178	1,963	291
Allen	51	278,383	.1500	4,357	.1457	117	121	44,345	21,143	53,160	17,797	14,876	61,299	17,637	16,758	8,123
▲Fort Wayne		244,409	.1317		.1140	131	151	37,897	18,774	49,815	17,560	13,503	56,899	13,236	11,517	7,331
Bartholomew		46,478	.0251	3,548	.0245	96	97	11,685	2,794	5,448	1,705	1,840	9,558	3,231	6,689	1,227
Columbus		42,483	.0229		.0138	127	185	10,501	2,212	5,064	1,646	1,781	9,238	2,684	6,255	1,157
Benton		14,493	.0078	4,829	.0071	108	118	2,752	913	409	107	634	3,320	1,159	3,365	202
Blackford		18,548	.0084	3,792	.0079	98	102	3,104	788	1,497	545	751	4,774	824	1,692	509
▶Hartford City		12,904	.0070		.0051	113	156	2,415	537	1,250	457	588	4,355	668	1,401	437
Boone		27,117	.0146	3,307	.0155	101	95	5,012	1,793	2,388	1,291	1,189	5,176	2,978	5,051	955
Lebanon		19,100	.0103		.0075	127	175	3,474	1,025	2,156	1,192	858	4,328	1,113	3,696	602
Brown		2,583	.0014	1,722	.0021	64	42	736	232	144	43	77	303	92	629	79
Carroll		18,751	.0101	3,606	.0097	98	102	3,744	887	986	316	420	4,482	1,412	2,699	319
Cass		46,027	.0248	3,804	.0238	97	101	8,867	2,964	4,423	3,518	2,196	8,990	3,323	5,239	1,310
Logansport		27,974	.0205		.0156	122	160	7,570	2,506	4,153	3,480	1,986	8,162	2,640	3,155	1,162
Clark	84	48,053	.0259	2,843	.0293	84	75	15,300	2,817	2,383	1,279	1,535	9,318	5,950	3,922	1,525
Jeffersonville		31,781	.0171		.0125	114	155	9,550	1,387	1,488	1,082	1,024	7,996	4,072	2,318	979
Clay		21,876	.0118	2,841	.0127	90	84	5,868	1,438	1,254	894	880	5,753	1,952	2,241	572
Brazil		16,625	.0090		.0065	114	158	4,263	1,151	982	623	730	5,193	1,372	912	469
Clinton		34,054	.0183	3,405	.0186	99	98	7,015	2,785	2,790	1,677	1,622	6,304	2,316	4,582	849
Frankfort		26,976	.0145		.0113	118	151	5,208	1,967	2,535	1,677	1,343	5,878	1,839	2,251	754
Crawford		5,503	.0030	2,117	.0035	65	56	1,570	139	805	84	232	987	541	197	56
Daviess		23,087	.0124	2,818	.0136	81	74	4,947	1,504	1,500	1,329	1,169	4,399	1,847	4,250	565
Washington		18,402	.0099		.0075	110	146	3,688	1,093	1,219	1,284	1,128	3,503	1,343	3,118	477
Dearborn		23,851	.0129	3,058	.0143	89	81	6,704	2,111	1,157	1,026	1,443	4,938	2,440	1,774	757

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.



MORE money that BUYS . . .

Dual-City's Effective Buying Income for 1955 was a phenomenal $336,769,000! . . . a whopping A.B.C. City Zone E.B.I. of $408,000,000 and City Zone Retail Sales skyrocketing to $245,342,000!

Source: Sales Management, May 10, 1956

MORE people to BUY . . .

Hammond-East Chicago's 1955 Population Recorded at 159,800!



MORE circulation that SELLS . . .

HAMMOND TIMES' A.B.C. CIRCULATION NOW OVER 52,000!



reach . . . influence . . . SELL the Hammond-East Chicago "Dual City" Market through

THE HAMMOND TIMES

Hammond, Indiana

Represented by: Burke, Kuipers & Mahoney, Inc.

INDIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Decatur		22,606	.0122	4,037	.0110	98	107	3,666	1,073	2,271	557	779	5,036	1,093	5,100	412
Greensburg		17,963	.0097		.0060	140	226	2,734	653	1,865	557	593	4,777	865	3,905	412
De Kalb		27,781	.0149	3,288	.0153	93	90	5,919	1,671	1,793	786	1,714	7,844	2,100	2,378	601
Auburn		12,163	.0066		.0048	126	174	2,858	700	1,271	447	783	3,829	346	1,029	291
Delaware	95	118,189	.0626	3,531	.0689	104	99	25,910	8,355	12,262	6,905	7,723	24,367	7,031	10,402	3,562
▲Muncie		99,955	.0539		.0462	121	141	23,738	6,976	11,926	6,720	6,775	20,782	6,039	5,973	3,236
Dubois		29,578	.0160	4,349	.0139	93	107	4,533	1,666	1,103	1,112	1,297	6,649	1,434	3,983	540
Elkhart	186	124,761	.0672	4,258	.0844	114	119	25,472	6,523	11,216	6,107	6,224	29,065	7,797	13,236	2,707
△Elkhart		67,943	.0366		.0315	132	154	14,958	4,204	7,799	3,969	2,681	16,512	4,103	6,723	1,581
Goshen		29,307	.0158		.0114	141	195	6,057	1,261	1,683	1,501	1,592	6,439	1,808	1,994	626
Fayette		26,927	.0145	3,497	.0158	99	91	6,256	1,441	2,111	1,167	2,249	5,589	1,536	1,662	813
Connersville		24,889	.0134		.0121	116	129	5,852	1,330	1,624	1,167	2,249	5,398	1,488	1,426	813
Floyd	84	52,204	.0282	3,368	.0289	98	94	12,204	3,148	3,827	4,124	2,222	11,910	5,236	4,817	1,307
New Albany		49,202	.0265		.0219	110	133	11,695	2,852	3,407	4,124	2,162	11,750	4,711	4,027	1,307
Fountain		21,176	.0114	3,651	.0103	97	108	4,356	1,156	751	418	621	6,651	1,613	3,683	410
Franklin		10,371	.0056	2,305	.0071	69	54	2,036	805	916	192	388	1,880	653	1,623	187
Fulton		19,860	.0106	3,709	.0096	97	105	3,381	901	1,577	801	873	3,676	1,653	4,430	491
Rochester		11,602	.0063		.0042	131	197	2,556	611	853	775	470	2,520	913	1,810	315
Gibson		30,930	.0166	3,222	.0185	89	90	6,777	1,733	2,562	768	776	6,651	2,177	5,296	551
Princeton		17,488	.0094		.0066	116	165	3,520	916	1,299	537	354	4,908	1,069	3,383	387
Grant	225	70,445	.0380	3,436	.0383	94	94	15,683	4,838	7,650	4,436	3,589	14,583	5,277	7,814	2,304
△Marion		55,024	.0297		.0236	115	145	12,311	3,685	7,206	4,206	2,788	11,985	3,701	4,502	1,843
Greene		24,792	.0134	2,755	.0135	83	83	5,435	1,476	1,734	1,921	821	5,895	2,233	2,372	614
Hamilton		29,455	.0158	3,037	.0178	96	85	6,151	2,158	1,660	1,000	914	7,016	2,177	3,978	595
Noblesville		16,643	.0090		.0058	135	209	3,032	994	1,185	860	650	6,009	1,055	1,250	373
Hancock		24,384	.0132	3,434	.0130	98	99	4,849	1,175	1,144	566	1,078	5,505	2,211	3,032	653
Harrison		12,546	.0067	2,413	.0083	74	60	2,504	601	1,281	199	496	2,931	745	1,660	144
Hendricks		25,010	.0135	2,175	.0208	90	59	4,310	1,416	880	287	562	7,337	1,993	4,064	1,050
Henry		51,642	.0279	3,513	.0292	95	94	11,371	2,735	4,259	2,071	2,407	12,979	3,413	4,956	1,231
New Castle		35,454	.0191		.0153	124	155	7,774	1,972	3,552	1,883	1,557	8,465	1,913	3,286	971
Howard	213	70,476	.0379	3,769	.0383	105	104	15,324	4,218	9,006	3,949	3,838	14,904	3,391	7,210	1,908
△Kokomo		63,066	.0340		.0297	115	131	13,259	3,860	8,764	3,886	3,655	13,712	2,710	5,285	1,816
Huntington		36,643	.0196	3,523	.0192	97	101	7,630	2,031	2,420	1,972	1,880	8,715	3,592	4,543	946
Huntington		27,627	.0149		.0113	118	155	6,247	1,612	1,996	1,866	1,623	6,401	2,558	3,109	691
Jackson		31,383	.0169	3,566	.0153	87	96	6,995	1,867	2,529	1,250	1,087	5,389	3,137	5,019	434
Seymour		23,324	.0126		.0085	120	177	4,857	1,033	1,800	1,217	897	4,136	2,585	3,411	318
Jasper		21,333	.0115	4,025	.0106	95	103	4,112	880	1,566	689	885	3,756	1,534	5,915	318
Jay		22,730	.0123	3,031	.0129	92	88	4,901	1,340	1,537	981	1,091	5,423	2,033	2,856	458
Portland		14,490	.0078		.0059	128	170	3,070	828	961	924	383	4,101	1,315	1,837	286
Jefferson		27,159	.0146	4,311	.0123	89	106	5,882	1,703	2,472	1,240	1,592	5,980	1,824	3,265	903
Madison		24,075	.0130		.0050	123	200	5,068	1,376	2,115	1,240	1,544	5,734	1,500	2,931	818
Jennings		12,196	.0066	2,975	.0066	68	68	2,042	745	710	497	397	4,294	1,082	1,378	233

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Johnson		32,095	.0173	3,057	.0197	95	83	7,304	1,774	1,680	717	1,525	8,358	2,568	3,877	978
Franklin		15,382	.0083		.0059	128	180	2,583	742	1,134	527	469	4,092	1,067	1,824	431
Knox		46,030	.0248	3,312	.0248	93	93	9,630	2,512	6,083	2,454	2,298	9,502	3,388	5,416	1,253
Vincennes		36,613	.0197		.0139	122	173	7,143	1,837	5,639	2,281	2,072	7,905	2,111	4,025	1,062
Kosciusko		46,336	.0249	4,212	.0212	101	119	8,568	2,690	2,389	1,390	1,959	8,202	4,401	7,721	2,320
Warsaw		21,195	.0114		.0068	142	238	4,051	1,183	1,471	1,097	1,242	3,638	2,498	2,584	1,420
Lagrange		12,625	.0068	2,869	.0075	78	71	1,931	593	1,030	293	455	3,840	611	2,254	246
Lake	28	542,825	.2926	4,045	.3190	114	104	132,112	43,142	71,967	35,954	28,546	100,173	38,943	39,283	15,536
Hammond-East Chicago		*223,348*	*.1204*		*.1188*	*125*	*124*	*49,303*	*17,772*	*30,138*	*17,126*	*12,541*	*47,801*	*18,838*	*14,302*	*5,831*
Gary		214,644	.1157		.1149	120	121	50,575	16,876	36,747	15,987	12,510	34,556	12,906	11,727	6,764
Hammond		153,946	.0830		.0786	127	134	31,220	9,924	27,545	11,767	8,959	32,953	8,540	10,252	3,689
East Chicago		69,402	.0374		.0402	117	109	18,083	7,848	2,593	5,359	3,582	14,848	4,298	4,050	2,142
Whiting		21,994	.0119		.0084	153	216	5,899	2,258	2,535	1,134	1,674	5,363	505	1,310	574
Crown Point		15,951	.0086		.0057	139	210	3,334	628	738	561	596	4,380	829	2,304	100
Hobart		12,613	.0068		.0077	101	89	4,894	682	442	280	288	2,352	1,468	941	415
La Porte		104,196	.0562	3,992	.0539	102	108	24,768	7,217	10,228	6,111	3,663	19,762	7,693	7,888	3,105
Michigan City		47,439	.0256		.0205	107	133	13,237	3,418	6,830	3,060	1,962	8,263	3,299	2,430	1,695
La Porte		44,400	.0239		.0181	133	176	9,284	2,105	3,031	3,052	1,616	10,011	2,770	3,053	1,244
Lawrence		36,131	.0194	3,345	.0188	86	91	9,801	1,963	3,149	1,823	1,960	7,057	3,678	3,427	867
Bedford		27,005	.0146		.0099	125	185	7,078	1,420	2,618	1,526	1,653	5,212	2,574	2,288	653
Madison	188	132,794	.0716	3,668	.0727	105	103	29,732	8,088	12,515	8,898	7,368	29,385	8,856	11,284	4,786
△Anderson		90,829	.0490		.0397	126	156	20,403	5,262	9,479	7,354	5,409	22,346	4,409	5,881	3,586
Elwood		16,340	.0088		.0076	109	126	3,221	1,022	1,976	800	801	3,403	1,547	1,363	506
Marion	66	894,717	.4822	4,617	.4619	125	130	162,066	68,908	175,210	38,359	46,605	195,367	53,350	49,226	40,274
▲Indianapolis		834,757	.4499		.3698	137	167	144,837	61,622	173,232	36,817	44,538	190,685	42,798	41,005	36,921
Marshall		35,093	.0189	3,581	.0200	104	98	6,866	1,995	2,401	1,566	973	7,273	3,533	4,969	782
Plymouth		17,492	.0094		.0065	148	214	3,814	868	1,716	1,182	436	3,678	1,349	1,632	354
Martin		8,477	.0046	2,735	.0048	74	71	1,647	667	425	284	251	2,378	821	1,224	192
Miami		32,349	.0174	3,441	.0178	100	99	6,585	1,997	3,339	1,192	1,389	5,761	2,644	4,039	573
Peru		24,492	.0132		.0101	125	163	5,276	1,294	2,992	1,158	1,297	4,464	1,857	2,635	525
Monroe		51,920	.0280	3,581	.0320	96	84	11,928	3,384	3,491	4,279	2,715	12,445	3,527	3,707	1,757
Bloomington		47,114	.0254		.0259	118	116	10,403	3,210	3,418	4,279	2,662	12,404	3,173	2,859	1,757
Montgomery		39,824	.0215	4,106	.0194	107	118	7,126	2,282	3,415	1,977	1,928	9,147	2,434	3,933	996
Crawfordsville		29,548	.0159		.0112	133	189	5,106	1,410	3,280	1,927	1,572	6,766	1,675	1,719	782
Morgan		25,090	.0135	2,587	.0152	80	71	6,392	1,207	2,239	495	992	4,970	2,411	3,540	894
Newton		12,968	.0070	3,814	.0069	101	103	1,814	1,115	634	204	445	3,188	1,251	3,055	441
Noble		32,068	.0173	4,011	.0153	96	108	5,550	2,040	1,368	932	1,252	8,221	3,163	5,893	562
Kendallville		14,035	.0076		.0052	130	190	2,650	928	928	562	760	3,872	1,150	2,487	291
Ohio		2,479	.0013	2,066	.0019	73	50	829	180	235	59	61	446	193	231	199
Orange		13,919	.0075	2,841	.0077	78	76	3,404	864	731	328	472	3,455	1,403	1,856	446
Owen		8,355	.0045	2,387	.0050	72	65	2,032	544	449	...	349	2,218	914	761	258
Parke		11,931	.0065	2,539	.0073	80	71	3,090	678	703	38	214	2,596	1,100	1,894	251
Perry		16,144	.0087	3,229	.0083	79	83	4,091	965	992	648	910	5,959	735	701	360
Pike		11,214	.0060	2,549	.0067	79	71	2,486	508	872	283	235	4,459	1,042	955	143
Porter		45,648	.0246	3,381	.0279	96	86	9,782	3,124	3,207	1,304	1,559	11,009	3,642	8,431	1,335
Valparaiso		25,742	.0139		.0111	134	167	5,400	1,523	2,443	1,085	1,241	7,221	1,659	2,498	957
Posey		15,370	.0083	2,562	.0096	81	70	3,756	1,054	998	321	780	4,137	1,120	2,028	413
Pulaski		15,450	.0083	3,962	.0079	99	104	2,390	599	562	215	415	3,339	989	4,305	349
Putnam		24,944	.0135	3,668	.0126	89	95	4,859	1,352	1,858	773	955	6,621	1,901	3,669	616
Greencastle		16,300	.0088		.0058	138	210	2,479	609	1,353	714	795	5,522	795	2,224	518
Randolph		30,505	.0164	3,389	.0158	95	98	5,669	1,382	2,164	674	1,594	6,188	2,478	3,656	715
Winchester		12,993	.0070		.0046	135	206	2,312	679	1,132	379	653	2,993	616	894	290
Ripley		22,818	.0123	3,867	.0102	88	106	4,261	1,273	727	465	785	6,443	1,415	2,157	543
Rush		21,963	.0118	3,600	.0117	95	96	3,466	974	659	538	544	4,511	1,917	3,533	493
Rushville		15,901	.0086		.0059	134	195	2,713	765	602	538	492	3,614	1,394	2,216	384
St. Joseph	138	266,528	.1437	3,788	.1694	117	100	56,103	19,881	39,809	19,131	16,607	50,673	17,456	20,084	8,342
South Bend-Mishawaka		*140,663*	*.1897*		*.1308*	*127*	*120*	*50,924*	*17,877*	*29,196*	*18,724*	*15,350*	*46,479*	*14,438*	*15,879*	*7,678*
▲‡South Bend		196,849	.1061		.1052	131	132	40,618	14,200	27,281	17,420	13,679	31,663	11,419	10,912	6,542
Mishawaka		43,814	.0236		.0256	114	105	10,306	3,677	1,914	1,304	1,671	15,016	3,013	2,967	1,136
Scott		12,807	.0069	3,049	.0067	80	82	2,852	816	595	774	760	3,016	1,509	1,431	364

‡ Information received too late for inclusion above indicates that through a Census Bureau error, automotive sales and total sales in South Bend in 1955 should be increased by $8 million.

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Summary of all data for Metropolitan Areas, and area rankings in population, income and sales factors, appear on pages 177-242.

Looking For a BIG Audience For Your Advertising Message?



Ross-Ade Stadium, Capacity: 55,000

Our Daily Readers Equal 2½ Times the Capacity of Purdue University's Stadium

There isn't a football stadium in the nation that will hold all of the Lafayette Journal and Courier readers . . . and, there's no other advertising medium that even begins to approach the coverage we have in this rich 9 county Northwestern Indiana market.

71% of Journal and Courier Readers Consult the Ads Before They Buy!

In a recent survey of the shopping habits of Journal and Courier readers, 80% city zone and 65% retail trading zone readers said they consulted the ads before buying. This is dramatic proof of the pulling power of "Northwestern Indiana's Greatest Newspaper."

We've prepared an enlightening brochure giving new facts about the reading, listening, viewing and buying habits of Journal and Courier families. A copy is yours for the asking.

LAFAYETTE
WEST LAFAYETTE
INDIANA

Indiana's Best Balanced Market

JOURNAL (LAFAYETTE AND) COURIER

Member of Federated Publications

REPRESENTED NATIONALLY BY
SAWYER-FERGUSON-WALKER COMPANY

INDIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Shelby		32,967	.0178	3,434	.0177	97	98	7,306	1,660	2,825	1,719	1,305	7,011	1,841	4,392	895
Shelbyville		25,661	.0138		.0095	127	184	5,266	1,379	1,957	1,673	1,216	6,502	1,309	3,201	843
Spencer		11,437	.0061	3,010	.0064	79	75	2,196	904	613	196	254	3,131	940	1,347	299
Starke		20,426	.0110	3,928	.0096	92	104	3,462	1,262	1,616	543	1,383	5,448	1,699	3,186	224
Steuben		20,740	.0112	4,233	.0099	101	114	4,497	1,706	1,613	581	591	4,195	2,127	3,907	590
Sullivan		17,427	.0094	2,766	.0096	85	82	4,301	1,186	1,412	421	560	4,123	1,375	2,003	392
Switzerland		4,022	.0022	2,011	.0029	71	54	883	149	654	89	121	789	258	788	153
Tippecanoe	215	92,581	.0498	3,956	.0538	107	99	17,999	7,920	13,432	7,068	4,603	16,506	5,837	7,124	4,207
Lafayette-West Lafayette		*32,833*	*.0446*		*.0397*	*122*	*137*	*17,194*	*7,319*	*13,353*	*7,069*	*4,745*	*13,009*	*4,869*	*4,995*	*4,100*
△Lafayette		68,686	.0370		.0291	120	152	14,201	6,202	9,249	6,576	4,142	11,618	3,563	4,518	3,662
West Lafayette		14,147	.0076		.0106	129	93	2,923	1,117	4,104	493	303	1,391	1,306	475	438
Tipton		12,499	.0068	2,859	.0082	96	72	2,462	782	909	473	511	2,866	893	2,427	396
Union		6,829	.0037	4,268	.0034	97	106	1,097	241	218	156	343	700	573	1,456	236
Vanderburgh	47	201,209	.1084	3,612	.1125	104	100	45,108	18,497	30,334	20,538	13,480	33,127	14,712	8,030	7,560
▲Evansville		196,914	.1061		.0954	115	128	44,301	15,350	29,806	20,538	13,409	32,743	14,205	7,378	7,580
Vermillion		17,786	.0096	2,736	.0096	83	83	4,232	1,180	1,221	528	975	5,061	1,407	1,951	477
Vigo	149	124,407	.0670	3,579	.0675	105	104	24,194	8,419	27,691	5,522	5,824	26,488	7,321	6,967	4,178
▲Terre Haute		114,711	.0618		.0494	125	157	21,732	6,836	27,070	5,474	5,457	25,584	5,579	6,064	3,972
Wabash		34,359	.0186	3,617	.0176	95	101	6,774	2,022	2,327	1,258	2,530	6,991	2,528	3,282	909
Wabash		20,969	.0113		.0085	115	153	5,016	1,396	1,596	990	2,049	4,098	1,161	1,274	646
Warren		4,329	.0023	1,732	.0040	80	48	1,700	236	122	...	66	443	218	1,205	82
Warrick		15,585	.0084	2,226	.0108	78	80	4,079	1,092	912	136	475	4,094	510	3,135	390

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

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Evansville, Indiana

STANDARD METROPOLITAN AREA

now

213,500



On October 19, 1955 Henderson County, Kentucky was officially included in the Evansville, Indiana Standard Metropolitan Area according to information received from the U.S. Bureau of the Budget, Statistical Standards Division. This places the area 105th among the Standard Metropolitan Areas in the United States.

Represented Nationally by General Advertising Dept. Scripps-Howard Newspapers

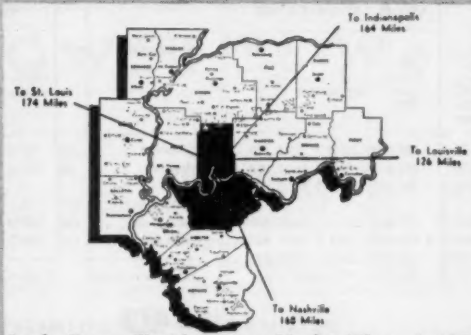
MEETS ALL STANDARDS FOR A GOOD

TEST MARKET

For many years, the Evansville, Indiana market has been recognized by authorities engaged in marketing and media as one of the BEST TEST MARKETS in the United States. Here are just a few of its many qualifications:

- Representative in size
- Isolated but readily accessible
- Has many diversified industries
- Has a representative, stable economy
- Has an abundance of natural resources
- Many other Test Market features

AN ISOLATED MARKET OF NEARLY ½ MILLION PEOPLE



The Evansville, Indiana 16 County Market is a compact market with a population of 479,400 people. It is "American to the core," representative of every segment of the United States . . . both urban and rural. Evansville is "Balance Point, U.S.A." . . . ONLY 65 miles from the center of U.S. population.

In the Evansville 16 County Market There is NO Substitute for These Newspapers

the evansville Courier | the evansville Press | the sunday Courier and Press

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Washington		14,890	.0080	2,978	.0080	79	79	3,796	572	1,274	492	437	4,356	921	1,662	256
Wayne	247	90,053	.0486	3,915	.0475	103	106	18,616	5,706	8,969	5,222	6,015	19,726	6,095	8,653	3,003
△Richmond		72,238	.0389		.0313	122	151	14,509	4,438	8,040	4,842	5,756	14,513	4,271	6,768	2,531
Wells		23,650	.0127	3,815	.0117	98	106	4,774	970	3,294	644	1,810	4,176	1,623	3,209	308
Bluffton		15,532	.0084		.0054	138	215	3,704	751	3,041	601	1,149	2,843	1,117	1,435	249
White		23,571	.0127	3,995	.0112	102	115	5,095	1,430	883	854	1,111	4,966	2,321	3,962	652
Whitley		20,801	.0112	3,302	.0111	93	93	4,106	1,203	1,110	589	766	4,534	1,934	2,537	409
Columbia City		11,538	.0064		.0042	135	206	3,357	716	944	496	610	3,090	790	1,239	372
Total Above Cities		3,661,824	1.9739		1.6626	126	150	748,072	250,488	547,701	229,268	201,391	795,500	221,846	252,887	124,774
State Total		4,968,893	2.6783	3,751	2.7277	104	102	1,033,626	339,790	616,012	255,892	249,696	1,057,843	348,943	462,216	156,864

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

In EVANSVILLE

WGBF

NBC Affiliate
1280 KC
5 KW (D), 1 KW (N)

Represented Nationally by Weed & Co.

In TERRE HAUTE

WBOW

NBC Affiliate
1230 KC
250 Watts

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INDIANA — SM Metropolitan County Area

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Anderson	169	115.2	.0895	36.2	71.3	198,148	.0746	1,720	5,474
△Elkhart	196	93.7	.0665	29.3	56.7	174,676	.0658	1,864	5,962
Evansville	47	213.6	.1288	66.1	175.6	350,178	.1318	1,640	5,298
Fort Wayne	51	205.8	.1242	63.9	159.7	402,962	.1517	1,958	6,306
Indianapolis	66	613.1	.3697	193.8	567.1	1,292,359	.4866	2,108	6,669
△Kokomo	213	60.3	.0364	18.7	43.9	104,554	.0393	1,734	5,591
△Lafayette	215	83.3	.0503	23.4	53.8	153,315	.0577	1,841	6,552
△Marion	225	67.2	.0406	20.5	44.4	99,666	.0376	1,483	4,862
Muncie	95	105.1	.0634	32.9	69.2	182,485	.0688	1,736	5,547
△Richmond	247	78.1	.0459	23.0	47.9	126,024	.0475	1,658	5,479
South Bend	138	238.4	.1437	70.9	196.1	512,880	.1931	2,151	7,234
Terre Haute	148	106.7	.0643	34.8	80.5	183,395	.0691	1,719	5,270
Total Above Areas		1,978.4	1.1933	613.5	1,567.2	3,780,639	1.4236	1,911	6,162

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Anderson	169	132,794	.0716	3,668	.0727	105	103	29,732	8,688	12,515	8,896	7,368	29,365	8,856	11,264	4,786
△Elkhart	196	124,781	.0672	4,258	.0644	114	119	25,472	6,523	11,218	6,107	6,224	29,065	7,797	13,236	2,707
Evansville	47	235,079	.1266	3,556	.1297	101	98	52,636	18,699	32,096	22,061	15,034	39,480	16,964	14,849	8,188
Fort Wayne	51	278,383	.1500	4,357	.1457	117	121	44,348	21,143	53,160	17,797	14,876	61,299	17,637	16,759	8,123
Indianapolis	66	894,717	.4822	4,617	.4619	125	130	162,066	58,906	178,210	38,359	46,605	195,367	53,350	49,226	40,274
△Kokomo	213	70,476	.0379	3,769	.0383	105	104	15,324	4,219	9,005	3,949	3,808	14,904	3,391	7,210	1,908
△Lafayette	215	92,561	.0498	3,956	.0538	107	99	17,999	7,920	13,432	7,068	4,603	16,506	5,837	7,124	4,207
△Marion	225	70,445	.0380	3,436	.0383	94	94	15,663	4,836	7,650	4,436	3,599	14,593	5,277	7,814	2,304
Muncie	95	116,159	.0626	3,531	.0659	104	99	25,910	8,355	12,262	6,905	7,723	24,367	7,031	10,402	3,962
△Richmond	247	90,053	.0486	3,918	.0475	103	106	18,616	5,706	8,969	5,222	6,015	19,726	6,005	8,653	3,003
‡South Bend	138	266,526	.1437	3,759	.1684	117	100	56,103	19,891	39,809	19,131	16,007	50,673	17,456	20,084	8,342
Terre Haute	148	124,407	.0670	3,575	.0675	105	104	24,194	8,419	27,891	5,522	5,624	26,486	7,321	6,967	4,178
Total Above Areas		2,496,361	1.3452	4,069	1.3541	113	113	488,060	182,706	403,020	145,455	138,006	521,885	156,922	173,588	91,852

IOWA — Counties and Cities — (Other West North Central States: Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.)

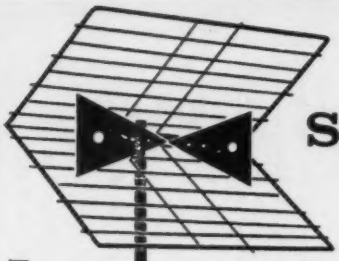
Map, page 410

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Algona	Kossuth	5.9	122	11	21	18	11	13	10	10	11	3
Ames	Story	26.7	239	29	47	21	23	19	16	27	14	9
Atlantic	Cass	7.0	172	16	23	25	14	15	15	16	19	3
Boone	Boone	12.2	238	53	40	15	15	11	13	36	21	9
Burlington	Des Moines	32.2	387	67	82	26	27	25	24	37	25	10
Carroll	Carroll	6.8	178	12	31	24	17	7	13	20	19	5
Cedar Falls	Black Hawk	16.9	195	41	32	14	11	13	17	22	20	5
Cedar Rapids	Linn	78.9	867	168	166	77	59	69	46	95	54	26
Centerville	Appanoose	7.6	168	33	22	9	14	9	8	29	14	5
Charles City	Floyd	11.4	182	18	25	19	22	15	16	16	18	4
Cherokee	Cherokee	7.8	145	13	21	17	9	17	12	19	18	3
Clarinda	Page	5.2	101	11	12	9	7	9	9	14	16	4
Clinton	Clinton	32.5	410	77	80	32	33	25	28	36	26	13

‡ Information received too late for inclusion above indicates that through a Census Bureau error, automotive sales and total sales in South Bend in 1955 should be increased by $8 million.

Before using these figures, see explanation page 11

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Pay less to sell the SOUTH BEND-ELKHART market on

"A" Time	WSJV	Station B	Station C
1 Hour	$300	$500	$400
½ Hour	$180	$300	$240
5 Min.	$ 90	$125	$100
E.R.P.	250,000 watts	185,000 watts	204,000 watts

WSJV-TV

ABC—Elkhart—Channel 52



LOWEST COST PER THOUSAND see PULSE—January '56

SOLID UHF MARKET • 215,814 UHF SETS • SEE YOUR H-R MAN

Put This POWER To Work For Your Clients!

I: NEWSPAPER CIRCULATION

Sept. 30, '55 ABC 20,681

II. RETAIL SALES

Elkhart County (000) $124,761
ELKHART 67,943

III. SALES & ADVERTISING CONTROLS

	County	City
Quality Index	114	132
Index of Sales Production	119	154

IV. STORE GROUP SALES

	County	City
Food (thousands) ..	25,472	14,958
Eat & Drink Places .	6,532	4,204
Gen. Mdse.	11,218	7,799
Automotive	29,065	16,512
Gas Stations	7,797	4,105

V. POPULATION

City Zone 46,726
Retail Trading Zone 61,525
Total 105,287

Buying Power

Sales Power

Source, 1956 Sales Management Survey Buying Power

THE ELKHART TRUTH

JOHN F. DILLE JR., Editor & Publisher—L. E. FLECK JR., Mgr., General Advertising—JOHNSON, KENT, GAVIN & SINDING, Reps.

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WTRC

WTRC AM
1340 KC

WTRC FM
100.7 Meg.

15 Newscasts Per Day — 8 Local

25th YEAR ON THE AIR

WTRC RATINGS

Morning	54.3%
Afternoon	59.4
Evening	42.3

NBC

MARKET DATA
Good Industrial and Farm Market

POPULATION
Within 0.5 MV/M

CONTOUR
444,900

AUTOMOBILE REGISTRATIONS
195,000

TOTAL RETAIL SALES 1955
More Than $550,000,000

WTRC AM/FM IS OWNED AND OPERATED BY TRUTH PUBLISHING CO., INC., ELKHART
JOHN F. DILLE, JR., Pres.

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IOWA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (thous.)	NUMBER OF OUTLETS								
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-H	Auto.	Gas Sta.	L-B-H	Drugs
Council Bluffs	Pottawattamie	51.0	490	96	121	36	25	26	25	60	27	21
Creston	Union	8.7	170	40	31	8	10	12	7	20	15	7
Davenport	Scott	82.0	887	185	214	97	63	56	37	82	28	29
Decorah	Winneshiek	6.1	172	28	28	12	16	18	12	16	17	4
Des Moines	Polk	178.5	2,263	422	475	231	138	135	123	254	109	100
Dubuque	Dubuque	55.7	686	145	186	59	36	32	29	71	17	23
Estherville	Emmet	7.3	139	15	17	15	10	12	8	16	26	2
Fairfield	Jefferson	7.7	138	15	21	11	13	12	11	17	13	3
Fort Dodge	Webster	27.1	406	64	81	33	37	24	15	44	25	9
Fort Madison	Lee	15.5	204	41	33	13	24	16	15	12	17	7
Iowa City	Johnson	29.5	316	46	59	24	32	23	17	30	21	10
Keokuk	Lee	17.1	246	42	52	24	22	19	15	22	15	5
Le Mars	Plymouth	6.3	149	16	30	10	13	9	11	18	21	3
Marshalltown	Marshall	21.2	315	50	55	25	31	17	21	32	26	19
Mason City	Cerro Gordo	29.0	403	73	82	9	37	20	23	46	28	8
Muscatine	Muscatine	20.7	298	54	50	21	18	13	17	40	22	9
Newton	Jasper	13.9	179	24	32	16	15	14	9	23	13	7
Ostwein	Fayette	8.0	144	17	30	11	17	12	8	19	11	3
Oskaloosa	Mahaska	11.8	218	25	40	17	20	17	16	25	17	6
Ottumwa	Wapello	34.2	433	74	88	31	38	29	23	54	29	11
Perry	Dallas	6.2	140	17	15	17	12	11	10	14	19	4
Red Oak	Montgomery	7.1	150	11	25	14	11	16	12	20	20	4
Shenandoah	Page	7.0	141	21	24	14	14	10	12	15	14	3
Sioux City	Woodbury	95.1	1,013	194	233	65	69	59	59	109	63	35
Spencer	Clay	8.8	168	15	20	25	14	15	13	21	17	3
Storm Lake	Buena Vista	8.3	156	13	19	15	15	16	11	22	21	3
Washington	Washington	6.3	158	20	23	12	14	16	10	17	18	5
Waterloo	Black Hawk	73.5	780	136	164	69	61	42	44	88	42	28
Webster City	Hamilton	8.2	141	21	21	7	14	14	12	15	17	4

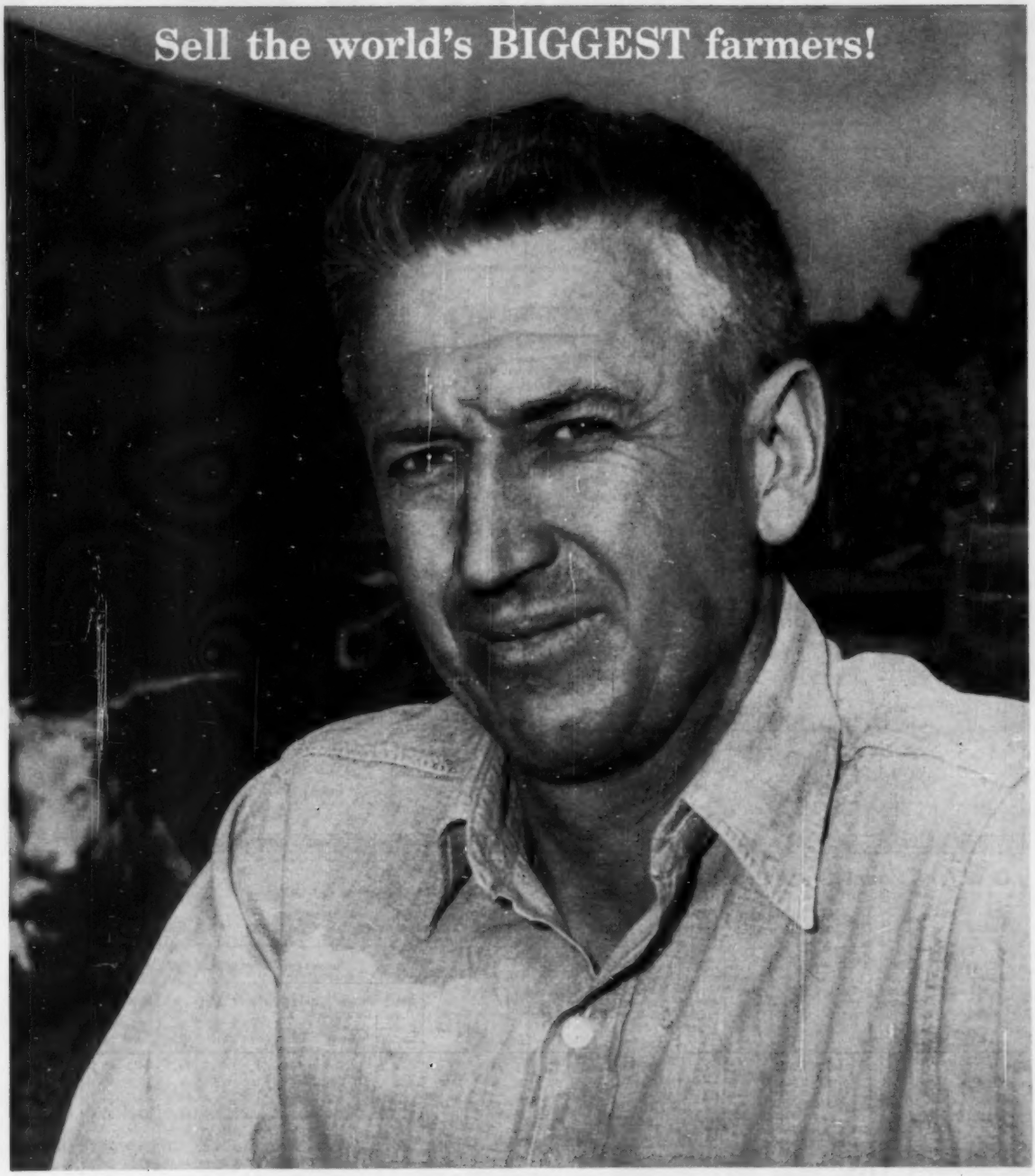
COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units							
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Adair		11.5	.0069	3.8		14,909	.0056	1,296	3,923	17,477	3.8	3,955	33.0	12.1	32.3	27.3	26.5	34.6	8.2	26.0
Adams		6.1	.0049	2.6		9,524	.0036	1,176	3,663	12,083	2.6	3,703	37.9	14.8	29.6	26.7	25.3	35.4	7.2	23.1
Allamakee		15.7	.0095	4.5	3.1	17,212	.0065	1,096	3,825	13,983	5.0	3,469	39.7	16.6	34.0	32.6	20.3	30.2	6.0	20.4
Appanoose		17.6	.0108	5.9	7.6	19,139	.0072	1,087	3,244	7,479	6.1	3,160	48.3	22.2	28.4	29.9	19.0	31.1	4.3	16.8
Centerville		7.6	.0046	2.5		9,501	.0036	1,250	3,800		2.7	3,519	45.5	18.7	25.2	24.0	23.3	34.2	6.0	23.1
Audubon		11.6	.0070	3.4	2.9	14,526	.0054	1,252	4,272	19,468	3.6	3,995	30.0	10.9	34.0	28.5	27.7	35.8	8.3	24.8
Benton		22.1	.0133	7.0	7.3	32,504	.0123	1,471	4,643	32,340	7.3	4,430	30.8	10.1	28.9	21.9	28.6	33.3	11.7	34.7
Black Hawk	157	111.3	.0671	33.9	96.1	203,532	.0786	1,829	6,004	24,733	40.3	5,048	22.2	8.4	21.5	14.3	40.7	41.6	15.6	37.7
▲Waterloo		73.5	.0443	22.8		142,310	.0536	1,936	6,242		27.0	5,280	18.1	5.0	21.7	13.7	43.4	42.5	16.8	38.8
Cedar Falls		16.9	.0102	4.6		31,895	.0120	1,887	6,934		7.5	4,261	37.3	12.7	19.9	15.6	31.1	37.7	11.7	34.0
Boone		26.6	.0161	8.1	12.2	41,027	.0155	1,542	5,068	23,372	8.8	4,672	26.2	8.1	27.3	19.7	33.8	37.4	12.6	34.8
Boone		12.2	.0074	4.1		21,793	.0082	1,786	5,315		4.6	4,762	25.5	7.8	24.0	16.8	37.6	40.8	12.9	34.6
Bremer		18.8	.0113	5.6	5.1	25,367	.0095	1,349	4,530	17,378	6.4	3,943	34.5	12.7	28.6	24.3	28.1	36.8	8.8	26.2
Buchanan		21.7	.0131	5.9	4.9	25,606	.0097	1,180	4,340	20,265	6.3	4,033	35.3	12.7	28.7	23.8	28.8	34.3	9.2	29.2
Buena Vista		21.9	.0132	7.0	8.3	37,915	.0142	1,731	5,416	27,745	7.9	4,798	26.9	8.1	25.6	17.8	33.2	35.8	14.3	38.3
Storm Lake		8.3	.0050	2.6		16,792	.0063	2,023	6,458		3.5	4,737	27.7	8.5	23.2	16.3	35.7	39.0	13.4	36.2
Butler		17.2	.0104	5.3		23,007	.0087	1,338	4,341	21,474	5.4	4,265	29.6	10.0	33.0	26.0	27.1	32.8	10.3	31.2
Calhoun		16.5	.0099	5.2		24,791	.0093	1,502	4,768	21,914	5.2	4,733	27.2	8.3	28.5	20.1	30.6	33.4	13.7	38.2
Carroll		22.5	.0136	6.4	6.8	36,950	.0139	1,638	5,758	23,580	7.1	5,163	24.5	6.9	28.6	18.5	31.3	31.4	15.6	43.2
Carroll		6.8	.0041	1.9		12,877	.0048	1,894	6,777		2.4	5,301	22.8	6.2	28.8	18.2	31.9	31.1	16.5	44.5
Cass		16.3	.0110	6.1	7.0	27,499	.0104	1,503	4,508	21,047	6.4	4,289	31.6	10.7	32.0	24.9	26.0	31.3	10.4	33.1
Atlantic		7.0	.0042	2.2		11,819	.0044	1,688	5,372		2.6	4,477	29.7	9.6	31.1	23.3	28.4	32.7	10.8	34.4
Cedar		18.4	.0111	5.4	2.9	29,686	.0111	1,613	5,498	32,370	6.2	4,778	27.6	8.4	27.7	19.3	30.5	33.0	14.2	39.3
Cerro Gordo		46.5	.0281	14.5	33.6	80,051	.0302	1,722	5,521	22,078	15.9	5,026	21.9	6.3	26.0	17.4	37.1	38.1	15.0	38.2
Mason City		29.0	.0175	8.5		53,750	.0202	1,854	6,109		10.5	5,114	20.7	5.9	25.5	16.7	38.5	38.9	15.3	38.5
Cherokee		18.7	.0112	5.1	7.8	30,252	.0114	1,618	5,932	34,157	5.9	5,108	24.2	6.9	26.7	17.4	33.5	33.9	15.6	41.8
Cherokee		7.8	.0047	2.0		11,394	.0043	1,461	5,697		2.4	4,744	26.0	7.9	26.8	19.0	34.6	37.6	12.6	35.5
Chickasaw		14.8	.0089	4.3	3.3	19,444	.0073	1,314	4,522	14,940	4.8	4,037	33.2	11.9	29.1	24.2	28.7	36.7	9.0	27.2
Clarke		9.9	.0054	3.9	3.4	13,049	.0049	1,450	4,350	8,818	3.4	3,848	36.5	13.7	33.9	29.6	22.4	30.0	7.2	26.7
Clay		19.6	.0118	6.0	8.8	32,868	.0124	1,677	5,478	25,086	6.5	5,040	25.9	7.4	27.9	18.5	30.9	31.7	15.3	42.4
Spencer		8.8	.0053	3.0		17,888	.0067	2,033	5,963		3.4	5,197	25.7	7.2	27.0	17.4	31.2	31.0	16.1	44.4
Clayton		21.1	.0127	6.4		28,285	.0106	1,341	4,420	23,165	7.0	4,027	33.8	12.2	31.7	26.3	25.4	32.6	9.1	28.9
Clinton		51.7	.0312	16.0	34.8	85,089	.0321	1,646	5,318	40,058	17.0	5,005	24.5	7.1	24.1	16.1	36.7	37.9	14.7	38.9
Clinton		33.5	.0196	10.1		55,434	.0209	1,706	5,489		11.2	4,951	24.0	7.0	23.3	15.8	38.6	40.2	14.1	37.0
Crawford		18.8	.0114	5.4	4.8	28,848	.0107	1,524	5,305	28,941	5.9	4,843	30.5	9.1	29.8	20.6	25.0	28.7	14.7	43.6
Dallas		22.9	.0138	7.6	6.2	36,709	.0139	1,606	4,838	23,721	7.8	4,735	27.3	8.3	29.3	20.7	30.2	33.1	13.1	37.9
Perry		6.2	.0037	2.2		11,221	.0042	1,810	5,100		2.3	4,933	26.5	7.8	26.3	17.9	32.7	34.2	14.5	40.1
Davis		9.2	.0055	2.9	2.8	10,815	.0041	1,176	3,729	7,782	3.1	3,544	42.1	17.2	29.2	27.6	21.1	30.8	7.6	24.4
Decatur		11.8	.0071	3.6		13,263	.0050	1,124	3,684	8,744	4.2	3,126	48.3	22.4	29.3	31.4	17.7	29.2	4.7	17.0
Delaware		17.3	.0103	5.0	4.0	25,035	.0094	1,447	5,007	22,994	5.6	4,472	31.9	10.3	29.8	22.3	25.6	29.8	12.5	37.6
Des Moines		44.7	.0269	14.3	32.2	76,758	.0289	1,717	5,367	14,870	15.8	4,850	23.6	7.0	26.1	18.1	36.8	39.2	13.5	35.7
Burlington		32.2	.0194	10.6		57,205	.0215	1,777	5,397		11.8	4,852	23.3	7.0	25.8	17.8	37.6	40.0	13.3	35.2
Dickinson		12.8	.0077	3.9		21,196	.0080	1,656	5,435	13,567	4.3	4,941	27.7	8.1	29.9	20.3	27.9	29.2	14.5	42.4
Dubuque	42	75.8	.0458	29.3	65.7	123,821	.0486	1,634	6,100	23,155	25.9	4,772	29.1	8.8	22.1	15.6	34.8	37.4	14.2	38.2
▲Dubuque		56.7	.0336	15.4		98,905	.0373	1,776	6,422		20.5	4,814	28.4	8.5	21.5	15.0	35.7	38.3	14.4	38.2

▲ and △ See end of state for SM Metropolitan County Areas.

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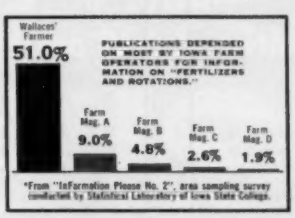
Before using these figures, see explanation page 11.

Sell the world's BIGGEST farmers!



IOWA produces about one-tenth of the nation's food supply. It plants more corn than any other state. Its soil produces more wealth each year than all of the world's gold mines. Who's responsible? The world's biggest farmers. Men like Lloyd W. Klotz of Chickasaw County, Iowa.

Wallaces' Farmer and Iowa Homestead carries more influence with farmers like Mr. Klotz than *any other farm publication*. Practically all of them read it, and prefer it (see chart) for all types of farm and home information. Their incomes average three times the U. S. farm average.

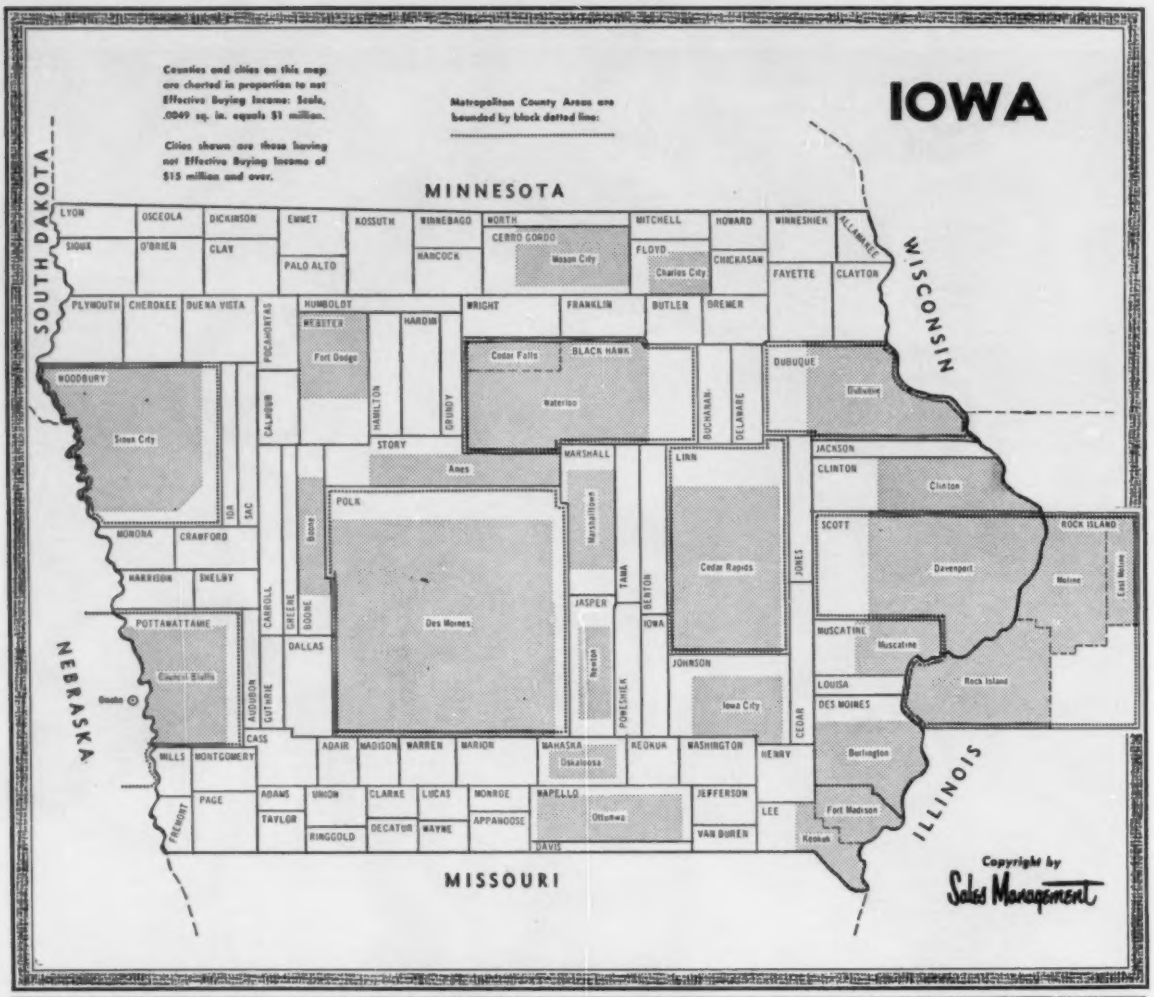


SHAKE HANDS WITH IOWA . . . THROUGH

WALLACES' FARMER Iowa Homestead

WALLACES' FARMER *and* IOWA HOMESTEAD

RICHARD S. PIERCE, PUBLISHER ★ DES MOINES, IOWA



IOWA — Counties and Cities — (Continued)

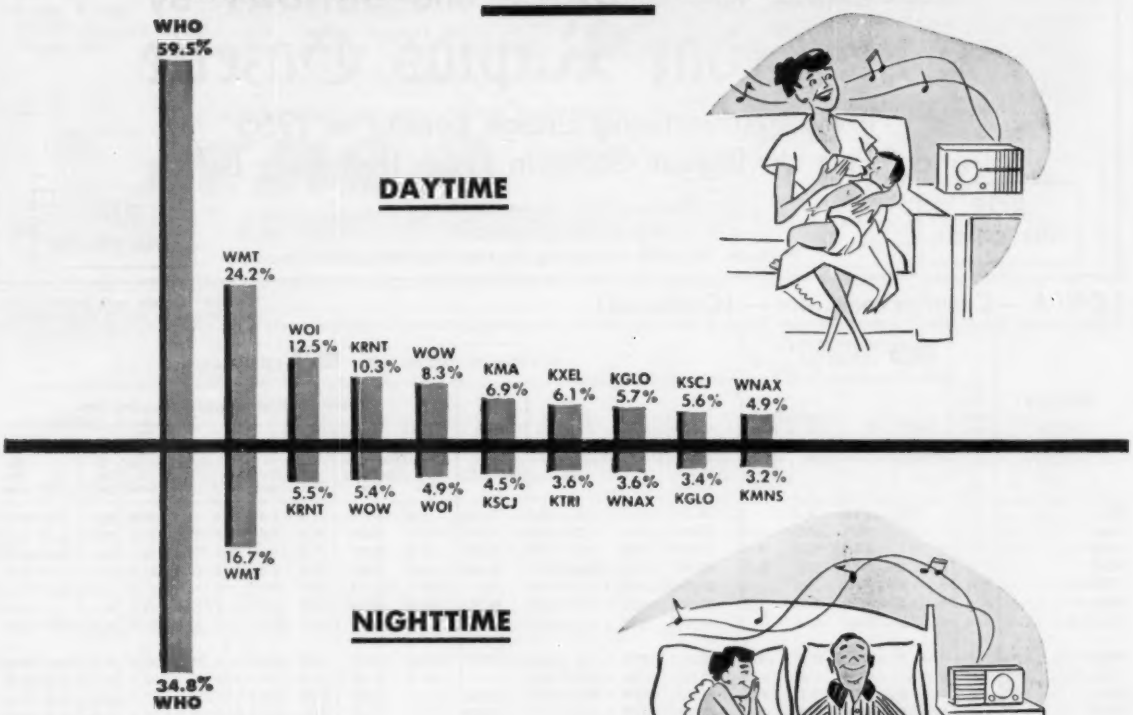
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Emmet		14.2	.0085	4.2	7.3	24,638	.0093	1,735	5,886	13,604	5.0	4,966	24.5	7.1	26.9	18.1	34.2	35.6	14.4	39.2
Estherville		7.3	.0044	2.3		14,296	.0054	1,958	6,498		2.8	5,075	25.5	7.3	23.3	15.4	36.1	36.7	15.1	40.6
Fayette		27.2	.0164	8.0	8.6	38,421	.0144	1,413	4,803	24,693	9.3	4,123	33.5	11.8	28.8	23.4	27.7	34.7	10.0	30.1
Oelwein		8.0	.0048	2.5		13,094	.0049	1,637	5,239		3.0	4,389	28.9	9.5	25.5	19.5	34.5	40.6	11.1	30.4
Floyd		22.4	.0135	6.9	11.4	34,873	.0132	1,557	5,054	19,027	7.7	4,520	25.9	8.3	29.3	21.7	33.0	37.7	11.8	32.3
Charles City		11.4	.0069	3.6		20,810	.0078	1,825	5,781		4.3	4,819	23.6	7.1	25.9	18.0	37.1	39.7	13.4	35.2
Franklin		16.1	.0097	5.0	4.4	27,009	.0101	1,678	5,402	27,948	5.2	5,206	23.8	6.6	29.0	18.8	31.1	30.9	16.3	43.9
Fremont		11.1	.0067	3.4		14,032	.0053	1,264	4,127	16,308	3.7	3,823	36.1	13.7	32.5	26.5	23.3	31.4	8.1	26.4
Greene		14.9	.0090	4.7	4.2	21,775	.0082	1,461	4,633	22,179	4.8	4,580	28.7	9.1	30.5	22.3	28.2	31.8	12.6	36.8
Grundy		13.3	.0080	4.2		20,164	.0076	1,516	4,801	24,009	4.2	4,785	22.5	6.9	30.8	21.6	33.4	36.2	13.3	35.3
Guthrie		14.1	.0084	4.3		16,661	.0063	1,182	3,875	18,002	4.7	3,559	37.5	15.3	34.5	32.3	21.6	31.4	6.4	21.0
Hamilton		19.3	.0116	6.2	8.2	31,793	.0119	1,647	5,128	26,117	6.6	4,831	24.4	7.3	32.3	22.4	29.4	31.5	13.9	38.8
Webster City		8.2	.0049	2.4		14,628	.0055	1,784	6,095		3.0	4,887	33.7	7.0	30.9	21.2	31.2	33.0	14.2	38.8
Hancock		14.7	.0089	4.3		24,358	.0092	1,657	5,665	23,583	4.2	5,750	21.4	5.4	27.9	16.2	30.5	27.4	20.2	51.0
Hardin		21.8	.0131	7.3	8.0	37,201	.0140	1,706	5,098	24,894	8.0	4,652	27.0	8.4	29.2	21.1	30.9	34.3	12.9	36.2
Harrison		17.9	.0108	5.5	3.2	24,072	.0091	1,345	4,377	21,312	5.8	4,169	34.6	12.0	30.5	24.6	24.2	29.9	10.7	33.5
Henry		18.8	.0113	5.5	6.0	26,032	.0098	1,385	4,733	15,567	6.5	3,979	33.6	12.3	30.0	25.1	27.1	35.2	9.3	27.4
Howard		13.3	.0081	3.8	3.8	16,282	.0061	1,224	4,285	12,746	4.2	3,922	38.9	14.4	28.3	24.1	22.8	30.0	10.0	31.5
Humboldt		12.7	.0078	3.9	3.2	21,029	.0079	1,656	5,392	18,790	4.0	5,264	25.8	7.1	25.6	16.3	31.5	30.9	17.1	45.7

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Before using these figures, see explanation page 11.

MORE IOWA FAMILIES HEAR WHO REGULARLY THAN ANY OTHER STATION!





THE charts above are taken intact from the 1955 Iowa Radio Audience Survey — the 18th annual edition of this authoritative, universally-trusted study.

Findings are results of replies from 8,846 families, in all parts of Iowa, to these two questions:

"To what 5 RADIO stations does the family listen REGULARLY, during DAYTIME?"

"To what 5 RADIO stations does the family listen REGULARLY, after 6:00 at NIGHTTIME?"

In addition to showing that WHO continues to be Iowa's outstanding radio value, the 1955 I.R.A.S. contains its usual wealth of newest, "non-competitive" information about radio listening in Iowa.

Write direct for a copy, or ask Peters, Griffin, Woodward, Inc.

NBC Affiliate



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

BUY ALL of IOWA— *Plus* "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

CEDAR RAPIDS

Iowa's No. 2 Market . . . and

Definitely . . . ***A NEWSPAPER MARKET!***

COVERED 100% DAILY and SUNDAY by

The Cedar Rapids Gazette

Iowa's Advertising Linage Leader in 1955
and Piling Up Bigger Gains in 1956 Than Ever Before

ROP FULL COLOR

For a copy of the new booklet
"IOWA'S No. 2 MARKET"
Write the National Advertising Dept. of This Newspaper

ROP FULL COLOR

IOWA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Ida		10.6	.0064	3.2		18,128	.0069	1,726	5,664	23,683	3.8	5,107	27.5	7.8	28.6	17.4	28.4	28.8	17.5	46.0
Iowa		15.1	.0091	4.7		23,505	.0088	1,557	5,001	23,178	5.0	4,686	29.5	9.1	29.4	21.2	26.5	29.3	14.6	40.4
Jackson		18.4	.0111	5.5	4.4	23,899	.0090	1,299	4,345	19,043	5.9	4,070	35.6	12.7	28.3	23.3	26.1	33.1	10.0	30.9
Jasper		31.9	.0192	10.0	13.9	50,547	.0191	1,594	5,085	27,564	10.8	4,695	26.4	8.2	29.3	20.1	33.2	36.5	12.1	35.2
Newton		13.9	.0084	4.3		27,015	.0102	1,944	6,283		5.3	5,072	23.6	6.7	24.7	16.4	37.8	38.5	13.9	38.4
Jefferson		15.2	.0092	4.9	7.7	19,171	.0073	1,261	3,912	16,744	5.3	3,614	36.1	14.5	33.1	30.7	23.9	34.1	6.9	20.7
Fairfield		7.7	.0046	2.6		11,172	.0042	1,451	4,297		2.9	3,813	32.7	12.4	32.6	28.6	27.0	36.6	7.7	22.4
Johnson		49.0	.0296	13.0	29.5	86,906	.0323	1,755	6,616	27,610	22.3	3,883	42.0	15.7	26.7	23.2	21.8	29.2	9.5	31.9
Iowa City		29.5	.0178	7.6		59,291	.0223	2,010	7,801		16.2	3,658	45.9	18.2	25.1	23.0	20.5	28.9	8.5	29.9
Jones		18.9	.0114	5.6	6.6	25,821	.0096	1,366	4,611	29,636	5.9	4,359	29.8	9.9	31.1	23.9	27.8	32.9	11.3	33.3
Keokuk		16.6	.0100	5.4		20,335	.0076	1,225	3,766	19,079	5.5	3,699	38.8	15.3	31.3	28.6	22.4	31.6	7.5	24.5
Kossuth		25.7	.0155	7.3	6.9	42,630	.0160	1,655	5,826	39,702	9.2	5,215	24.0	6.7	28.5	18.2	31.5	31.2	16.0	43.9
Algona		5.9	.0036	1.7		11,537	.0043	1,955	6,786		2.2	5,213	23.1	6.4	25.5	16.4	35.9	35.5	15.5	41.7
Lee		43.5	.0263	13.3	32.6	64,433	.0243	1,481	4,845	11,738	14.2	4,529	25.9	8.3	27.5	20.3	34.8	39.7	11.8	31.7
Keokuk		17.1	.0103	5.4		26,097	.0098	1,526	4,833		6.0	4,358	28.9	9.6	27.9	20.7	33.8	40.1	10.3	29.6
Fort Madison		15.5	.0093	4.6		25,269	.0095	1,630	5,493		5.1	4,984	19.7	5.7	26.4	17.7	39.2	40.7	14.7	35.9
Linn	23	114.9	.0693	36.8	85.6	210,424	.0792	1,831	5,718	28,744	42.0	5,007	23.9	6.9	24.0	16.1	37.3	38.5	14.8	38.5
▲Cedar Rapids		78.9	.0476	25.3		156,263	.0588	1,981	6,176		30.2	5,176	22.2	6.2	23.1	14.9	38.9	38.8	15.8	40.1
Louisa		10.6	.0063	3.2		14,659	.0055	1,383	4,581	14,626	3.4	4,364	33.3	11.1	30.6	23.4	25.6	30.3	10.5	35.2
Lucas		11.1	.0067	3.6	5.0	13,456	.0051	1,213	3,741	8,525	3.9	3,492	41.3	17.2	30.6	29.3	21.8	32.2	6.3	21.3
Lyon		14.5	.0088	4.1	2.7	23,013	.0087	1,587	5,613	26,000	4.5	5,166	26.9	7.5	27.8	18.1	29.9	29.8	15.4	44.6
Madison		12.4	.0075	4.1	3.4	18,440	.0062	1,326	4,616	15,416	4.0	4,661	36.2	12.9	30.4	24.9	22.8	28.8	10.6	33.4
Mahaska		23.7	.0143	7.7	11.8	33,411	.0125	1,410	4,339	22,066	8.1	4,136	35.3	12.4	29.7	24.0	25.3	31.6	9.7	32.0
Oskaloosa		11.8	.0071	4.1		18,218	.0069	1,544	4,443		4.5	4,070	34.7	12.4	28.3	23.2	28.0	35.5	9.0	28.9
Marion		24.9	.0150	7.4	11.7	31,483	.0119	1,264	4,254	19,936	8.0	3,945	34.8	12.8	31.7	26.6	25.4	33.3	8.1	27.1
Marshall		35.4	.0213	11.0	21.2	59,248	.0223	1,674	5,386	25,942	12.4	4,764	24.8	7.5	27.8	19.6	34.0	36.8	13.4	36.1
Marshalltown		21.2	.0128	6.8		40,392	.0152	1,905	5,940		8.3	4,861	23.7	7.1	26.3	18.0	38.1	38.4	13.9	36.5
Mills		13.1	.0079	3.4	4.4	14,296	.0054	1,091	4,205	15,753	3.7	3,902	31.9	11.8	34.2	29.5	26.7	35.3	7.2	23.4
Mitchell		13.6	.0082	4.0	3.4	17,520	.0066	1,288	4,380	19,656	4.2	4,141	32.1	11.2	29.7	24.1	27.8	34.6	10.4	30.1
Monona		15.6	.0094	4.8	3.4	21,786	.0082	1,397	4,539	20,802	5.0	4,319	31.2	10.5	31.8	24.5	28.1	31.3	10.9	33.7
Monroe		10.6	.0064	3.1	4.4	11,834	.0044	1,116	3,817	7,006	3.5	3,382	41.6	17.9	31.3	31.2	21.6	33.3	5.5	17.6
Montgomery		15.3	.0093	5.1	7.1	22,991	.0087	1,503	4,508	15,829	5.4	4,232	30.3	10.4	32.4	25.5	27.3	33.4	10.0	30.7
Red Oak		7.1	.0043	2.4		11,647	.0044	1,640	4,853		2.6	4,532	26.4	8.4	31.6	23.4	31.2	35.6	10.8	32.6
Muscatine		33.9	.0204	10.6	20.7	49,606	.0187	1,463	4,680	18,745	11.3	4,381	26.8	9.5	29.6	22.6	31.0	36.6	10.6	31.3
Muscatine		20.7	.0125	6.5		30,020	.0113	1,450	4,618		7.1	4,213	28.9	9.9	29.7	23.6	32.1	30.3	9.3	27.2
O'Brien		18.6	.0112	5.9	4.0	30,484	.0114	1,639	5,167	29,569	6.2	4,917	25.9	7.6	27.6	18.8	31.9	33.5	14.6	40.1
Osceola		10.1	.0061	2.9	2.6	18,806	.0084	1,864	5,795	17,109	3.1	5,439	21.5	5.7	28.2	17.5	32.2	30.5	18.1	46.3
Page		23.1	.0139	7.1	12.2	32,084	.0121	1,389	4,519	24,709	7.8	4,108	31.8	11.1	32.2	26.4	27.1	34.8	9.1	28.5
Clarinda		5.2	.0031	1.8		8,363	.0031	1,608	4,646		2.0	4,120	32.4	11.4	33.5	27.2	25.4	31.8	8.7	29.6
Shenandoah		7.0	.0042	2.2		11,645	.0044	1,664	5,293		2.7	4,303	29.0	9.8	30.8	23.8	30.0	36.1	10.2	30.3

▲ and △ See end of state for SM Metropolitan County Areas.

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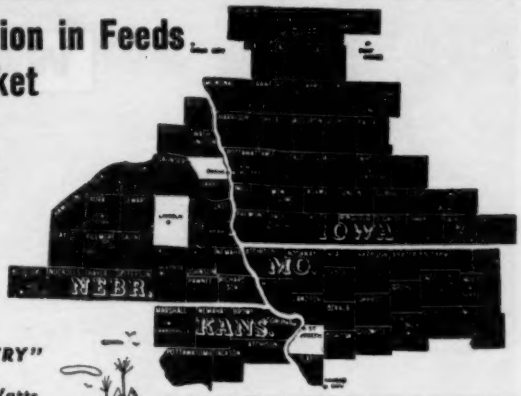
Before using these figures, see explanation page 11.

$57 Million in Gasoline . . . $180 Million in Feeds . . . in KMA's Billion Dollar Market

Over 1¼ million people spend a whopping big $1,234,991,000 in KMA's 89 County NCS* area. And according to Pulse, KMA is tops in the market. Profits from the success of many leading national and regional advertisers who have long recognized these tremendous sales potentials:

Retail Sales	$1,234,991,000	Gross Farm Income	$1,499,816,000
Number of Farms	144,957	Farm Population	498,700
Farm Gasoline Sold	$57,871,890	Fertilizer Purchased	$36,449,418
Livestock Sold	$633,080,316	Feed Used	$180,640,983

See Your Petry Man for Complete Information



"THE HEARTBEAT OF THE CORN COUNTRY"

KMA 5000 Watts 960 KC

SHENANDOAH, IOWA

Represented by Edward Petry & Co., Inc.

*KMA's RICH 89 COUNTY MARKET
Shown in Black—Latest Nielsen Coverage Service Survey

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

IOWA — Counties and Cities (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	% Units	% Income	% Units	% Income	% Units	% Income	% Units	% Income
Palo Alto		14.2	.0086	4.2	3.4	19,540	.0073	1,376	4,652	22,586	4.4	4,456	30.4	9.9	30.2	22.7	27.7	32.1	11.7	35.3
Plymouth		22.9	.0138	6.6	6.3	34,365	.0130	1,501	5,207	42,535	7.1	4,819	29.3	8.8	28.1	19.5	27.7	29.7	14.9	42.0
Le Mars		6.3	.0038	2.0		11,213	.0042	1,780	5,607		2.5	4,536	34.1	10.9	26.4	19.5	26.2	29.8	13.3	39.8
Pocahontas		14.8	.0089	4.4		23,874	.0089	1,613	5,426	24,449	4.4	5,414	23.9	6.4	27.6	17.0	31.5	30.1	17.0	46.5
Polk	40	249.2	.1503	80.7	220.0	486,069	.1839	1,950	6,023	21,821	92.2	5,271	22.0	6.1	24.5	15.6	36.4	35.6	17.1	42.7
▲Des Moines		187.5	.1131	60.9		383,293	.1443	2,044	6,294		72.7	5,274	22.4	6.2	24.5	15.5	35.0	35.2	17.2	43.1
Pottawattamie	103	69.8	.0421	21.5	52.7	108,600	.0409	1,556	5,051	48,571	23.1	4,707	25.2	7.8	25.6	18.2	36.3	39.8	12.9	34.2
Council Bluffs		51.0	.0308	15.6		83,623	.0315	1,640	5,360		17.4	4,805	23.7	7.1	24.6	17.2	38.3	41.1	13.4	34.6
Poweshiek		19.3	.0117	5.6	6.9	28,108	.0106	1,456	5,019	22,156	7.1	3,940	40.4	14.9	29.1	22.1	23.3	30.6	10.2	32.4
Ringgold		8.9	.0053	3.0		10,820	.0041	1,216	3,607	11,141	3.0	3,658	41.5	18.4	30.5	28.1	19.6	27.6	8.4	27.9
Sac		16.9	.0102	5.3	3.1	26,913	.0101	1,592	5,078	27,451	5.4	4,992	24.2	7.0	28.0	18.8	33.0	34.1	14.8	40.1
Scott	38	108.4	.0654	33.2	89.5	200,629	.0756	1,851	6,043	23,415	38.1	5,260	21.3	5.9	22.9	14.6	39.2	38.4	16.6	41.1
▲Davenport		82.0	.0495	25.4		158,282	.0596	1,930	6,232		30.3	5,232	21.8	6.0	22.8	14.7	38.8	38.3	16.6	41.0
Shelby		15.2	.0092	4.4	3.0	19,737	.0074	1,298	4,486	26,766	4.5	4,340	33.9	11.3	27.9	21.5	26.6	31.7	11.6	35.5
Sioux		25.0	.0150	7.2	2.6	33,808	.0127	1,352	4,686	46,560	7.1	4,762	27.2	8.3	29.1	20.5	30.1	32.6	13.6	38.6
Story		46.4	.0280	13.2	30.5	79,059	.0296	1,704	5,989	24,872	19.6	4,034	38.5	13.8	25.8	21.5	25.4	32.5	10.3	32.2
Ames		26.7	.0161	7.1		55,716	.0210	2,087	7,847		14.2	3,912	42.3	15.7	24.4	20.8	23.2	30.7	10.1	32.8
Tama		21.1	.0128	6.8	2.9	30,873	.0116	1,463	4,540	29,677	6.7	4,614	29.9	9.4	28.0	20.3	29.2	32.7	12.9	37.6
Taylor		11.7	.0070	3.8		15,238	.0057	1,302	4,010	14,521	4.1	3,713	37.6	14.7	33.8	30.5	21.0	29.2	7.6	25.6
Union		16.8	.0101	5.5	8.7	22,366	.0088	1,331	4,067	9,950	5.7	3,950	35.2	12.9	28.7	24.3	28.7	34.9	9.4	27.9
Creston		8.7	.0052	2.8		12,593	.0047	1,447	4,498		3.3	3,844	36.8	13.9	25.6	22.3	28.9	38.8	8.7	25.0
Van Buren		10.4	.0063	3.5		12,195	.0046	1,173	3,484	8,494	3.7	3,313	43.8	19.1	30.8	31.2	19.9	31.0	5.5	18.7
Wapello		46.9	.0283	15.0	34.2	71,792	.0270	1,531	4,786	10,360	16.2	4,431	25.7	8.4	28.0	21.1	35.3	41.2	11.0	29.3
Ottumwa		34.2	.0206	11.1		55,797	.0210	1,631	5,027		12.3	4,529	24.8	7.9	26.9	19.8	36.7	41.9	11.6	30.4
Warren		17.3	.0104	5.3	5.1	22,897	.0086	1,324	4,320	14,700	5.9	3,905	36.6	13.6	28.7	24.6	25.8	34.1	8.9	27.7
Washington		19.1	.0116	6.2	6.3	28,930	.0109	1,515	4,666	25,529	6.3	4,625	29.1	9.1	29.9	21.6	28.1	31.4	12.9	37.9
Washington		6.3	.0038	2.2		11,233	.0042	1,781	5,101		2.5	4,579	29.9	9.5	28.3	20.7	29.4	32.1	12.4	36.7
Wayne		11.1	.0068	3.7		12,125	.0046	1,092	3,277	10,511	4.0	3,025	46.5	22.3	33.6	37.1	16.3	27.8	3.6	12.8
Webster		45.0	.0272	13.7	27.1	71,067	.0267	1,579	5,187	23,937	14.9	4,783	25.9	7.9	25.5	17.8	35.3	38.1	13.3	36.2
Fort Dodge		27.1	.0163	8.4		46,613	.0175	1,720	5,549		9.5	4,888	25.4	7.5	23.9	16.4	36.9	39.0	13.8	37.1
Winnebago		13.1	.0079	3.8	2.8	19,334	.0073	1,476	5,088	15,984	4.3	4,510	30.1	9.7	30.1	22.4	28.0	32.0	11.8	35.9
Winneshiek		22.1	.0133	6.4	6.1	28,946	.0109	1,310	4,523	20,802	7.5	3,845	42.2	15.9	27.7	24.1	21.4	28.8	8.7	31.2
Decorah		6.1	.0037	1.6		9,285	.0035	1,522	5,803		2.6	3,545	47.0	19.2	26.6	25.1	19.5	28.4	6.9	27.3
Woodbury	136	113.5	.0685	35.7	95.1	201,074	.0757	1,772	5,632	36,416	40.1	5,012	24.7	7.2	25.7	17.1	34.8	35.8	14.8	39.9
▲Sioux City		95.1	.0574	29.7		173,716	.0654	1,827	5,849		34.5	5,031	24.1	7.0	25.6	17.0	35.3	36.2	15.0	39.8
Worth		10.9	.0065	3.2		15,500	.0058	1,422	4,844	15,585	3.2	4,782	27.0	8.2	27.9	19.5	30.4	32.8	14.7	39.5
Wright		19.7	.0119	6.2	7.4	31,332	.0118	1,590	5,054	23,712	6.5	4,826	25.2	7.6	28.9	20.0	31.9	34.1	14.0	38.3
Total Above Cities		1,111.9	.6703	345.6		2,053,908	.7728	1,847	5,943		422.5	4,861	25.9	7.7	24.7	17.0	35.2	37.4	14.2	37.9
State Total		2,862.2	1.6055	817.4	1345.8	4,236,190	1.5949	1,591	5,183	2,123,535	913.9	4,635	28.4	8.9	27.2	19.6	31.5	35.1	12.9	36.4

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



WATERLOO, IOWA

. . . Hub of a $351,893,250 Yearly Retail Market

Here, in northeast Iowa, is one of the nation's richest retail markets — a 15-county area with 1955 retail sales of $351,893,250.

Metropolitan Waterloo—the 100,878 population shopping center of this rich industrial and agricultural area—does the major portion of this huge retail business. Its effective buying income per family rose in 1955 to a whopping $6,242.

That's why, in 1955, Waterloo showed an increase in retail sales of 4.5% . . . the largest percentage increase of any of Iowa's largest cities.

Black Hawk County, home of Waterloo, also ranked No. 1 among Iowa's most populous counties in increased retail sales.

Only one newspaper — The Waterloo Daily Courier — gives the saturation coverage necessary to reach this $351,893,250 a year 15-county retail market.

Waterloo Daily Courier
FIRST WITH THE NEWS

WATERLOO, IOWA
Story, Brooks & Finley, National Advertising Representatives

IOWA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adair		11,064	.0060	2,912	.0059	86	87	1,837	554	511	279	196	1,946	1,491	2,730	237
Adams		7,434	.0040	2,859	.0040	82	82	1,354	331	353	138	128	957	794	1,266	151
Allamakee		17,320	.0093	3,849	.0080	84	98	2,036	1,045	1,592	754	475	4,182	1,274	3,281	246
Appanoose		14,509	.0078	2,458	.0080	75	74	3,457	810	1,419	608	1,070	3,091	1,367	1,448	389
Centerville		11,384	.0061		.0046	100	133	2,655	400	926	551	948	2,970	937	779	324
Audubon		13,172	.0071	3,874	.0062	89	101	1,379	536	584	311	539	2,590	1,254	2,963	280
Benton		26,236	.0142	3,748	.0131	96	107	4,823	1,560	1,157	673	860	4,225	1,960	7,286	408
Black Hawk	187	140,179	.0755	4,135	.0744	111	113	28,318	8,127	18,458	7,986	8,670	28,759	8,044	14,081	3,899
▲Waterloo		106,384	.0573		.0529	119	129	20,535	6,040	17,406	7,130	7,035	21,332	5,534	8,063	3,366
Cedar Falls		21,167	.0114		.0115	113	112	4,719	1,036	736	695	1,199	5,843	1,273	2,735	432
Boone		30,190	.0163	3,722	.0158	98	101	6,525	1,653	1,800	1,300	998	5,153	2,626	4,986	885
Boone		20,648	.0111		.0089	120	150	4,756	1,306	1,600	1,185	740	3,990	1,556	2,693	745
Bremer		23,126	.0124	4,130	.0108	96	110	4,134	1,398	1,385	689	462	3,981	1,447	6,466	385
Buchanan		18,219	.0099	3,088	.0104	79	78	3,829	1,103	806	525	611	3,140	1,439	3,836	283
Buena Vista		30,648	.0165	4,378	.0147	111	125	4,828	1,804	1,943	1,659	1,418	5,973	3,756	6,311	647
Storm Lake		20,033	.0108		.0074	148	216	3,082	1,019	1,280	1,304	914	5,149	2,862	2,586	406
Butler		22,012	.0118	4,153	.0100	96	113	2,603	810	2,259	196	526	4,672	1,586	5,445	442
Calhoun		16,825	.0091	3,236	.0093	94	92	3,766	863	667	500	821	2,238	1,212	5,062	390
Carroll		33,248	.0179	5,195	.0151	111	132	5,183	2,269	2,798	1,430	1,258	7,512	2,704	5,635	555
Carroll		19,241	.0104		.0063	154	254	3,393	1,173	1,772	1,218	749	4,617	1,664	2,669	346
Cass		27,356	.0146	4,485	.0118	107	135	4,408	1,029	2,090	1,491	1,149	4,909	2,126	4,942	688
Atlantic		17,757	.0096		.0059	140	229	2,876	537	1,461	1,400	755	4,121	971	2,313	393
Cedar		23,756	.0128	4,389	.0116	105	115	2,801	1,219	934	328	309	4,183	2,052	6,070	478
Cerro Gordo		72,098	.0388	4,972	.0324	115	138	12,042	4,280	8,762	4,656	5,132	13,801	3,714	7,618	1,875
Mason City		55,110	.0297		.0225	129	170	9,147	2,918	8,036	4,303	4,728	12,222	2,586	4,627	1,560
Cherokee		22,052	.0119	4,324	.0115	103	106	3,693	1,180	1,315	648	1,349	5,062	1,201	3,924	549
Cherokee		15,381	.0083		.0056	119	177	2,778	731	1,181	534	1,099	4,510	731	2,303	485

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Is Your Advertising "Hit" or "Miss" in Dubuque?

You Miss

- 28,857 Dubuqueland Telegraph-Herald families with a "state" daily
- 33,357 of these families with an average nighttime TV program
- 36,716 of these families with an average daytime TV program
- 17,391 families in Dubuque County alone with the top weekly magazine

You Hit

- 36,714 families in merchandisable Dubuqueland, nearly 40,000
- total with The Telegraph-Herald. You hit 90% of the families
- living within the 20-mile 100,000-population area with all the
- lasting sales impact only the daily newspaper can provide.

Don't Miss Dubuqueland buying power. Whatever you sell, Dubuque is a SUPERIOR metropolitan market. Hit and sell Dubuque and Dubuqueland with

The Telegraph-Herald

DUBUQUE, IOWA

Get The Facts From: Jann & Kelley, Inc. or Iowa Daily Press Association

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

IOWA — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Chickasaw		18,846	.0102	4,383	.0085	94	113	2,685	905	717	539	483	2,589	1,439	3,942	296
Clarke		10,036	.0054	3,345	.0052	96	100	2,081	395	748	316	236	1,876	1,055	1,871	22
Clay		24,635	.0133	4,106	.0125	106	113	4,427	976	1,794	1,922	1,132	5,357	1,841	4,823	536
Spencer		20,708	.0112		.0078	147	211	3,698	754	1,578	1,922	1,069	5,069	1,146	3,077	470
Clayton		23,338	.0125	3,647	.0116	91	98	3,209	1,435	1,213	433	1,086	5,205	1,477	4,895	283
Clinton		74,673	.0403	4,667	.0344	110	129	13,170	3,948	9,277	2,723	3,010	16,994	3,671	9,268	1,590
Clinton		51,035	.0275		.0226	115	140	10,762	2,815	8,587	2,549	2,401	12,142	23,25	3,816	1,392
Crawford		20,013	.0108	3,706	.0108	95	95	3,386	1,395	1,761	387	709	3,308	1,678	3,918	453
Dallas		28,425	.0153	3,740	.0143	104	111	5,470	1,436	1,579	939	947	5,785	2,783	4,728	702
Perry		13,515	.0073		.0050	135	197	2,994	518	1,227	692	449	2,809	1,319	1,862	374
Davis		7,499	.0040	2,586	.0044	80	73	1,670	370	496	206	282	2,161	538	1,112	184
Decatur		8,544	.0046	2,373	.0053	75	65	2,228	428	656	102	323	1,762	706	1,589	217
Delaware		15,159	.0082	3,032	.0093	89	78	2,485	830	618	739	526	2,904	1,125	2,976	325
Des Moines		51,703	.0279	3,616	.0262	105	104	11,600	2,727	7 622	2,789	2,889	11,389	3,236	4,630	1,026
Burlington		45,745	.0247		.0220	113	127	10,463	2,372	7,106	2,764	2,825	10,219	2,524	3,314	955
Dickinson		14,890	.0080	3,818	.0079	103	104	1,781	965	637	653	669	2,546	1,502	4,033	501
Dubuque	42	93,584	.0504	4,610	.0478	104	110	18,286	7,222	14,995	3,993	4,430	15,111	5,764	8,997	3,122
▲Dubuque		74,315	.0401		.0374	111	119	15,522	5,676	13,787	3,802	3,228	11,808	5,064	4,766	2,820
Emmet		18,538	.0100	4,414	.0093	109	118	3,598	774	814	976	809	2,804	2,020	4,438	429
Estherville		13,312	.0072		.0057	130	164	2,736	640	729	873	590	2,703	841	2,983	306
Fayette		31,858	.0172	3,982	.0157	96	105	5,682	1,649	2,305	1,563	880	6,410	3,817	5,704	680
Oelwein		14,222	.0077		.0057	119	160	2,633	804	1,461	1,332	639	3,261	1,181	1,738	393

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



DIG THAT RICH

MASON CITY, IOWA MARKET

— AVERAGE FAMILY INCOME $6,109
— MASON CITY A.B.C. CITY ZONE POP. 40,043
— GLOBE-GAZETTE CIRCULATION 25,296 A.B.C.

Member: Northwest Daily Press Ass'n., Minneapolis
Iowa Daily Press Ass'n., Des Moines

Represented by JANN & KELLEY, INC., New York • Chicago • Detroit • Los Angeles • San Francisco • Atlanta

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Floyd		24,625	.0133	3,569	.0133	99	99	4,652	1,560	1,130	1,139	1,402	5,816	1,454	4,220	363
Charles City		18,453	.0099		.0083	120	143	3,000	997	922	1,100	1,151	5,454	989	2,221	277
Franklin		19,993	.0108	3,980	.0102	105	111	3,245	800	1,380	677	793	3,133	1,436	2,623	296
Fremont		10,912	.0059	3,209	.0057	88	87	1,815	610	237	632	258	2,012	850	1,998	312
Greene		19,677	.0106	4,187	.0091	101	116	2,993	933	932	1,118	835	4,082	1,608	4,910	218
Grundy		18,840	.0102	4,486	.0085	106	128	1,753	751	807	307	781	3,500	1,380	4,918	488
Guthrie		13,882	.0075	3,228	.0071	83	87	2,736	666	714	313	434	3,038	1,151	2,943	247
Hamilton		28,225	.0152	4,562	.0128	110	131	4,441	1,420	1,698	1,346	1,644	4,330	2,253	5,012	538
Webster City		16,646	.0090		.0064	131	184	3,051	740	1,337	1,251	1,431	3,739	1,054	1,986	472
Hancock		17,780	.0096	4,137	.0083	104	108	2,724	736	884	383	625	3,509	1,637	3,184	400
Hardin		33,124	.0178	4,538	.0149	114	138	5,081	1,577	2,024	1,178	990	6,867	1,923	7,186	585
Harrison		16,933	.0092	3,079	.0095	88	86	3,111	1,114	621	288	633	3,409	1,613	2,901	600
Henry		21,346	.0115	3,861	.0106	94	102	3,343	807	1,673	189	644	3,863	2,236	3,939	467
Howard		13,670	.0073	3,997	.0069	85	90	2,066	784	1,079	342	588	1,553	1,684	3,574	333
Humboldt		10,018	.0097	4,620	.0083	109	126	3,962	961	562	709	500	1,670	1,967	5,044	263
Ida		12,322	.0067	3,851	.0068	106	105	1,534	797	518	331	354	1,841	913	3,878	272
Iowa		16,385	.0090	3,912	.0082	101	109	3,417	1,929	630	283	736	2,504	1,162	3,833	354
Jackson		22,757	.0122	4,138	.0104	94	116	4,275	1,371	1,314	672	805	4,545	2,167	3,785	510
Jasper		38,793	.0210	3,579	.0196	102	109	9,796	1,707	3,368	867	1,336	6,400	2,956	6,670	1,175
Newton		25,464	.0137		.0109	130	163	7,324	1,050	2,168	839	1,143	5,729	1,391	2,903	850
Jefferson		19,304	.0104	3,940	.0087	95	113	3,856	838	1,425	1,059	749	3,884	1,075	3,420	457
Fairfield		14,083	.0076		.0053	115	165	3,461	705	1,203	1,059	749	2,982	861	1,814	457
Johnson		81,610	.0278	3,978	.0303	103	94	8,869	3,593	7,196	2,740	2,153	8,182	4,084	5,850	1,680
Iowa City		43,153	.0233		.0217	122	131	7,547	2,450	6,811	2,660	1,891	7,602	3,307	4,003	1,583
Jones		23,163	.0125	4,136	.0110	96	110	3,793	1,183	1,544	632	811	3,815	1,714	5,567	388
Keokuk		17,952	.0096	3,324	.0087	87	96	2,881	892	845	341	439	3,874	1,151	3,960	324
Kossuth		31,705	.0171	4,343	.0162	105	110	4,773	1,492	2,120	718	1,287	6,525	2,453	7,813	499
Algona		14,227	.0077		.0052	144	214	2,177	676	1,179	681	827	4,073	687	2,375	255
Lee		44,583	.0241	3,352	.0246	94	92	10,163	2,701	3,898	3,169	2,664	8,438	2,904	5,115	1,407
Keokuk		21,045	.0113		.0104	101	110	5,179	1,391	2,293	1,549	1,633	4,323	1,332	1,263	643
Fort Madison		16,923	.0091		.0093	100	98	4,004	880	1,367	1,266	958	3,829	969	1,053	669
Linn	23	160,457	.0864	4,360	.0794	115	125	28,516	9,752	18,784	11,698	12,738	30,270	9,097	16,141	5,370
▲Cedar Rapids		132,683	.0715		.0604	127	150	22,877	7,568	17,915	11,337	11,857	27,285	6,107	10,584	4,897
Louisa		11,355	.0061	3,548	.0058	92	97	2,551	431	192	364	229	3,136	1,006	2,400	289
Lucas		10,871	.0059	3,020	.0057	85	88	2,660	517	988	416	374	2,381	1,151	1,084	178
Lyon		14,337	.0077	3,497	.0084	95	88	2,433	729	617	340	418	2,501	920	3,756	254
Madison		15,675	.0085	3,823	.0072	98	113	2,744	822	794	356	392	3,258	1,044	2,560	523
Mahaska		29,873	.0161	3,860	.0139	97	113	5,611	1,316	2,938	1,460	1,517	6,924	1,924	3,328	668
Oskaloosa		25,140	.0135		.0089	125	190	4,772	959	2,785	1,430	1,361	5,594	1,327	2,352	623
Marion		22,181	.0119	2,997	.0125	83	79	4,505	1,308	1,627	778	1,147	3,521	1,774	4,510	630
Marshall		50,528	.0273	4,893	.0236	111	128	9,226	2,748	5,788	3,019	1,857	9,868	3,260	5,863	1,697
Marshalltown		40,716	.0219		.0167	130	171	7,695	2,177	5,620	2,964	1,759	8,740	2,372	4,226	1,623
Mills		11,043	.0059	3,248	.0061	77	75	2,140	640	392	248	305	3,294	1,005	2,871	265
Mitchell		16,811	.0091	4,203	.0077	94	111	3,164	855	987	608	943	2,222	1,015	4,501	243
Monona		16,352	.0088	3,407	.0086	91	94	3,293	976	920	454	640	3,003	738	4,011	313
Monroe		10,420	.0056	3,361	.0051	80	88	2,298	542	570	325	141	2,738	676	1,049	185
Montgomery		19,980	.0108	3,914	.0095	102	116	3,847	1,026	1,218	597	852	4,714	1,701	4,041	497
Red Oak		14,537	.0079		.0064	126	184	2,789	726	971	503	665	3,872	896	3,063	360
Muscatine		40,911	.0220	3,860	.0200	98	108	8,223	2,211	3,323	1,828	1,962	8,768	2,789	5,523	740
Muscatine		31,242	.0168		.0132	106	134	6,598	1,497	3,118	1,772	1,699	7,255	2,131	3,227	546
O'Brien		26,494	.0143	4,491	.0122	108	128	4,533	1,513	1,742	941	730	4,287	1,519	7,015	414
Osceola		12,503	.0067	4,311	.0065	107	110	1,844	570	619	312	508	2,675	856	2,473	293
Page		31,928	.0172	4,487	.0140	101	124	5,270	1,117	7,220	1,287	1,078	5,384	1,887	4,215	824
Clarinda		12,571	.0068		.0042	135	219	1,903	378	3,441	560	227	2,470	624	1,290	302
Shenandoah		15,902	.0086		.0056	133	205	2,756	591	3,771	727	766	2,671	547	2,030	480
Palo Alto		18,596	.0101	4,428	.0084	98	117	2,732	1,178	904	694	453	2,179	1,252	4,736	303
Plymouth		29,138	.0157	4,415	.0139	101	114	4,338	2,005	909	889	1,140	5,178	2,681	5,681	886
Le Mars		12,261	.0066		.0048	126	174	2,369	901	737	660	530	2,597	1,224	2,156	125
Pocahontas		17,008	.0091	3,865	.0090	101	102	2,943	741	548	593	839	3,765	1,397	4,745	392
Polk	40	337,357	.1819	4,180	.1761	117	121	63,911	21,375	50,409	20,321	18,982	79,992	23,050	21,723	11,391
▲Des Moines		309,192	.1668		.1448	128	147	57,678	19,726	49,727	20,141	15,901	72,427	20,298	17,326	10,527
Pottawattamie	103	71,187	.0383	3,387	.0404	96	91	16,506	5,848	4,823	3,650	3,120	13,649	6,483	10,097	2,492
Council Bluffs		53,712	.0290		.0306	99	94	13,011	4,472	4,376	3,250	2,736	11,151	4,092	5,915	2,134
Poweshiek		19,999	.0108	3,571	.0109	93	92	4,159	1,050	1,110	607	888	4,339	1,280	3,508	481
Ringgold		6,166	.0033	2,055	.0041	77	62	1,116	175	277	263	137	1,832	535	1,201	155

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

The Market?

$owa

. . . . per capita retail sales in Iowa are 10.7% over the national average. In effect, every one of Iowa's 2,657,385 people spends $113 *more* each year than the average American.

. . . . in 1955 Iowans paid federal taxes to the tune of $552,632,330—a new high for Iowa. Record taxes mean record incomes, ready to be spent.

. . . . construction of homes, buildings and factories increased 43% in 1955 over 1954. A sure sign that business is booming in Iowa!

. . . . the price of farm land jumped $10 an acre in 1955 over 1954's average of $205. There's still plenty of money on the farm—in Iowa!

The Medium?

The Des Moines Sunday Register

. . . . only The Des Moines Sunday Register covers *all* of Iowa. 68 out of every 100 Iowans read it.

. . . . 87% of reader-households have The Sunday Register delivered straight to their homes. A sure sign of loyalty!

. . . . 2.6 people, on the average, read each copy of The Sunday Register.

. . . . 82% of all upper and upper-middle income families in Iowa take The Sunday Register.

The Moral?

Match the Market and the Medium

. . . . reach a rich market with the *only* medium that covers all of it. You'll strike pay dirt when you advertise in . . .

THE DES MOINES REGISTER AND TRIBUNE

. . . an "A" Schedule Newspaper in an "A-1" Market

GARDNER COWLES, President

Represented by Scolaro, Meeker & Scott—New York, Chicago, Detroit, Philadelphia

Doyle & Hawley—Los Angeles and San Francisco

They all know how
DYNAMIC DAVENPORT *grows*

. . . that's why they've all expanded . . .
in Dynamic Davenport!

SELL THIS $486,894,000 MARKET

DAVENPORT, IOWA — ROCK ISLAND, MOLINE, E. MOLINE, ILL.

ALCOA ALUMINUM

NATIONAL FOOD STORES

with

DAVENPORT NEWSPAPERS

• MORNING • EVENING • SUNDAY

Represented by Jann & Kelley

FORD

Bendix AVIATION CORPORATION

SEARS ROEBUCK AND CO.

FOR THE 10th CONSECUTIVE YEAR— FIRST IN LINEAGE IN ALL IOWA AND FIRST IN THE QUAD-CITIES!

Circulating Davenport, Iowa, Rock Island, Moline and E. Moline, Ill.

IOWA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Sac		22,149	.0119	4,179	.0106	104	117	3,394	1,032	902	726	1,089	3,988	1,940	8,129	353
Scott	38	150,194	.0810	4,524	.0752	115	124	27,967	10,627	24,056	8,966	8,024	27,478	9,278	11,959	4,707
▲Davenport		124,977	.0674		.0599	121	136	23,109	8,896	23,467	8,927	7,786	24,030	7,267	6,440	4,362
Shelby		18,154	.0097	3,671	.0092	89	95	1,814	1,127	1,745	429	441	3,233	1,039	3,694	365
Sioux		29,862	.0160	4,120	.0141	94	107	4,125	1,124	1,658	657	1,232	5,462	1,783	6,503	572
Story		55,139	.0297	4,177	.0294	105	106	12,780	2,561	3,980	2,531	2,512	10,796	4,127	8,948	1,512
Ames		31,788	.0171		.0189	117	106	8,473	1,463	3,656	1,755	1,375	7,057	2,501	2,165	989
Tama		24,096	.0130	3,544	.0123	96	102	3,765	1,340	952	497	829	4,044	1,538	5,626	509
Taylor		7,434	.0040	1,956	.0054	77	57	1,340	285	545	479	148	1,225	274	1,789	207
Union		15,892	.0085	2,889	.0088	87	94	3,489	1,020	1,304	730	801	3,465	970	2,237	527
Creston		12,343	.0067		.0054	101	120	2,634	812	1,307	668	730	2,874	565	1,568	438
Van Buren		9,535	.0052	2,724	.0052	83	83	2,089	541	651	...	185	2,265	952	1,470	112
Wapello		47,504	.0256	3,167	.0248	95	90	10,745	3,080	4,717	3,358	2,948	9,144	3,186	4,162	1,781
Ottumwa		41,661	.0225		.0214	104	100	9,928	2,681	4,527	2,997	2,905	8,360	2,781	2,505	1,710
Warren		15,246	.0092	2,877	.0088	85	79	3,443	982	903	155	563	3,091	1,337	3,209	184
Washington		28,099	.0151	4,532	.0123	106	130	3,461	1,161	1,896	598	1,074	4,707	1,889	5,195	583
Washington		14,498	.0078		.0062	137	205	2,335	653	1,254	598	795	2,772	834	1,695	473
Wayne		9,520	.0052	2,573	.0052	79	79	1,845	435	638	145	221	2,303	922	1,989	242
Webster		63,671	.0343	4,648	.0291	107	126	12,073	3,781	9,027	4,147	2,378	10,965	3,821	7,348	1,930
Fort Dodge		51,521	.0278		.0204	125	171	10,336	2,723	8,027	4,112	1,669	9,601	3,004	3,772	1,794
Winnebago		16,272	.0088	4,282	.0079	100	111	3,308	1,120	915	574	884	1,884	1,701	4,533	313
Winneshiek		19,039	.0102	2,975	.0111	83	77	3,238	1,255	1,272	682	930	3,977	1,602	3,142	377
Decorah		13,035	.0070		.0046	124	189	2,119	860	811	682	732	2,912	874	1,689	324
Woodbury	138	147,730	.0796	4,138	.0755	110	116	26,112	10,129	26,056	7,665	5,376	33,023	8,270	14,647	4,630
▲Sioux City		135,340	.0729		.0661	115	127	24,120	8,957	25,474	7,578	5,232	30,967	7,384	11,504	4,099
Worth		9,295	.0050	2,905	.0057	88	77	1,853	683	461	89	182	1,231	794	2,004	126
Wright		24,855	.0134	4,009	.0123	103	113	4,644	1,287	772	1,081	782	4,033	1,647	6,450	584
Total Above Cities		1,763,167	.9503		.9058	120	142	344,614	103,607	247,631	113,388	97,856	353,131	107,935	151,149	55,771
State Total		3,241,308	1.7469	3,965	1.6426	102	109	591,121	188,070	321,903	147,381	145,438	633,933	230,585	488,206	84,085

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

The QUINT CITIES

5 Cities — 2 Counties
Major Market of 253,800*



WOC covers this market. WOC sells your product or services. Surveys prove it. WOC advertisers know it

WOC has delivered this market's favorite radio listening since 1922 . . . a market with money to spend — $463,891,000 annual effective buying income.* That's an annual per capita effective buying income of $1,827, or more than $200.00 above the national per capita average. It's an annual per family effective buying income of $5,955, or almost $500.00 above the national per family average.

Select WOC - NBC Affiliate, 5000 Watts, 1420 Kc — for a successful selling campaign. Get the facts from your nearest Peters, Griffin, Woodward, Inc. office . . . or direct from WOC.

*1956 SALES MANAGEMENT "Survey of Buying Power"

WOC *Col. B. J. Palmer, President*
Ernest C. Sanders, Manager

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

Tri-City Broadcasting Co., Davenport, Iowa

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ONLY SIOUX CITY NEWSPAPERS give you dominant coverage of this golden 4-state market.

there's **MORE** *to this* **BILLION-DOLLAR SIOUXLAND MARKET** *than meets the eye . . .*

SIOUX CITY . . . the bustling wholesale, retail and manufacturing center for 46 of America's wealthiest farmland counties . . . serving 232,500 families who enjoy an annual effective buying income well over a BILLION dollars!

SIOUX CITY ABC CITY ZONE POP. 100,121

- Siouxland Effective Buying Income $1,152,610,000
- Siouxland Total Retail Sales 905,626,000
- Siouxland Gross Farm Income 972,755,000
- Siouxland, Wholesale Trade Center for 7 States

You can tell 'em and sell 'em with Sioux City Newspapers

The Sioux City Journal
JOURNAL-TRIBUNE

REP. NATIONALLY BY JANN & KELLEY, INC



YOUR TV dollars buy more on Channel 4 in the big Sioux City market with upwards of 180,000 TV sets and an effective buying income of $1,332,343,000.*

Sales Management 1955
"Survey of Buying Power"

KTIV

"Siouxland's Full Power, Full Coverage Station"

NBC • 100,000 WATTS • CH. 4 • REPRESENTED BY HOLLINBERY

IOWA— SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Cedar Rapids	23	114.9	.0693	36.9	85.6	210,424	.0792	1,831	5,718
Davenport-Rock Island-Moline	38	253.8	.1531	77.9	213.1	463,891	.1747	1,828	5,955
Des Moines	40	249.2	.1503	80.7	220.0	486,059	.1830	1,950	6,023
Dubuque	42	75.8	.0458	20.3	55.7	123,821	.0466	1,634	6,100
Sioux City	136	113.5	.0685	35.7	95.1	201,074	.0757	1,772	5,632
Waterloo	157	111.3	.0671	33.9	95.1	203,532	.0766	1,829	6,004
Total Above Areas		864.7	.4610	287.4	551.8	1,224,910	.4611	1,639	5,919

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Cedar Rapids	23	160,457	.0864	4,369	.0794	115	125	26,516	9,752	18,784	11,698	12,736	30,270	9,097	16,141	5,370
Davenport-Rock Island-Moline	38	315,583	.1701	4,051	.1690	110	111	66,830	29,282	43,810	16,847	14,789	61,016	20,298	22,893	10,049
Des Moines	40	337,357	.1819	4,180	.1761	117	121	63,911	21,375	50,409	20,321	16,862	79,992	23,050	21,723	11,391
Dubuque	42	93,584	.0504	4,610	.0478	104	110	18,266	7,222	14,995	3,993	4,430	15,111	5,764	8,997	3,122
Sioux City	136	147,736	.0796	4,138	.0755	110	116	26,112	10,129	26,058	7,665	5,376	33,023	8,270	14,647	4,639
Waterloo	157	140,179	.0755	4,133	.0744	111	113	26,318	8,127	18,456	7,986	6,670	28,759	8,044	14,061	3,899
Total Above Areas		1,194,899	.6439	4,188	.6220	112	119	229,953	85,887	172,514	68,510	62,963	249,171	74,521	98,282	38,470

KANSAS — Counties and Cities — (Other West North Central States: Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.)

Map, page 426

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Arkansas City	Cowley	14.1	233	42	41	8	14	17	14	24	17	12
Atchison	Atchison	12.7	197	37	40	8	13	13	18	19	14	10
Chanute	Neosho	10.4	184	36	18	11	13	13	20	21	16	8
Coffeyville	Montgomery	18.1	289	46	49	7	25	18	34	32	21	8
Concordia	Cloud	7.2	129	18	21	8	6	11	14	16	11	4
Dodge City	Ford	12.3	216	22	43	9	16	16	18	22	23	8
El Dorado	Butler	12.2	198	33	31	11	13	12	15	31	18	5
Emporia	Lyon	14.8	265	43	36	16	21	16	24	30	22	9
Fort Scott	Bourbon	10.4	191	31	24	10	14	13	21	27	19	4
Garden City	Finney	11.3	192	21	30	10	18	10	19	24	19	8
Great Bend	Barton	16.7	219	20	31	18	16	22	22	23	14	8
Hays	Ellis	10.2	152	11	26	8	13	9	14	18	21	3
Hutchinson	Reno	36.8	549	71	124	50	40	23	31	57	46	19
Independence	Montgomery	11.9	219	41	27	10	24	15	17	27	15	6
Iola	Allen	7.0	163	28	20	13	16	10	19	15	14	4
Junction City	Geary	15.7	216	36	40	15	13	11	16	22	18	11
Kansas City	Wyandotte	130.2	1,396	332	294	106	77	60	68	166	64	55
Lawrence	Douglas	21.1	307	39	59	17	29	22	28	30	22	10
Leavenworth	Leavenworth	21.3	296	51	76	12	17	16	16	21	13	11
Liberal	Seward	9.1	176	18	24	11	11	18	20	21	20	4
Manhattan	Riley	21.6	257	29	49	18	29	17	16	27	18	9
McPherson	McPherson	8.9	133	14	13	9	9	7	11	20	24	6
Newton	Harvey	13.4	191	25	26	13	11	16	17	24	22	7
Ottawa	Franklin	10.6	157	25	21	10	16	8	19	16	19	7
Parsons	Labette	15.1	239	49	30	20	21	19	23	28	15	7
Pittsburg	Crawford	22.2	374	72	63	26	24	22	34	33	35	8
Pratt	Pratt	8.2	156	12	21	5	9	16	15	23	19	7
Russell	Russell	7.1	134	19	24	10	5	12	13	17	13	7
Salina	Saline	32.7	500	59	104	35	40	23	44	69	29	13
Topeka	Shawnee	95.0	1,150	169	212	124	58	62	74	124	50	43
Wichita	Sedgwick	230.2	2,506	303	532	193	163	139	160	307	134	133
Winfield	Cowley	10.8	177	29	24	14	13	12	19	30	15	5

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Before using these figures, see explanation page 11.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
											Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Allen		17.2	.0104	5.9	7.0	19,419	.0073	1,129	3,291	6,349	5.6	3,478	40.3	16.6	32.0	30.6	20.8	30.6	6.9	22.2
Iola		7.0	.0042	2.5		9,295	.0035	1,328	3,718		2.5	3,743	37.5	14.4	32.0	28.4	22.0	30.1	8.5	27.1
Anderson		10.0	.0060	3.2	2.7	11,345	.0043	1,135	3,545	8,173	3.1	3,640	36.8	14.5	32.1	29.3	25.0	35.2	6.1	21.0
Atchison		21.1	.0128	6.5	12.7	29,394	.0111	1,393	4,522	7,877	7.8	3,790	38.0	14.4	28.6	25.1	25.8	34.9	7.6	25.6
Atchison		12.7	.0077	4.0		19,075	.0072	1,502	4,769		4.6	4,149	31.6	11.0	29.3	23.4	30.0	37.1	9.1	28.5
Barber		9.3	.0056	3.0		14,681	.0055	1,579	4,894	10,973	3.1	4,692	27.9	8.5	32.9	23.2	26.4	28.9	12.8	39.4
Barton		35.2	.0212	10.9	23.1	63,788	.0240	1,812	5,852	10,165	11.4	5,580	19.2	4.9	24.1	14.3	38.5	35.4	18.2	45.4
Great Bend		16.7	.0101	5.2		32,500	.0122	1,946	6,250		5.9	5,531	18.6	4.8	25.0	15.1	38.4	35.6	18.0	44.5
Bourbon		17.6	.0106	6.1	10.4	21,088	.0080	1,198	3,457	7,039	6.2	3,389	43.3	18.4	30.6	29.9	19.6	29.7	6.5	22.0
Fort Scott		10.4	.0063	3.8		14,316	.0054	1,377	3,767		4.0	3,567	40.6	16.3	29.6	27.6	22.3	32.0	7.5	24.1
Brown		14.7	.0089	5.0	3.4	19,132	.0072	1,301	3,826	15,634	5.1	3,779	36.5	13.9	33.6	29.4	22.6	30.7	7.3	26.0
Butler		37.1	.0223	12.1	18.8	53,517	.0201	1,443	4,423	18,845	12.4	4,327	29.6	9.8	26.6	20.4	33.8	40.1	10.0	29.7
El Dorado		12.2	.0074	3.9		19,457	.0073	1,595	4,989		4.3	4,524	26.3	8.4	26.2	19.2	38.7	41.6	10.8	30.8
Chase		4.8	.0029	1.6		6,656	.0026	1,428	4,285	7,017	1.8	3,883	38.0	14.1	33.7	29.0	21.5	28.5	6.8	28.4
Chautauqua		6.7	.0041	2.2		7,433	.0028	1,109	3,379	4,173	2.4	3,158	50.9	23.2	29.7	31.2	14.3	23.2	5.1	22.4
Cherokee		24.4	.0147	8.0	12.0	26,580	.0108	1,171	3,573	4,967	8.3	3,455	41.8	17.4	27.7	26.7	24.5	36.3	6.0	19.6
Cheyenne		5.0	.0030	1.5		6,909	.0026	1,382	4,606	5,223	1.5	4,476	38.2	12.2	28.1	20.9	22.3	25.5	11.4	41.4
Clark		3.8	.0022	1.1		7,026	.0026	1,952	6,387	9,325	1.3	5,483	22.6	5.9	35.2	21.5	25.2	23.6	17.0	49.0
Clay		11.0	.0066	3.7	4.3	14,458	.0055	1,314	3,908	8,783	3.7	3,923	37.0	13.6	32.8	27.7	21.0	27.5	9.2	31.2
Cloud		15.6	.0094	5.1	7.2	19,362	.0072	1,241	3,798	8,244	5.3	3,683	39.2	15.3	29.9	27.0	23.5	32.6	7.4	25.1
Concordia		7.2	.0043	2.1		10,375	.0039	1,441	4,940		2.6	4,064	33.3	11.8	30.2	24.7	27.1	34.1	9.4	29.4
Coffey		9.0	.0055	2.7		10,944	.0042	1,216	4,053	10,287	3.0	3,639	41.3	16.2	30.6	27.6	20.2	28.3	7.9	27.7
Comanche		3.6	.0021	1.2		5,902	.0022	1,639	4,918	8,250	1.2	4,729	29.6	9.0	34.1	23.9	22.4	24.3	13.9	42.8
Cowley		38.9	.0223	12.0	24.9	49,682	.0187	1,348	4,138	13,227	13.0	3,821	37.3	14.0	27.6	23.9	27.3	36.7	7.8	25.4
Arkansas City		14.1	.0085	4.8		20,288	.0076	1,439	4,227		5.1	3,959	33.7	12.2	26.9	22.6	31.1	40.3	8.3	24.9
Winfield		10.8	.0065	3.7		17,939	.0068	1,661	4,848		4.8	3,729	40.0	15.4	27.4	24.4	25.1	34.5	7.5	25.7
Crawford		43.4	.0262	15.0	22.2	54,933	.0207	1,260	3,662	6,480	15.5	3,549	40.6	16.4	29.0	27.2	23.9	34.5	6.5	21.9
Pittsburg		22.2	.0134	7.6		32,042	.0121	1,443	4,216		8.5	3,751	37.9	14.5	28.0	24.8	26.6	36.3	7.5	24.4
Decatur		6.1	.0036	2.3		9,903	.0037	1,623	4,306	6,670	2.1	4,630	36.7	11.4	24.1	17.3	24.8	27.3	14.6	44.0
Dickinson		22.0	.0133	7.3	10.1	29,358	.0110	1,334	4,022	13,650	7.3	4,004	32.7	11.7	30.5	25.4	27.3	34.9	9.5	28.0
Doniphan		10.9	.0066	3.3	1.1	12,375	.0047	1,135	3,750	8,237	3.6	3,427	40.7	17.1	32.6	31.5	20.1	30.1	6.6	21.3
Douglas		37.2	.0224	10.7	25.9	57,603	.0217	1,549	5,384	8,398	17.5	3,291	49.7	21.7	25.0	25.2	18.8	29.3	6.5	23.8
Lawrence		21.1	.0127	5.6		36,177	.0136	1,715	6,460		10.9	3,310	50.9	22.1	23.6	23.7	18.8	29.1	6.7	25.1
Edwards		5.8	.0035	2.0		8,388	.0032	1,446	4,194	6,440	1.9	4,422	29.3	9.5	29.1	21.9	30.5	35.3	11.1	33.3
Elk		6.0	.0036	2.0		6,882	.0025	1,147	3,441	4,775	2.2	3,076	51.8	24.2	27.4	29.8	15.3	25.5	5.5	20.7
Ellis		20.3	.0123	5.2	12.9	27,736	.0105	1,366	5,334	6,313	6.3	4,432	30.9	10.0	26.5	19.8	31.4	36.4	11.2	33.8
Hays		10.2	.0062	2.7		15,563	.0059	1,526	5,764		3.5	4,444	30.5	9.9	26.0	19.4	32.0	36.9	11.5	33.8
Ellsworth		9.2	.0055	2.9		11,897	.0045	1,293	4,102	7,019	2.8	4,284	30.6	10.3	28.8	22.3	31.1	37.2	9.5	30.2
Finney		14.1	.0085	4.1	11.3	24,973	.0094	1,771	6,091	11,857	4.4	5,709	24.5	6.2	27.2	15.8	31.2	28.0	17.1	50.0
Garden City		11.3	.0068	3.5		21,261	.0080	1,882	6,075		3.8	5,662	24.9	6.3	26.8	15.8	31.5	28.5	16.8	49.4
Ford		19.3	.0117	6.2	12.3	33,457	.0126	1,734	5,396	10,353	6.5	5,187	28.9	8.0	23.5	15.1	31.4	31.0	16.2	45.9
Dodge City		12.3	.0074	3.9		23,059	.0087	1,875	5,913		4.5	5,105	28.9	8.1	24.1	15.7	31.3	31.5	15.7	44.7
Franklin		20.3	.0122	6.6	10.6	25,086	.0094	1,236	3,801	9,501	7.1	3,517	39.9	16.3	32.0	30.3	21.7	31.6	6.4	21.8
Ottawa		10.6	.0064	3.5		14,741	.0056	1,391	4,212		4.1	3,615	40.1	15.9	30.9	28.5	22.2	31.4	6.8	24.2
Geary		18.7	.0113	6.1	15.7	30,461	.0115	1,629	4,994	4,471	7.7	3,953	33.5	12.2	32.1	26.9	25.6	33.2	8.8	27.7
Junction City		15.7	.0095	5.2		23,257	.0088	1,481	4,473		5.6	4,190	29.8	10.2	33.1	26.2	27.1	33.2	10.0	30.4
Gove		4.4	.0026	1.0		5,744	.0021	1,305	5,744	7,536	1.2	4,621	31.9	9.9	27.9	20.0	27.9	31.0	12.3	39.1
Graham		5.5	.0033	1.8		6,016	.0023	1,094	3,760	4,938	1.4	4,198	37.8	12.9	28.2	22.3	23.8	28.8	10.4	36.0
Grant		4.7	.0029	1.5		8,182	.0031	1,734	5,435	6,171	1.4	5,777	15.4	3.8	18.4	10.6	49.5	43.9	16.7	41.7
Gray		4.9	.0029	1.3		9,552	.0036	1,949	7,348	7,941	1.4	6,779	25.6	5.4	23.9	11.7	25.9	19.6	24.6	63.3
Greeley		2.1	.0013	.6		3,281	.0012	1,562	5,468	3,980	.7	4,667	38.6	11.2	29.8	21.3	19.9	21.9	13.7	45.6
Greenwood		12.4	.0075	4.2	3.7	16,524	.0062	1,333	3,934	11,988	3.9	4,214	34.0	11.6	28.0	22.0	26.8	32.6	11.2	33.8
Hamilton		3.1	.0019	.8		5,866	.0022	1,892	7,333	6,064	.9	6,314	25.0	5.7	31.3	16.4	23.1	18.8	20.6	59.1
Harper		10.2	.0061	3.4	2.8	12,392	.0047	1,215	3,645	10,838	3.1	3,976	34.8	12.6	30.8	25.5	25.8	33.0	8.0	28.9
Harvey		24.5	.0148	7.6	13.4	37,795	.0142	1,543	4,973	9,938	8.7	4,342	30.7	10.2	26.7	20.4	31.6	37.3	11.0	32.1
Newton		13.4	.0081	4.4		21,089	.0079	1,574	4,793		4.6	4,569	26.3	8.3	27.6	19.9	33.9	38.1	12.2	33.7
Haskell		2.7	.0016	.8		5,519	.0021	2,044	6,899	6,111	.7	7,687	13.4	2.5	21.6	9.3	34.1	22.8	30.9	65.4
Hodgeman		3.4	.0021	.9		5,144	.0019	1,513	5,716	5,838	1.1	4,737	33.1	10.1	22.1	15.4	29.3	31.7	15.5	42.8
Jackson		10.5	.0063	3.4	2.6	11,244	.0043	1,071	3,307	8,212	3.4	3,290	41.6	18.2	34.8	35.1	18.5	28.9	5.1	17.8
Jefferson		11.2	.0067	3.6		12,504	.0047	1,116	3,473	9,470	3.8	3,308	43.7	19.0	30.6	30.7	20.4	31.6	5.3	18.7
Jewell		9.0	.0055	2.9		10,400	.0039	1,156	3,586	8,706	2.9	3,656	42.2	17.9	32.9	30.7	17.3	25.0	7.6	27.3
Johnson	72	117.4	.0708	37.3	83.2	265,821	.1001	2,264	7,127	9,290	37.0	7,187	16.4	3.7	19.7	8.6	34.5	24.6	28.4	63.1
Kearny		3.0	.0018	.9		5,953	.0022	1,988	6,626	4,967	1.0	6,135	19.1	4.5	26.8	14.4	31.5	26.3	22.6	54.8
Kingman		11.0	.0066	3.4	3.5	11,095	.0044	1,063	3,440	9,407	3.5	3,308	43.7	19.0	33.7	34.0	16.8	26.0	5.8	21.0

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Before using these figures, see explanation page 11.

KANSAS — Counties and Cities — (Continued)

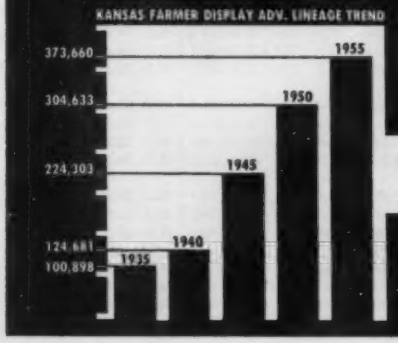
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Klowa		4.8	.0029	1.4		9,906	.0034	1,858	6,384	6,978	1.8	4,944	26.2	7.6	29.2	19.6	29.2	30.3	15.4	42.5
Labette		31.4	.0195	10.3	17.8	37,392	.0141	1,191	3,630	7,383	10.4	3,602	39.3	15.7	28.9	26.7	25.1	35.7	6.7	21.9
Parsons		15.1	.0091	4.8		19,771	.0074	1,309	4,119		5.0	3,942	34.1	12.4	27.6	23.2	30.0	39.0	8.3	25.4
Lane		3.2	.0019	1.0		6,530	.0024	2,041	6,530	7,160	1.1	5,789	25.4	6.3	30.5	17.5	25.2	22.3	18.9	53.9
Leavenworth		39.0	.0235	10.7	21.3	56,249	.0212	1,442	5,257	7,713	13.7	4,098	37.1	13.0	26.3	21.3	25.0	31.2	11.6	34.5
Leavenworth		21.3	.0128	7.1		31,373	.0118	1,473	4,419		7.5	4,179	31.2	10.7	28.8	22.9	29.4	36.1	10.6	30.3
Lincoln		6.6	.0040	2.0		8,930	.0034	1,353	4,465	7,625	2.4	3,776	38.4	14.6	29.2	25.8	25.5	34.5	6.9	25.1
Linn		9.0	.0054	3.2		9,436	.0035	1,048	2,949	6,920	3.0	3,128	49.1	22.6	27.8	29.4	17.7	29.1	5.4	18.9
Logan		4.3	.0026	1.2		5,818	.0022	1,353	4,848	4,779	1.3	4,438	29.8	9.7	27.7	20.7	29.6	34.2	12.9	35.4
Lyon		24.5	.0148	7.8	14.8	35,650	.0134	1,455	4,571	15,071	9.2	3,869	37.9	14.1	28.9	23.9	26.0	34.5	8.1	27.5
Emporia		14.8	.0089	4.7		25,080	.0094	1,695	5,334		6.0	4,157	35.5	12.3	28.7	21.3	27.8	34.3	10.0	32.1
McPherson		23.5	.0142	7.5	9.9	34,305	.0129	1,460	4,574	15,151	8.1	4,214	32.2	11.0	28.5	22.5	29.4	35.7	9.9	30.8
McPherson		8.9	.0054	2.9		15,339	.0058	1,723	5,289		3.2	4,801	27.6	8.3	23.7	16.3	35.0	37.4	13.7	38.0
Marion		16.4	.0098	5.2		18,026	.0071	1,136	3,562	12,258	5.4	3,437	40.1	16.8	33.2	32.1	20.9	31.1	5.8	20.0
Marshall		17.5	.0106	5.9	3.9	22,704	.0085	1,297	3,848	11,699	5.6	4,019	34.8	12.4	30.2	25.0	25.5	32.5	9.5	30.1
Meade		5.2	.0031	1.5		11,190	.0042	2,154	7,466	8,893	1.6	6,909	17.3	3.6	26.7	12.7	29.5	21.6	26.0	62.1
Miami		20.7	.0125	6.3	8.9	23,405	.0088	1,131	3,715	8,198	6.6	3,571	38.7	14.8	31.6	29.3	25.6	36.8	6.1	19.1
Mitchell		9.6	.0058	3.0	3.9	11,272	.0043	1,174	3,757	8,292	3.0	3,740	34.4	13.2	34.2	30.4	24.2	33.1	7.2	23.3
Montgomery		48.1	.0290	15.6	36.0	66,770	.0251	1,388	4,822	5,519	17.4	3,837	35.1	13.1	28.8	25.0	28.2	37.7	7.9	24.1
Coffeyville		18.1	.0109	6.3		27,438	.0103	1,517	4,355		6.9	3,977	31.5	11.4	29.2	24.3	30.8	39.7	8.5	24.6
Independence		11.9	.0072	4.1		18,162	.0068	1,526	4,430		4.6	3,992	34.1	12.3	28.8	24.0	28.3	36.3	8.8	27.4
Morris		8.2	.0050	2.5	2.6	10,770	.0041	1,313	4,308	8,975	2.9	3,742	35.9	13.8	30.7	27.2	25.9	35.5	7.5	23.5
Morton		2.9	.0017	.9		7,229	.0027	2,493	8,032	5,704	1.0	7,186	24.7	4.9	22.2	10.3	25.1	17.9	28.0	66.9
Nemaha		13.9	.0084	4.2		16,771	.0063	1,207	3,993	13,342	4.6	3,680	42.9	16.8	28.1	25.2	20.5	28.6	8.5	29.4
Neosho		20.7	.0125	6.7	10.4	24,581	.0093	1,187	3,669	8,959	6.9	3,552	39.0	15.8	30.8	28.7	24.0	34.7	6.2	20.8
Chanute		10.4	.0063	3.7		14,489	.0055	1,393	3,916		3.7	3,874	34.0	12.6	30.3	26.0	28.5	37.7	7.2	23.7
Ness		6.1	.0037	2.1		9,267	.0035	1,519	4,413	8,690	1.9	4,832	43.2	10.2	27.6	19.0	23.9	25.3	14.3	45.5
Norton		9.1	.0054	2.8	3.2	9,905	.0037	1,088	3,538	8,433	3.1	3,164	44.8	20.4	32.9	34.5	17.4	28.2	4.9	16.9
Osage		13.2	.0080	4.4		15,846	.0060	1,200	3,601	11,368	4.7	3,400	41.7	17.6	33.3	32.6	19.1	28.8	5.9	21.0
Osborne		8.4	.0051	2.8		10,564	.0039	1,258	4,063	6,425	2.9	3,624	42.7	17.0	31.2	28.5	17.7	25.1	8.4	29.4
Ottawa		7.0	.0042	2.5		7,355	.0028	1,051	2,942	7,560	2.4	3,076	54.0	25.2	27.4	29.6	13.5	22.5	5.1	22.7
Pawnee		11.9	.0072	3.0	4.9	16,604	.0062	1,395	5,535	9,139	3.2	5,258	26.0	7.1	29.7	18.8	27.3	26.6	17.0	47.5
Phillips		10.4	.0062	3.5	2.9	13,650	.0052	1,313	3,900	5,214	3.5	3,848	37.4	13.9	30.9	26.8	23.7	31.5	8.0	27.8
Pottawatomie		12.1	.0073	3.7		15,028	.0056	1,242	4,061	10,027	4.1	3,696	38.9	15.1	32.5	29.3	23.9	28.9	7.7	26.7
Pratt		12.7	.0077	4.0	8.2	21,033	.0080	1,656	5,258	7,320	4.1	5,160	25.6	7.1	25.3	18.3	32.8	32.8	16.3	44.0
Pratt		8.2	.0049	2.7		14,122	.0053	1,722	5,230		2.7	5,179	24.1	6.7	25.2	16.1	34.2	33.9	16.5	43.3
Rawlins		5.7	.0034	1.8		7,876	.0029	1,382	4,923	6,412	1.7	4,579	34.4	10.8	29.3	21.3	22.6	25.3	13.7	42.6
Reno	239	58.6	.0354	19.1	38.8	89,619	.0338	1,529	4,692	15,662	20.4	4,404	28.2	9.2	29.2	22.1	31.4	36.5	11.2	32.2
△Hutchinson		36.8	.0222	12.1		61,710	.0232	1,677	5,100		13.6	4,537	27.4	8.7	28.3	20.7	32.5	36.7	11.8	33.9
Republic		10.6	.0064	3.8	2.6	13,530	.0051	1,276	3,758	9,639	3.8	3,518	44.8	18.3	29.4	27.7	18.1	26.4	7.7	27.6
Rice		15.1	.0091	5.0	4.5	24,086	.0090	1,595	4,817	7,848	5.0	4,850	26.9	8.0	25.3	17.3	34.4	36.3	13.4	38.4
Riley		31.4	.0189	7.7	21.8	51,356	.0194	1,636	6,670	7,481	15.8	3,244	49.1	21.8	27.2	27.8	17.5	27.6	6.2	22.8
Manhattan		21.6	.0130	5.8		34,747	.0131	1,609	5,991		10.3	3,389	47.4	20.1	26.8	26.3	18.7	28.3	7.1	25.3
Rooks		10.4	.0063	3.2		13,918	.0052	1,338	4,349	5,488	3.3	4,260	30.8	10.4	27.9	21.5	30.0	36.0	11.3	32.1
Rush		7.1	.0043	2.2		11,028	.0042	1,553	5,013	8,215	2.2	4,932	29.7	8.7	25.3	16.9	30.0	31.2	15.0	43.2
Russell		13.2	.0079	4.0	7.1	22,451	.0084	1,701	5,613	5,771	4.2	5,284	21.4	5.8	24.1	15.1	38.8	37.7	15.7	41.4
Russell		7.1	.0043	2.5		13,885	.0052	1,956	5,554		2.5	5,651	17.4	4.4	23.5	13.8	42.1	38.2	17.0	43.6

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Before using these figures, see explanation page 11.

Advertising Goes... Where Advertising Sells!



To Sell the Kansas farmer...

buy the Kansas Farmer



PUBLISHED BY CAPPER PUBLICATIONS — LARGEST AGRICULTURAL PRESS IN THE WORLD

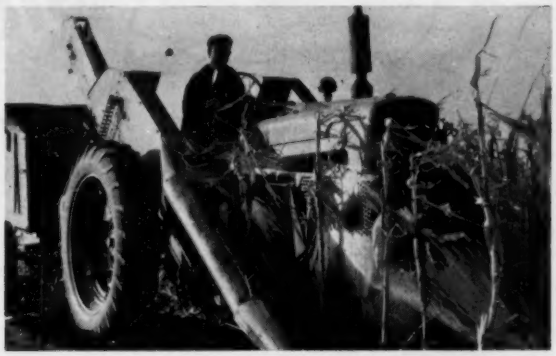
SALES OFFICES: NEW YORK, CLEVELAND, CHICAGO, TOPEKA, LOS ANGELES AND SAN FRANCISCO

The Kansas Farm Market

—Facts for The Sales-Minded Executive



KANSAS FARM INCOME SOARS! The Kansas farmer's income is phenomenal: $8,830 per household—after taxes!† (Compare this with your metropolitan markets!) They've got the cash to buy just about anything they want. Sell it to them on the radio station they listen to most—WIBW.*



KANSAS FARMS HIGHLY MECHANIZED! Kansas farmers own 30.6% more automobiles, 59.3% more trucks, 49% more tractors, 13.2% more corn pickers, and 22.2% more combines than U. S. average!** Tap this vast prosperity with WIBW—the radio station Kansas farmers listen to most.*



A DOUBLE MARKET! You sell a double market when you sell the Kansas farmers. You sell them as big-buying consumers—and as businessmen. (Farming is Big Business in Kansas). And remember, these two-in-one prospects listen to WIBW more than any other radio station.*



HIGH STANDARD OF LIVING. Kansas farm families are buying like crazy, buying cars, implements, tools, appliances, luxuries of all kinds. They're building barns, sheds, homes, granaries. They're using services like never before. And everyday, thousands of these buying decisions are guided by WIBW.



DIVERSIFIED INCOME: STEADY BUYING. Wheat, corn, hay, oats, flax, rye, soybeans, potatoes, cattle, hogs, sheep, poultry, *and* oil—these give Kansas farmers a steady year-round income with no great seasonal ups and downs. Get your share of this prodigious buying power by using WIBW, the Kansas Farmers' first listening choice.*

Twenty-eight years ago, at the dedication of WIBW, the late Senator Capper said, "WIBW primarily is a farm station, designed to appeal to listeners on farms and in small towns." This premise has guided our programming ever since. We've made WIBW indispensable to Kansas farmers. We've furnished them with the kinds of farm service and entertainment they need and want. That's why WIBW is the radio station Kansas farmers listen to most—that's why it's the best medium for selling the Kansas farm market.

* Kansas Radio Audience, 1954.
† Consumer Markets, 1955.
** WIBW Research Department.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City



Rep: Capper Publications, Inc.

IF YOU'RE LOOKING FOR A BILLION DOLLARS



LOOK NO FARTHER!

KTVH OFFERS YOU!

- A Rich Central Kansas Market... *$1,000,000,000 Effective Buying Income*
- No. 1 Station in the Market... *Proved by Seven Surveys!*
- More Than 250,000 Families.
- Unduplicated CBS Coverage.

To Sell Kansas... ...Buy KTVH

KTVH HUTCHINSON KANSAS

VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

CHANNEL 12
CBS BASIC
Represented Nationally by H-R Television, Inc.

KANSAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Saline		41.5	.0251	13.4	32.7	66,148	.0249	1,594	4,936	8,583	14.5	4,568	27.5	9.7	27.9	20.3	33.1	37.3	11.5	33.7
Salina		32.7	.0197	10.6		54,271	.0204	1,660	5,120		11.8	4,593	27.1	8.5	27.6	19.9	33.6	37.5	11.7	34.1
Scott		5.0	.0030	1.3	3.3	8,135	.0031	1,627	6,256	7,459	1.5	5,299	27.4	7.4	23.5	14.8	32.5	31.5	16.6	46.3
Sedgwick	189	315.8	.1904	103.8	276.1	542,521	.2042	1,718	5,227	14,481	109.9	4,935	23.0	6.7	26.3	17.7	36.7	38.1	14.0	37.5
▲Wichita		230.2	.1388	76.8		416,036	.1566	1,807	5,417		84.0	4,950	22.9	6.7	26.1	17.5	36.8	38.1	14.2	37.7
Seward		12.6	.0073	3.6	9.1	23,561	.0089	1,963	6,548	4,072	3.9	6,057	20.5	4.9	23.3	13.0	35.2	29.8	20.5	52.3
Liberal		9.1	.0055	2.4		18,155	.0068	1,995	7,565		3.1	5,937	21.2	5.1	24.2	13.6	34.8	30.0	19.8	51.3
Shawnee		127.4	.0769	41.5	109.6	213,189	.0803	1,673	5,137	10,141	45.4	4,700	25.0	7.6	27.6	19.6	34.2	37.3	13.2	35.5
▲Topeka	180	95.0	.0573	32.0		171,653	.0646	1,807	5,364		36.2	4,744	24.9	7.5	27.4	19.1	34.3	37.1	13.4	36.3
Sheridan		4.5	.0027	1.1		8,548	.0024	1,455	5,953	8,173	1.3	5,884	30.2	8.5	27.8	18.2	25.2	25.4	16.8	47.9
Sherman		7.0	.0042	2.1	4.5	11,718	.0045	1,674	5,580	7,850	2.3	5,006	28.4	7.6	27.0	17.9	31.6	32.4	13.0	42.1
Smith		6.3	.0050	2.8		8,816	.0033	1,062	3,149	7,141	2.7	3,244	44.2	19.6	29.7	30.5	20.8	32.8	5.3	17.1
Stafford		8.7	.0053	2.8		10,796	.0040	1,241	3,856	6,579	2.8	4,239	33.6	11.4	28.6	20.9	28.3	34.2	11.5	33.5
Stanton		1.9	.0011	.5		4,887	.0019	2,572	9,774	9,209	.6	7,542	21.5	4.1	32.4	14.2	18.5	12.6	27.6	69.1
Stevens		4.2	.0026	1.1	2.6	8,501	.0032	2,024	7,728	7,469	1.3	6,570	14.6	3.2	29.1	13.1	36.6	28.6	22.7	55.1
Sumner		28.9	.0182	9.0	9.0	37,682	.0142	1,400	4,185	15,503	9.1	4,133	33.6	11.7	28.3	22.7	28.1	34.9	10.0	30.7
Thomas		7.5	.0045	2.3	3.0	14,308	.0053	1,908	6,221	8,391	2.6	5,501	24.4	6.4	26.3	15.8	32.5	30.3	16.8	47.5
Trego		5.3	.0032	1.6		7,269	.0028	1,372	4,543	4,715	1.5	4,808	31.2	9.3	27.4	19.0	28.1	27.8	13.3	43.9
Wabaunsee		6.8	.0041	2.2		7,577	.0028	1,114	3,444	9,180	2.4	3,151	45.0	20.5	31.4	33.1	19.6	31.9	4.0	14.5
Wallace		2.4	.0015	.7		4,022	.0016	1,676	5,746	4,400	.8	5,251	26.9	7.4	30.6	19.3	25.3	24.7	17.2	48.6
Washington		12.6	.0076	4.1		14,924	.0058	1,184	3,640	12,012	4.0	3,697	39.2	15.2	31.7	28.5	21.6	29.9	7.5	26.4
Wichita		2.7	.0016	.9		4,695	.0017	1,735	5,950	4,279	.8	6,214	38.1	8.8	20.8	11.1	18.2	15.0	22.9	65.1
Wilson		14.8	.0089	5.0	7.0	15,990	.0061	1,081	3,190	5,772	5.0	3,208	43.6	19.5	30.6	31.7	21.2	33.9	4.6	14.8
Woodson		6.0	.0038	2.0		7,098	.0026	1,181	3,543	4,021	2.1	3,349	42.0	18.6	33.1	32.9	18.8	28.7	6.1	20.4

▲ and △ See end of stats for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

KANSAS — Counties and Cities — (Continued)

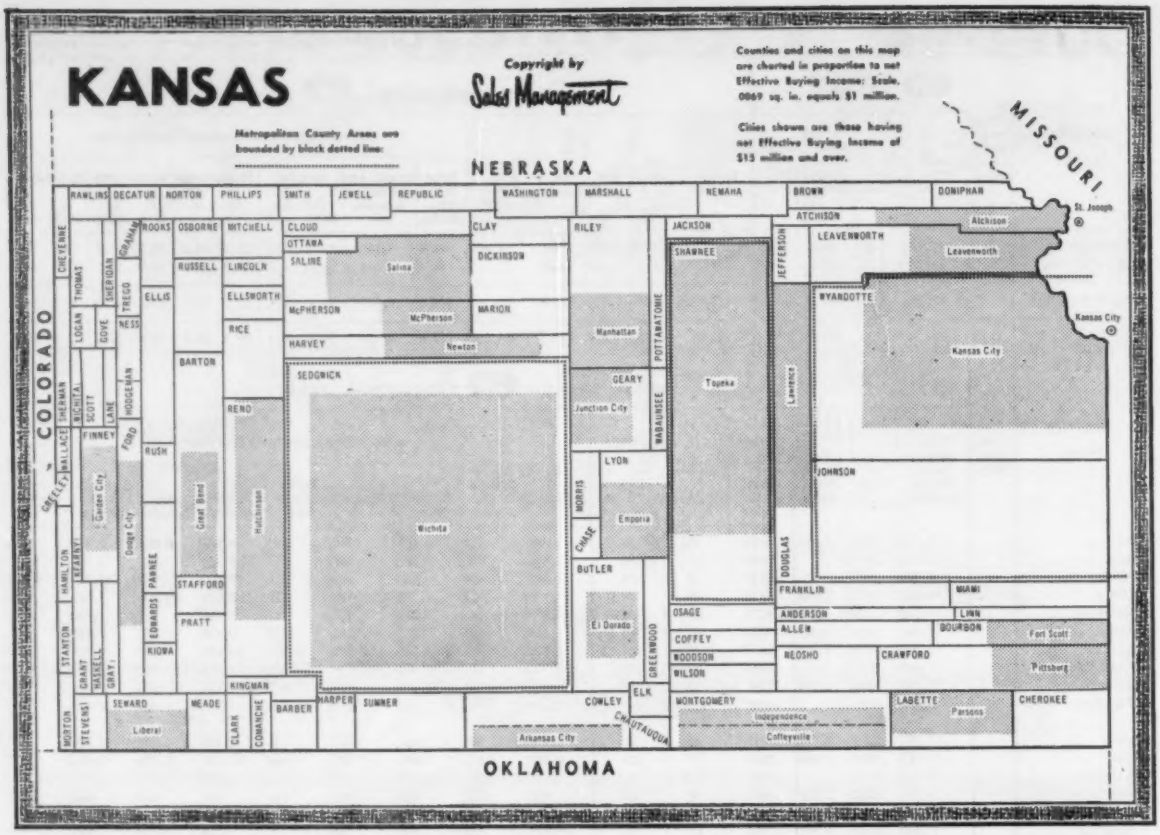
COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Wyandotte	72	194.2	.1172	60.5	168.3	298,708	.1125	1,538	4,937	5,849	63.8	4,680	23.1	7.1	25.7	18.2	38.2	41.9	13.0	32.8
▲Kansas City		130.2	.0785	40.1		203,833	.0767	1,566	5,083		43.8	4,653	23.6	7.3	26.0	18.5	37.6	41.5	12.8	32.7
Total Above Cities		879.3	.5303	285.0		1,470,517	.5534	1,672	5,160		334.1	4,537	28.2	8.9	26.9	19.8	32.8	37.0	12.1	34.3
State Total		2,124.1	1.2811	675.8	1203.8	3,242,867	1.2210	1,527	4,799	868,550	727.9	4,455	31.1	10.0	27.5	20.5	29.6	34.0	11.8	35.5

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Productio	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Allen		17,022	.0092	2,885	.0065	82	88	3,848	712	1,104	749	805	4,020	1,622	2,153	241
Iola		11,752	.0063		.0045	107	150	2,426	492	921	689	621	3,172	872	1,192	283
Anderson		8,650	.0047	2,703	.0047	78	78	1,972	434	530	232	125	2,807	542	1,377	223
Atchison		18,000	.0097	2,769	.0110	86	76	4,131	911	1,705	1,193	990	4,071	1,064	1,837	705
Atchison		16,330	.0088		.0078	101	114	4,031	751	1,550	1,193	947	3,556	671	1,393	632
Barber		11,462	.0062	3,821	.0058	104	111	2,764	363	377	319	425	2,929	872	2,087	502
Barton		46,100	.0248	4,235	.0237	112	117	9,228	2,402	4,384	2,652	2,528	10,991	4,331	4,884	1,557
Great Bend		31,849	.0172		.0133	132	170	6,369	1,139	3,973	1,946	1,700	8,802	2,688	2,260	1,077
Bourbon		18,174	.0098	2,979	.0090	85	92	3,868	928	1,418	772	1,035	4,134	1,689	2,780	494
Fort Scott		16,689	.0090		.0067	106	143	3,406	687	1,133	772	1,035	4,134	1,442	2,563	444
Brown		14,067	.0076	2,817	.0077	87	85	3,139	562	690	317	435	3,108	1,066	2,104	546
Butler		44,763	.0241	3,699	.0217	97	106	8,639	2,518	3,063	1,420	1,668	11,075	5,190	4,607	1,071
El Dorado		23,489	.0127		.0089	120	172	5,000	833	1,785	1,212	1,204	6,454	2,367	2,277	686
Chase		3,379	.0019	2,112	.0025	86	66	668	218	210	157	160	612	272	540	125
Chautauqua		7,268	.0039	3,304	.0034	83	95	1,167	275	198	58	80	1,730	798	934	243
Cherokee		15,995	.0086	1,999	.0109	74	89	4,685	740	1,127	813	560	3,367	1,814	1,665	572
Cheyenne		4,907	.0027	3,271	.0027	90	90	880	391	250	140	76	1,611	521	683	158
Clark		3,878	.0020	3,525	.0023	105	91	953	171	91	55	120	1,112	213	523	293
Clay		15,269	.0083	4,127	.0066	100	126	2,571	643	978	348	271	3,651	765	2,508	241
Cloud		18,221	.0098	3,573	.0084	89	104	3,870	835	1,586	552	470	4,997	1,298	2,697	605
Concordia		11,781	.0063		.0047	109	147	2,322	550	1,457	444	357	3,054	770	1,511	454
Coffey		8,007	.0043	2,986	.0045	82	78	1,390	443	489	124	78	1,503	1,102	1,505	330
Comanche		3,533	.0019	2,944	.0021	100	90	830	64	304	27	149	814	380	699	178
Cowley		48,729	.0263	4,061	.0217	97	118	9,487	2,059	4,288	1,802	1,917	12,775	3,829	5,204	1,326
Arkansas City		23,737	.0128		.0093	109	151	5,286	1,051	2,335	784	1,257	5,585	1,659	2,510	806
Winfield		20,258	.0109		.0080	123	168	3,743	793	1,824	1,017	660	6,186	1,514	2,390	537
Crawford		39,354	.0212	2,824	.0219	84	81	9,884	1,942	4,149	1,840	3,523	7,162	2,982	4,487	1,382
Pittsburg		26,570	.0143		.0130	97	107	6,375	1,255	3,848	1,547	1,127	5,122	1,627	2,635	1,074
Decatur		5,953	.0032	2,588	.0036	100	89	1,186	345	231	330	192	1,330	586	1,311	156
Dickinson		23,664	.0127	3,242	.0119	89	95	4,882	976	1,606	784	1,116	5,582	2,133	3,261	617
Doniphan		5,996	.0033	1,817	.0047	71	50	1,639	315	222	99	...	421	901	1,150	167
Douglas		39,242	.0211	3,667	.0217	97	94	8,220	2,429	3,688	2,296	1,674	9,688	2,512	4,067	1,284
Lawrence		34,276	.0185		.0149	117	146	7,433	1,867	3,243	2,189	1,858	8,630	1,719	3,492	1,132
Edwards		6,666	.0036	3,333	.0033	94	103	1,078	208	211	258	224	2,117	493	1,389	207
Elk		4,516	.0025	2,258	.0028	78	69	1,080	217	235	157	135	1,179	564	518	152
Ellis		27,725	.0149	5,332	.0121	98	121	4,866	1,084	2,022	1,236	1,066	8,674	2,136	3,706	559
Hays		22,014	.0119		.0078	126	192	3,398	802	1,840	1,009	935	7,598	1,382	2,795	320
Ellsworth		8,696	.0047	2,988	.0048	87	85	1,096	295	152	265	495	2,045	779	1,453	320
Finney		25,488	.0137	6,217	.0105	124	161	5,048	1,232	2,502	1,147	1,149	6,862	1,928	3,267	524
Garden City		24,223	.0131		.0093	137	193	4,978	1,068	2,446	1,147	1,098	6,598	1,849	3,161	524
Ford		33,692	.0182	5,434	.0141	121	156	4,879	1,618	3,980	1,089	1,425	8,071	3,370	4,776	861
Dodge City		27,487	.0148		.0103	139	200	4,142	1,121	3,552	1,059	1,226	7,532	2,817	3,582	780
Franklin		21,658	.0118	3,282	.0106	87	95	5,319	892	1,095	851	736	4,499	1,883	2,999	633
Ottawa		16,902	.0091		.0068	106	142	3,316	426	1,748	851	554	4,499	968	2,111	555
Geary		26,307	.0153	4,840	.0128	112	135	5,779	1,877	2,007	997	1,386	8,796	2,020	2,875	719
Junction City		27,348	.0147		.0107	113	155	5,730	1,774	1,990	982	1,318	8,796	1,588	2,788	719
Gove		3,496	.0019	3,496	.0022	86	73	797	184	69	60	158	737	276	833	134
Graham		5,128	.0027	3,205	.0026	79	82	915	221	103	125	43	1,423	482	1,424	230
Grant		8,058	.0044	5,372	.0034	117	152	1,565	457	314	350	133	2,115	825	1,854	191
Gray		4,173	.0022	3,210	.0031	107	76	720	198	104	38	84	537	434	1,714	184
Greeley		2,700	.0015	4,500	.0013	100	115	483	115	27	...	...	411	247	1,189	64
Greenwood		12,114	.0065	2,894	.0065	87	87	2,383	713	447	449	382	2,407	1,807	1,995	399
Hamilton		4,712	.0026	5,890	.0023	121	137	879	258	119	85	183	1,389	645	684	120
Harper		11,945	.0064	3,513	.0055	90	105	2,961	523	679	355	455	2,580	1,077	2,601	475

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



KANSAS — Counties and Cities — (Continued)

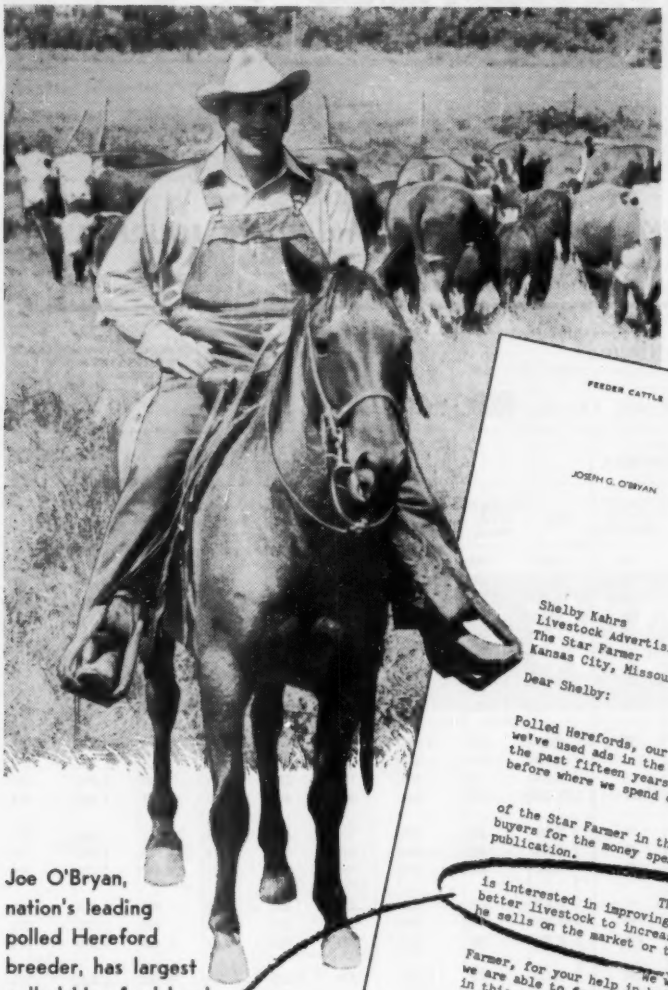
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Harvey		27,750	.0149	3,651	.0145	98	101	5,316	1,269	2,018	905	1,287	7,865	2,390	3,127	606
Newton		21,911	.0118		.0091	112	146	4,166	947	1,870	617	1,201	7,488	1,812	2,138	449
Haskell		2,673	.0015	3,344	.0018	113	94	483	127	128	141	56	739	350	472	98
Hodgeman		3,088	.0017	3,431	.0019	90	81	348	130	88	...	...	768	231	904	88
Jackson		10,142	.0054	2,983	.0050	79	86	2,745	478	788	235	442	2,068	1,098	1,468	180
Jefferson		8,920	.0048	2,478	.0052	78	72	1,724	351	220	51	1,118	1,248	935	2,274	233
Jewell		5,365	.0029	1,850	.0039	71	53	1,305	221	338	19	80	918	836	1,187	171
Johnson	72	79,114	.0427	2,121	.0770	109	80	26,841	2,806	4,608	2,659	2,622	14,671	6,274	10,079	4,204
Kearny		2,361	.0012	2,623	.0018	100	67	601	50	105	...	29	379	196	793	96
Kingman		9,573	.0052	2,816	.0051	77	79	2,180	449	527	109	472	2,510	871	1,507	245
Kiowa		5,360	.0029	3,829	.0032	110	100	1,004	360	85	169	183	1,539	786	802	231
Labette		26,067	.0151	2,724	.0153	81	79	6,586	1,174	1,952	1,150	1,589	6,968	1,763	2,967	810
Parsons		18,424	.0099		.0085	93	109	4,219	658	1,678	1,093	1,101	5,199	1,227	1,025	618
Lane		3,982	.0021	3,982	.0023	121	111	869	183	148	22	158	1,378	276	721	111
Leavenworth		32,068	.0173	2,997	.0204	87	74	8,033	1,687	2,737	1,702	1,637	8,026	1,535	2,387	1,156
Leavenworth		28,274	.0152		.0130	102	119	7,167	1,464	2,595	1,650	1,558	6,986	1,057	1,723	1,019
Lincoln		5,579	.0030	2,790	.0034	85	75	1,125	214	736	93	288	1,301	565	920	75
Linn		8,966	.0049	2,802	.0043	80	91	1,268	228	238	183	302	2,485	894	1,527	162
Logan		5,882	.0031	4,902	.0026	100	119	1,158	195	585	131	204	1,327	496	1,063	118
Lyon		29,467	.0159	3,778	.0144	97	107	5,715	1,764	2,402	2,208	1,111	5,820	2,933	2,965	1,161
Emporia		25,973	.0140		.0107	120	157	5,208	1,509	2,025	2,208	1,093	5,709	1,954	2,271	1,102
McPherson		23,981	.0129	3,197	.0132	93	91	4,639	844	1,755	986	994	5,681	1,800	4,237	807
McPherson		15,096	.0081		.0084	119	150	3,089	324	1,250	834	671	4,275	787	2,191	574
Marion		15,835	.0086	3,045	.0081	83	88	2,635	600	735	172	504	3,854	1,751	2,786	417
Marshall		18,475	.0099	3,131	.0093	88	93	3,399	922	1,194	451	404	3,333	1,431	2,922	2,359
Meade		5,100	.0028	3,400	.0036	116	98	1,108	226	200	58	91	1,498	412	1,037	226

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JOE O'BRYAN GIVES YOU A GOOD STEER!



Joe O'Bryan, nation's leading polled Hereford breeder, has largest polled Hereford herd.

Says Weekly Star Farmer reaches more farm buyers than any other farm publication.

FEEDER CATTLE HAMPSHIRE HOGS STOCKER CATTLE

JOSEPH G. O'BRYAN

THE O'BRYAN RANCH
HIATTVILLE, BOURBON CO. KANSAS

January 30, 1956

Shelby Kahrs
Livestock Advertising Department
The Star Farmer
Kansas City, Missouri

Dear Shelby:

To contact buyers for our Registered Polled Herefords, our Hampshire hogs, and our commercial cattle, we've used ads in the Star Farmer in nearly every issue for the past fifteen years. Today we are more careful than ever before where we spend our advertising dollar.

And we find with the large circulation of the Star Farmer in the Mid West we are able to reach more buyers for the money spent in the Star Farmer than any other publication.

The Star Farmer gets to the man who is interested in improving his livestock and wants to raise better livestock to increase the value of his livestock whether he sells on the market or thru sales.

We want to thank you, and The Star Farmer, for your help in building our herds to a point where we are able to furnish superior livestock to the farmer market in this great Mid West.

Sincerely,
Joe O'Bryan
Joe O'Bryan

"The Star Farmer gets to the man who is interested in improving his livestock and wants to raise better livestock to increase the value of his livestock whether he sells on the market or thru sales."

Weekly Star Farmer

Largest Weekly Farm Publication in America

PUBLISHED IN KANSAS CITY, MO.

KANSAS CITY	CHICAGO	NEW YORK	SAN FRANCISCO
1729 Grand Ave.	202 S. State St.	21 E. 40th St.	625 Market St.
HArrison 1-1200	WEbster 9-0532	Murray Hill 3-6161	GArfield 1-2003



STOP! CALL OFF THE HOUNDS! THIS IS IT!

TOPEKA, KANSAS

and its Rich 21-County Drive-In Trade Area

$632,654,000 — EFFECTIVE BUYING INCOME

$418,597,000 — ANNUAL RETAIL SALES

73,595 21-COUNTY CIRCULATION — 87,057 TOTAL CIRCULATION

106,972 CITY ZONE POPULATION — 430,277 21-COUNTY POPULATION

Topeka Newspaper Ptg. Co., Inc., Agent for:

TOPEKA DAILY CAPITAL and STATE JOURNAL

22,928,955 Lines of Advertising Carried in 1955

Represented by Capper Publications—New York, Cleveland, Chicago, Kansas City, San Francisco

KANSAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Miami		18,293	.0096	2,904	.0096	78	78	3,883	738	1,182	518	713	4,565	1,473	1,975	522
Mitchell		18,041	.0096	3,614	.0093	109	109	2,310	491	807	383	1,128	4,432	1,940	2,311	418
Montgomery		55,180	.0297	3,324	.0272	94	102	13,302	2,012	4,633	3,577	3,166	12,774	4,062	5,156	1,822
Coffeyville		29,932	.0161		.0122	112	148	6,923	1,071	2,907	2,394	1,906	7,397	1,940	2,731	940
Independence		16,988	.0092		.0076	106	128	3,945	518	1,391	1,050	1,063	4,121	1,031	1,664	596
Morris		7,324	.0040	2,930	.0043	86	80	1,380	233	433	33	134	1,545	670	1,485	83
Morton		4,233	.0022	4,703	.0023	135	129	947	298	165	122	54	382	311	1,065	129
Nemaha		13,020	.0074	3,243	.0071	85	88	2,361	618	871	489	592	2,178	1,457	2,941	452
Neosho		20,154	.0108	3,008	.0104	83	86	4,264	570	1,865	790	940	4,418	1,548	2,516	556
Chanute		15,376	.0083		.0065	103	132	3,398	434	1,547	760	754	3,760	899	1,656	416
Ness		5,188	.0028	2,470	.0033	89	76	1,239	117	380	145	229	1,111	340	1,172	182
Norton		10,809	.0058	3,789	.0047	87	107	1,880	372	546	368	494	3,107	855	1,867	377
Osage		11,467	.0061	2,606	.0064	80	76	2,607	486	306	188	486	2,471	781	1,904	271
Osborne		7,203	.0039	2,770	.0041	80	76	1,670	459	313	245	442	1,718	695	1,183	179
Ottawa		5,828	.0032	2,331	.0032	76	76	1,113	230	340	95	179	1,201	466	1,150	165
Pawnee		11,115	.0059	3,705	.0063	88	82	2,426	650	979	439	165	2,760	971	1,924	384
Phillips		10,174	.0055	2,907	.0055	89	89	1,866	435	678	277	561	1,919	760	1,712	276
Pottawatomie		14,927	.0081	4,034	.0067	92	111	2,261	567	397	341	344	4,542	1,340	1,675	373
Pratt		20,556	.0111	5,139	.0089	116	144	3,487	833	1,671	325	1,225	5,299	1,766	2,543	578
Pratt		18,890	.0102		.0067	137	208	3,196	753	1,671	325	851	5,299	1,617	2,260	404
Rawlins		4,836	.0026	3,023	.0029	85	76	953	345	206	223	80	402	642	1,094	154
Reno	209	77,804	.0419	4,074	.0386	103	118	14,784	3,829	11,417	4,328	4,226	18,421	4,259	8,184	2,147
△Hutchinson		67,194	.0362		.0269	121	163	12,716	3,448	11,074	4,295	3,733	15,911	3,239	6,069	1,919
Republic		8,893	.0048	2,470	.0052	81	75	1,753	568	565	234	256	1,972	1,549	1,189	270
Rice		15,212	.0082	3,042	.0098	97	90	3,986	641	880	284	781	3,678	1,161	2,445	498
Riley		39,020	.0210	5,068	.0198	105	111	7,290	2,908	3,647	2,799	1,789	8,995	3,111	3,717	1,048
Manhattan		34,140	.0184		.0147	113	142	6,407	2,548	3,508	2,799	1,518	8,302	2,009	2,811	940
Rooks		13,110	.0071	4,097	.0060	95	113	2,555	678	472	305	409	2,721	1,313	2,857	379
Rush		7,610	.0041	3,459	.0042	96	95	1,236	256	311	274	158	1,736	910	1,700	272
Russell		15,715	.0085	3,929	.0083	105	108	3,227	851	930	589	757	4,587	1,306	1,666	592
Russell		12,425	.0067		.0055	128	156	2,621	502	723	589	737	3,781	998	1,254	528
Saline		65,873	.0355	4,916	.0281	112	141	11,745	3,870	8,731	3,579	2,329	17,915	4,579	6,854	1,582
Salina		61,776	.0333		.0241	122	169	11,282	3,534	8,723	3,579	2,280	16,552	4,302	5,720	1,520

▲ and △ See end of state for SM Metropolitan County Areas.

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TREND is to the EAGLE in Wichita, Kansas

CIRCULATION

CITY ZONE

	EAGLE	BEACON
	Morning	Evening
3/31/50	51,836	52,380
9/30/50	53,239	54,021
3/31/51	54,729	55,955
9/30/51	58,377	59,845
3/31/52	58,590	59,824
9/30/52	61,271	62,385
3/31/53	61,953	62,852
9/30/53	64,173	64,802
3/31/54	63,014	63,640
9/30/54	64,945	65,582
3/31/55	66,137	66,468
9/30/55	66,877	66,964
Gain	15,041	14,584
% of Increase	29.0	27.8

RETAIL ZONE

EAGLE	BEACON
Combined Daily*	Evening
23,081	31,298
22,968	30,705
24,754	30,138
20,484	26,500
21,351	26,501
22,770	26,570
24,453	26,967
25,462	26,943
25,424	26,489
25,693	25,972
26,675	25,598
26,670	25,477
Gain 3,589	Loss 5,821
% 15.5	18.6

*Unduplicated: Eagle not sold in combination outside city zone.
Source: A.B.C. Publishers' Statements.

ADVERTISING

EAGLE'S PERCENT OF FIELD

(Unduplicated lineage)

1950		1955
42	Department Store	60
52	Retail Grocery	63
61	Chain Grocery	66
34	General Grocery	57
64	Classified	76
34	General Display	50
43	Automotive Display	48
53	New Car Display	52

MORNING • EVENING • SUNDAY
Represented by O'Mara & Ormsbee
WICHITA EAGLE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

KANSAS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Scott		8,263	.0044	6,356	.0035	117	147	1,688	526	251	346	227	1,236	1,225	1,699	307
Sedgwick	159	411,597	.2218	3,965	.2067	109	116	77,752	22,232	53,127	26,530	23,368	93,736	25,626	36,475	15,716
▲Wichita		387,737	.2090		.1688	122	151	73,897	20,443	52,794	26,483	23,016	89,790	22,844	30,409	15,188
Seward		21,390	.0118	5,942	.0094	129	159	3,701	913	1,590	768	1,131	5,614	1,727	2,979	605
Liberal		20,896	.0113		.0079	144	205	3,588	879	1,590	768	1,131	5,614	1,595	2,900	605
Shawnee	150	159,836	.0861	3,881	.0813	106	112	32,654	7,845	20,301	10,180	13,259	32,931	11,078	12,444	5,349
▲Topeka		148,616	.0801		.0678	118	140	28,544	6,818	20,182	9,962	13,087	32,804	9,010	10,546	5,144
Sheridan		4,360	.0024	3,964	.0025	93	89	569	224	132	114	171	1,123	229	1,070	97
Sherman		8,694	.0046	4,140	.0045	107	110	1,622	415	618	285	302	2,790	461	1,500	211
Smith		6,778	.0037	2,421	.0037	74	74	1,305	400	597	57	237	1,241	1,147	1,313	170
Stafford		9,554	.0051	3,412	.0046	87	96	1,701	582	377	123	519	2,825	421	1,752	193
Stanton		1,746	.0010	3,492	.0015	136	91	218	93	73	...	127	219	72	781	72
Stevens		6,180	.0033	5,618	.0031	119	127	1,123	223	232	182	238	2,282	350	959	277
Sumner		28,224	.0152	3,136	.0149	92	94	5,818	1,218	1,486	759	1,589	6,840	2,667	4,521	721
Thomas		13,322	.0072	5,792	.0057	127	160	2,357	849	734	480	365	3,061	976	2,458	366
Trego		5,823	.0032	3,639	.0030	94	100	1,063	199	272	153	402	1,259	885	1,136	193
Wabaunsee		5,062	.0027	2,296	.0030	73	86	1,092	130	221	...	199	1,273	411	805	138
Wallace		2,445	.0013	3,493	.0015	100	87	241	74	28	23	...	584	336	470	85
Washington		7,906	.0043	1,929	.0056	74	87	1,695	446	276	20	288	1,397	583	2,405	169
Wichita		3,728	.0020	4,660	.0018	113	125	651	437	188	57	99	1,042	298	986	...
Wilson		13,884	.0075	2,779	.0071	90	94	3,393	566	563	473	640	3,413	978	1,644	441
Woodson		5,270	.0028	2,635	.0028	78	78	1,134	284	301	40	212	1,239	596	915	142
Wyandotte	72	176,038	.0949	2,910	.1082	92	81	44,088	10,459	10,716	7,616	8,659	51,193	12,174	13,422	7,140
▲Kansas City		160,032	.0863		.0799	102	110	38,281	9,111	10,161	7,473	8,383	48,723	10,638	11,268	6,537
Total Above Cities		1,418,385	.7645		.6123	115	144	286,602	69,660	159,334	83,720	79,869	361,889	90,880	125,296	48,522
State Total		2,344,582	1.2637	3,469	1.2458	97	99	487,229	116,202	203,967	104,755	114,062	557,551	182,667	283,614	78,569

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

KANSAS— SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Hutchinson	209	58.6	.0354	19.1	36.8	89,619	.0338	1,529	4,692
Topeka	150	127.4	.0768	41.5	109.6	213,189	.0803	1,673	5,137
Wichita	159	315.8	.1904	103.8	278.1	542,521	.2042	1,718	5,227
Total Above Areas		501.8	.3026	164.4	422.5	845,329	.3183	1,685	1,742

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Hutchinson	209	77,804	.0419	4,074	.0366	103	118	14,784	3,829	11,417	4,328	4,226	18,421	4,259	8,164	2,147
Topeka	150	159,838	.0861	3,851	.0813	108	112	32,654	7,845	20,301	10,180	13,259	32,931	11,078	12,444	5,349
Wichita	159	411,597	.2218	3,963	.2067	109	116	77,752	22,232	53,127	26,530	23,368	93,738	25,626	36,475	15,716
Total Above Areas		649,237	.3498	3,949	.3246	107	116	125,190	33,906	84,845	41,038	40,853	145,088	40,963	57,083	23,212

KENTUCKY—Counties and Cities — (Other East South Central States: Alabama, Mississippi, Tennessee.)

Map, page 432

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Ashland	Boyd	33.4	419	114	41	28	43	39	33	39	23	12
Bowling Green	Warren	22.7	336	77	54	18	25	16	28	41	23	11
Corbin	Whitley	10.7	163	42	19	15	12	7	15	20	10	3
Covington	Kenton	68.1	792	235	190	61	40	30	36	41	34	36
Danville	Boyle	9.9	141	29	11	9	17	11	14	18	12	4
Elizabethtown	Hardin	8.8	130	15	19	11	13	7	17	16	9	4
Fort Thomas	Campbell	13.1	57	10	9	11	0	5	1	9	2	3
Frankfort	Franklin	22.7	235	48	34	15	23	15	13	31	14	7
Glasgow	Barren	7.8	172	52	15	17	9	11	14	15	15	5
Harlan	Harlan	4.8	98	23	13	5	13	5	14	6	3	4
Hazard	Perry	7.2	125	34	19	9	12	8	10	9	4	3
Henderson	Henderson	19.5	285	56	43	9	22	19	21	35	30	9
Hopkinsville	Christian	15.1	276	62	56	20	29	13	15	27	17	8
Lexington	Fayette	57.9	981	188	184	72	91	55	44	83	55	29
Louisville	Jefferson	412.4	4,111	925	940	356	298	171	149	324	181	188
Madisonville	Hopkins	12.1	207	67	23	22	13	10	24	21	11	3
Mayfield	Graves	13.2	225	61	22	28	21	11	14	19	19	4
Maysville	Mason	9.2	170	36	40	6	18	7	12	10	9	6
Middlesborough	Bell	14.5	170	52	24	15	10	15	7	12	11	3
Newport	Campbell	32.3	450	118	117	37	31	17	27	20	17	15
Owensboro	Daviess	40.5	555	136	98	39	43	33	34	55	36	18
Paducah	McCracken	48.8	584	156	121	28	38	29	39	50	21	27
Paris	Bourbon	7.9	132	27	21	12	10	7	5	12	12	3
Pikeville	Pike	5.8	157	47	19	13	17	16	13	7	7	5
Richmond	Madison	12.2	184	31	25	16	14	8	13	17	15	6
Somerset	Pulaski	7.9	176	43	21	21	15	12	13	14	11	5
Winchester	Clark	9.5	167	31	17	9	18	11	15	14	17	5

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)
Adair		14.4	.0088	3.7		9,631	.0038	669	2,603	4,558
Allen		13.0	.0079	3.9		9,755	.0037	750	2,501	3,642
Anderson		7.8	.0047	2.2		7,794	.0029	999	3,543	3,416
Ballard		10.9	.0066	3.5		8,844	.0034	811	2,527	4,169
Barren		30.0	.0180	8.7	7.8	28,290	.0106	943	3,252	10,627
Glasgow		7.8	.0047	2.6		10,801	.0041	1,385	4,154	
Bath		9.4	.0057	2.5		7,075	.0027	753	2,830	5,324
Bell		37.4	.0228	8.7	18.5	29,812	.0168	770	3,312	205
Middlesborough		14.5	.0057	3.8		13,933	.0052	961	3,667	
Boone		16.7	.0100	4.7		18,458	.0070	1,105	3,927	4,543
Bourbon		17.6	.0107	5.1	7.9	21,782	.0082	1,238	4,265	13,741
Paris		7.9	.0048	2.5		13,927	.0049	1,636	5,171	
Boyd	65	57.2	.0345	15.7	42.8	76,847	.0289	1,343	4,895	922
▲Ashland		33.4	.0201	9.7		51,106	.0192	1,530	5,269	

Income Breakdown of Consumer Spending Units

Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
4.1	2,338	68.3	42.3	23.2	33.2	6.2	13.7	2.3	10.8
4.0	2,455	61.8	36.5	28.0	38.1	8.3	17.5	1.9	7.9
2.4	3,260	41.5	18.5	36.4	37.2	17.4	27.6	4.7	16.7
3.4	2,581	55.8	31.3	31.8	41.2	10.9	21.9	1.5	5.6
9.3	3,042	53.2	25.3	28.6	31.5	13.5	22.9	4.7	20.3
2.9	3,745	43.1	16.7	28.2	25.1	20.8	28.7	7.9	29.5
2.6	2,714	56.1	29.9	30.1	37.2	10.7	20.3	3.1	12.6
9.4	3,081	46.0	21.8	35.4	38.5	14.8	24.7	3.8	15.2
4.2	3,353	43.3	18.7	34.4	34.3	17.0	26.2	5.3	20.8
5.1	3,636	35.3	14.1	32.6	29.9	25.7	38.5	6.4	19.5
8.6	3,873	40.0	15.0	30.9	28.5	20.5	27.4	8.6	31.1
3.2	4,023	37.9	13.7	30.6	25.4	22.0	28.2	9.5	32.7
17.1	4,492	26.5	8.5	26.6	13.9	35.6	49.9	11.3	30.7
10.7	4,757	24.6	7.5	25.5	17.9	36.9	40.0	13.0	34.6

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

OWENSBORO'S ALL-DAY NEWSPAPER

Leads Owensboro Market to ALL-TIME RECORDS

Owensboro-Daviess County

Home of General Electric Tube Works, Texas Gas Transmission Corp., Headquarters Westinghouse Lamp Plant, Green River Steel Corp., Glenmore, Fleischmann, and Medley Distilleries, Tank Manufacturers, among others.

RETAIL SALES

1955	$72,134,000
1953	$57,463,000
GAIN	$14,671,000

Messenger INQUIRER

The Owensboro Messenger, 1874 — Combined January 2, 1929, With — THE OWENSBORO INQUIRER, 1884

Publication as a 7-day newspaper initiated Monday, Sept. 19, 1955

OWENSBORO PUBLISHING COMPANY — OWENSBORO, KENTUCKY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

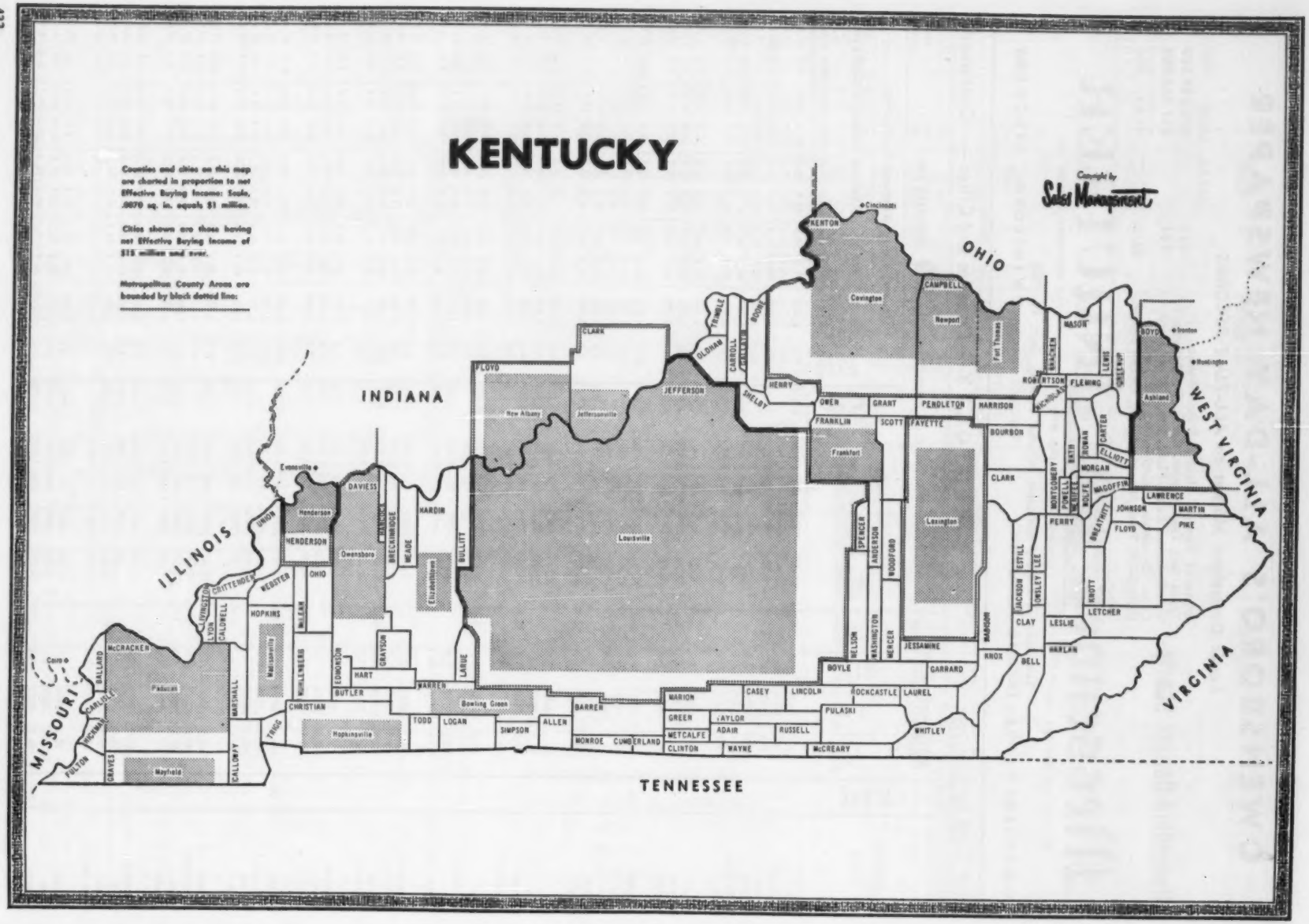
KENTUCKY — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Boyle		21.7	.0130	5.6	9.9	23,491	.0088	1,083	4,195	6,663	6.4	3,657	42.3	16.7	28.6	26.3	21.3	30.0	7.8	27.0
Danville		9.9	.0060	3.4		14,157	.0053	1,430	4,164		3.6	3,929	39.1	14.4	26.9	22.8	24.6	32.4	9.4	30.4
Bracken		9.3	.0057	2.9		8,798	.0033	946	3,034	4,842	2.9	3,001	44.8	21.6	35.6	39.6	16.7	26.8	2.9	10.0
Breathitt		18.0	.0108	3.6		9,088	.0035	505	2,524	947	4.1	2,210	70.7	46.3	22.4	33.9	5.2	12.2	1.7	7.6
Breckenridge		14.4	.0087	4.0		11,886	.0044	825	2,972	5,513	4.3	2,741	58.3	29.7	27.3	33.3	13.1	24.8	3.3	12.2
Bullitt		13.8	.0083	3.9		13,817	.0052	1,001	3,543	2,663	4.1	3,364	40.3	17.3	31.7	31.5	22.7	34.9	5.3	16.3
Butler		9.3	.0056	2.3		6,202	.0024	667	2,697	2,297	2.8	2,199	70.6	46.5	22.4	34.0	5.7	13.5	1.3	6.0
Caldwell		14.0	.0085	4.3	5.8	15,108	.0057	1,079	3,513	3,335	4.8	3,174	49.8	22.7	30.4	32.0	14.6	23.8	5.2	21.5
Calloway		16.3	.0098	4.9	4.9	16,514	.0062	1,013	3,370	4,668	5.9	2,796	53.1	27.5	31.0	37.1	13.3	24.5	2.6	10.9
Campbell	29	84.8	.0511	26.3	70.5	124,169	.0467	1,464	4,721	2,546	26.8	4,642	24.0	7.5	26.8	19.4	37.1	41.2	12.1	31.9
Newport		32.3	.0195	10.2		47,545	.0179	1,472	4,661		11.0	4,320	24.1	8.1	30.3	23.5	36.0	43.0	9.6	25.4
Fort Thomas		13.1	.0079	3.8		24,127	.0091	1,842	6,349		4.2	5,684	25.2	6.4	19.0	11.2	36.1	32.8	19.7	49.6
Carlisle		6.1	.0037	1.8		4,735	.0018	776	2,631	2,694	1.8	2,619	55.2	30.5	30.1	38.4	13.2	26.1	1.5	5.0
Carroll		8.6	.0052	2.6	3.4	10,032	.0038	1,167	3,858	2,927	2.8	3,537	41.3	16.9	36.0	34.1	16.5	24.1	6.2	24.9
Carter		24.2	.0146	5.8		17,400	.0065	719	3,000	2,199	6.0	2,904	49.9	24.9	34.4	39.8	12.2	21.7	3.5	13.8
Casey		14.4	.0087	3.4		8,838	.0034	614	2,599	4,803	3.7	2,411	62.6	37.6	27.5	38.1	8.5	18.3	1.4	6.0
Christian		67.0	.0404	16.9	22.8	78,142	.0294	1,166	4,624	10,899	24.4	3,200	47.4	21.4	32.9	34.4	14.5	23.5	5.2	20.7
Hopkinsville		15.1	.0091	3.3		19,507	.0073	1,292	5,911		5.5	3,515	44.3	18.3	32.6	30.9	16.3	24.0	6.8	26.8
Clark		20.8	.0125	6.1	9.5	24,870	.0094	1,196	4,077	10,032	6.6	3,744	41.2	15.9	30.4	27.2	20.8	28.7	7.6	28.2
Winchester		9.5	.0057	3.0		12,999	.0049	1,368	4,333		3.5	3,723	42.4	16.5	29.4	26.4	20.3	28.1	7.9	29.0
Clay		19.8	.0120	4.0		11,150	.0042	563	2,788	1,835	4.3	2,622	58.3	32.2	29.9	38.0	9.7	19.1	2.1	10.7
Clinton		7.9	.0047	1.9		4,831	.0018	619	2,543	1,758	2.0	2,436	62.3	37.1	27.5	37.7	8.3	17.5	1.9	7.7
Crittenden		8.7	.0052	2.6		6,804	.0025	782	2,617	2,493	2.5	2,737	56.5	29.9	28.1	34.3	12.2	23.0	3.2	12.8
Cumberland		8.1	.0049	2.1		5,197	.0020	642	2,475	2,368	2.3	2,299	69.7	43.9	21.8	31.6	6.5	14.6	2.0	9.9
Daviess		61.3	.0370	17.3	40.5	78,409	.0295	1,279	4,532	9,341	19.4	4,052	34.0	12.2	31.0	25.5	25.8	32.9	9.2	29.4
Owensboro		40.5	.0244	12.0		59,089	.0222	1,459	4,924		14.1	4,205	32.0	11.0	30.8	24.5	27.3	33.5	9.9	31.0
Edmonson		7.6	.0046	1.9		4,669	.0018	614	2,457	2,045	1.9	2,446	62.2	36.8	28.0	38.3	7.9	16.6	1.9	8.3
Elliott		6.8	.0041	1.4		3,882	.0014	571	2,773	1,407	1.6	2,455	60.8	35.9	28.1	38.2	9.4	19.8	1.7	6.1
Estill		11.3	.0068	2.8	2.8	8,939	.0034	791	3,193	1,358	3.0	2,949	51.9	25.5	29.0	32.9	15.3	26.8	3.8	14.8
Fayette	78	118.5	.0715	34.0	83.9	183,873	.0692	1,552	5,408	17,109	42.8	4,296	36.3	12.2	28.5	22.2	23.7	28.5	11.5	37.1
▲Lexington		57.9	.0349	17.0		91,152	.0343	1,574	5,362		24.0	3,800	41.5	15.8	29.2	25.7	20.6	28.0	8.7	30.5
Fleming		10.3	.0062	3.0		7,926	.0030	770	2,642	6,884	3.0	2,642	57.3	31.4	29.0	36.7	11.1	21.7	2.6	10.2
Floyd		42.9	.0258	9.4	3.0	32,827	.0124	765	3,492	453	10.0	3,288	40.3	17.8	37.7	38.3	17.5	27.5	4.5	16.4
Franklin		26.2	.0158	7.8	22.7	38,422	.0144	1,466	4,926	4,836	9.1	4,227	32.1	11.0	29.5	23.3	27.9	34.1	10.5	31.6
Frankfort		22.7	.0137	7.2		36,548	.0138	1,610	5,076		8.6	4,234	32.0	10.9	29.6	23.4	27.9	34.0	10.5	31.7
Fulton		12.3	.0075	3.6	3.0	12,570	.0048	1,022	3,492	5,569	3.9	3,261	46.8	20.8	28.8	29.5	18.3	29.0	6.1	20.7
Gallatin		3.7	.0022	1.1		3,806	.0014	1,029	3,460	1,714	1.1	3,342	48.1	20.0	35.9	35.9	11.7	18.1	6.3	26.0
Garrard		12.0	.0072	3.3		12,297	.0046	1,025	3,726	7,400	3.6	3,428	42.4	17.9	31.8	31.1	20.1	30.2	5.7	20.8
Grant		10.4	.0063	3.2		8,959	.0034	861	2,800	4,892	3.1	2,876	48.8	24.6	31.8	37.0	16.7	29.9	2.7	8.5
Graves		33.1	.0200	10.6	13.2	35,023	.0132	1,058	3,304	7,895	10.9	3,221	43.7	19.7	33.3	34.5	18.5	29.7	4.5	16.1
Mayfield		13.2	.0080	4.1		18,097	.0068	1,371	4,414		5.1	3,552	37.9	15.4	34.0	32.0	22.2	32.3	5.9	20.3
Grayson		16.3	.0098	4.5		11,441	.0043	702	2,542	4,124	4.7	2,457	64.6	38.1	24.4	33.2	8.5	17.9	2.5	10.8
Green		8.9	.0054	2.6		6,675	.0025	750	2,567	4,217	2.7	2,513	61.1	35.2	26.9	35.9	10.0	20.5	2.0	8.4
Greenup		28.7	.0173	7.2	4.4	28,276	.0107	985	3,927	1,898	7.7	3,649	33.0	13.1	32.9	30.2	28.1	39.7	6.0	17.0

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.


KENTUCKY
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0070 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
Copyright by Sales Management
OHIO
INDIANA
ILLINOIS
MISSOURI
WEST VIRGINIA
VIRGINIA
TENNESSEE
Cincinnati
Ironton
Huntington
Evansville
Cairo
Louisville
Lexington
Frankfort
Owensboro
Paducah
Hopkinsville
Bowling Green
Mayfield
Madisonville
Elizabethtown
New Albany
Jeffersonville
Covington
Newport
Fort Thomas
Ashland
BOYD
GREENUP
LAWRENCE
JOHNSON
MARTIN
PIKE
FLOYD
KNOTT
LETCHER
PERRY
BREATHITT
MORGAN
MAGOFFIN
ELLIOTT
CARTER
ROWAN
MONTGOMERY
POWELL
WOLFE
MENIFEE
BATH
ROBERTSON
MASON
LEWIS
FLEMING
BRACKEN
PENDLETON
HARRISON
BOURBON
CLARK
MADISON
ESTILL
LEE
OWSLEY
JACKSON
CLAY
LESLIE
HARLAN
BELL
KNOX
WHITLEY
McCREARY
LAUREL
ROCKCASTLE
PULASKI
RUSSELL
WAYNE
CLINTON
CUMBERLAND
ADAIR
TAYLOR
GREEN
METCALFE
MONROE
CASEY
LINCOLN
GARRARD
BOYLE
JESSAMINE
MERCER
WASHINGTON
NELSON
SPENCER
ANDERSON
WOODFORD
FAYETTE
SCOTT
FRANKLIN
OWEN
GRANT
HENRY
SHELBY
OLDHAM
TRIMBLE
CARROLL
GALLATIN
BOONE
KENTON
CAMPBELL
ROBERTSON
NICHOLAS
BRACKEN
MASON
LEWIS
GREENUP
BOYD
CARTER
ROWAN
BATH
MENIFEE
MORGAN
MAGOFFIN
LAWRENCE
JOHNSON
MARTIN
PIKE
FLOYD
PERRY
BREATHITT
KNOTT
LETCHER
CLAY
LESLIE
HARLAN
BELL
KNOX
WHITLEY
McCREARY
LAUREL
ROCKCASTLE
PULASKI
RUSSELL
WAYNE
CLINTON
CUMBERLAND
ADAIR
TAYLOR
GREEN
METCALFE
MONROE
CASEY
LINCOLN
GARRARD
BOYLE
JESSAMINE
MERCER
WASHINGTON
NELSON
SPENCER
ANDERSON
WOODFORD
FAYETTE
SCOTT
FRANKLIN
OWEN
GRANT
HENRY
SHELBY
OLDHAM
TRIMBLE
CARROLL
GALLATIN
BOONE
KENTON
CAMPBELL
CLARK
JEFFERSON
FLOYD
HARDIN
BULLITT
MEADE
BRECKINRIDGE
DAVIESS
HENDERSON
UNION
WEBSTER
HOPKINS
MUHLENBERG
OHIO
GRAYSON
EDMONSON
BUTTER
HART
WARREN
BARREN
LARUE
TODD
LOGAN
SIMPSON
ALLEN
TRIGG
CHRISTIAN
CALDWELL
LYON
CRITTENDEN
LIVINGSTON
MARSHALL
GALLOWAY
McCRACKEN
BALLARD
CARLISLE
HICKMAN
FULTON
GRAVES



First in Kentucky—

"The Blue-Chip Buy in the Bluegrass State"

Romance and glamor aside, here's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First In PROGRAMMING — The best from NBC and ABC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better *experience* — by more than a year!

WAVE-TV

CHANNEL **3** LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC & ABC

NBC SPOT SALES
Exclusive National Representatives

In PADUCAH, Ky., It Only Takes ONE To Get Your Story Across

There AIN'T but one—but it's well worth using!

48% More Retail Sales Than in 1950 • 49% More Population

Figures like these mean more sales for the advertiser who uses The Paducah Sun-Democrat to go after them.

Paducah-McCracken County retail sales grew from $46,679,000 in 1950 to $68,994,000 in 1955; population from 49,137 to 73,400. (Sales Management.)

In The Sun-Democrat's 14-county trade area retail sales were $130,265,000 in 1950 and $252,469,000 in 1955; population was 211,689 in 1950 and 234,500 in 1955.

Three factors account for these gains:

The billion-dollar atomic energy plant built near Paducah, with a present operating payroll of about $10,000,000.

The growth of a chemical plant center at nearby Calvert City, where more than $60,000,000 has been invested since 1947.

The expanding tourist business attracted by Kentucky Dam and Lake, visited last year by 1,500,000 persons.

This vastly improved West Kentucky market is served, in the newspaper field, by The Paducah Sun-Democrat—proud of the role it has played in this area's development and proud to offer itself to advertisers as an effective sales force in its market.

R.O.P. COLOR (3 colors and black)

Affiliated with WKYB (NBC)
John E. Pearson Co., Rep.

The Paducah Sun-Democrat
Paducah, Ky.

Natl. Representative
Burke, Kuipers & Mahoney

KENTUCKY — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Hancock		5.0	.0030	1.5		3,858	.0014	772	2,572	2,241	1.5	2,510	58.9	34.0	31.5	41.8	7.5	15.5	2.1	8.7
Hardin		61.0	.0368	11.2	8.0	88,012	.0332	1,443	7,958	6,481	29.0	2,973	52.0	25.3	27.8	31.3	15.8	27.4	4.4	16.0
Elizabethtown		8.8	.0053	2.7		12,460	.0047	1,416	4,615		3.1	4,039	36.6	13.1	30.0	24.9	23.9	30.6	9.5	31.4
Harlan		67.7	.0408	15.9	19.6	64,854	.0244	958	4,079	221	17.2	3,766	29.3	11.3	40.5	36.0	23.8	32.6	6.4	20.1
Harlan		4.8	.0029	1.2		9,192	.0035	1,915	7,660		1.8	5,064	30.9	8.8	29.3	19.4	26.1	26.6	13.7	45.2
Harrison		15.5	.0093	4.9	5.6	18,329	.0065	1,118	3,537	8,382	5.0	3,494	44.0	18.2	32.3	31.1	16.6	24.5	7.1	26.2
Hart		12.9	.0078	3.7		9,761	.0037	757	2,638	6,357	3.8	2,603	59.2	32.9	27.9	35.9	10.5	20.9	2.4	10.3
Henderson		34.3	.0207	10.4	19.5	40,061	.0151	1,169	3,854	8,171	10.7	3,741	36.7	14.2	32.2	28.8	23.6	32.6	7.5	24.4
Henderson		19.5	.0118	6.3		25,458	.0096	1,306	4,041		6.6	3,867	34.6	13.0	32.6	28.1	24.6	32.9	8.2	26.0
Henry		11.1	.0067	3.3		10,517	.0039	947	3,187	7,312	3.5	3,021	46.1	23.1	31.2	34.6	16.4	26.0	4.3	14.3
Hickman		6.9	.0042	2.1		5,665	.0022	821	2,698	4,476	2.1	2,691	55.8	30.0	29.2	36.4	12.1	23.1	2.9	10.5
Hopkins		41.9	.0252	12.4	15.2	47,637	.0179	1,137	3,842	3,309	13.0	3,654	41.5	16.4	28.5	28.1	22.3	31.5	7.7	26.0
Madisonville		12.1	.0073	4.0		17,500	.0066	1,446	4,375		4.2	4,128	37.4	13.1	27.7	22.4	23.7	29.7	11.2	34.8
Jackson		10.8	.0066	2.6		6,238	.0023	578	2,399	1,893	2.9	2,174	70.1	48.7	24.1	37.0	4.9	11.8	.9	4.5
Jefferson	84	568.0	.3425	170.8	479.3	963,086	.3626	1,696	5,639	8,751	192.9	4,993	24.7	7.2	26.9	18.0	33.3	34.4	15.1	40.4
▲Louisville		412.4	.2487	124.6		720,330	.2712	1,747	5,781		147.4	4,887	25.2	7.5	27.5	18.7	32.9	34.8	14.4	39.0
Jessamine		14.2	.0086	4.1	4.0	10,770	.0064	1,181	4,090	6,791	5.3	3,176	49.5	22.6	30.3	31.9	15.1	24.6	5.1	20.9
Johnson		18.6	.0112	4.5	3.4	12,905	.0048	686	2,846	862	4.5	2,867	53.5	27.0	29.1	33.9	13.9	25.1	3.5	14.0
Kenton	29	115.3	.0695	36.1	100.5	182,393	.0686	1,582	5,052	2,695	38.2	4,771	21.8	6.6	27.7	19.5	37.2	40.2	13.3	33.7
Covington		68.1	.0411	21.4		105,989	.0399	1,556	4,953		23.4	4,538	22.7	7.3	29.1	21.4	36.4	41.4	11.8	29.9
Knott		16.7	.0101	3.3		8,658	.0033	518	2,624	254	3.5	2,484	59.2	34.5	31.3	42.1	8.0	16.6	1.5	6.8
Knox		28.2	.0170	6.3	3.9	17,645	.0067	673	2,801	1,084	6.5	2,726	57.4	30.5	26.6	32.7	13.1	24.8	2.9	12.0
1Corbin																				
Larue		11.3	.0068	3.0		10,281	.0038	910	3,427	4,510	3.6	2,895	51.5	25.8	31.0	35.8	14.4	25.7	3.1	12.7
Laurel		34.3	.0147	6.0	3.3	16,938	.0064	607	2,823	2,806	6.1	2,789	57.0	29.6	27.3	32.8	12.0	22.2	3.7	15.4
Lawrence		15.3	.0092	3.8		10,216	.0038	668	2,688	1,562	4.0	2,584	62.7	35.1	21.8	28.3	12.5	25.0	3.0	11.6

1 Corbin is in Knox and Whitley Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Lee		7.7	.0046	1.8		4,974	.0019	646	2,763	613	2.1	2,409	62.7	37.7	28.3	39.3	7.6	16.3	1.4	6.7
Leslie		15.9	.0096	3.1		10,130	.0038	637	3,268	306	3.4	2,956	53.5	26.2	31.9	36.2	10.4	18.1	4.2	19.5
Letcher		30.6	.0185	6.8	5.5	23,036	.0087	753	3,388	177	7.3	3,163	43.4	19.9	38.2	40.3	13.6	22.2	4.8	17.6
Lewis		12.9	.0078	3.1		9,605	.0036	745	3,098	3,544	3.6	2,669	54.2	29.4	31.2	39.1	12.5	24.2	2.1	7.3
Lincoln		19.0	.0114	5.0		14,585	.0055	768	2,917	6,907	5.3	2,735	55.8	29.5	28.8	35.3	12.0	22.6	3.4	12.6
Livingston		7.1	.0043	2.1		5,121	.0019	721	2,439	2,694	2.0	2,519	64.2	36.9	26.6	35.3	6.5	13.4	2.7	14.4
Logan		23.6	.0142	6.9	4.8	18,404	.0070	780	2,667	9,647	6.6	2,807	53.6	27.7	31.7	37.7	11.5	21.2	3.2	13.4
Lyon		7.5	.0046	1.9		5,173	.0019	690	2,723	2,081	1.9	2,728	55.5	29.5	30.2	36.9	11.7	22.1	2.6	11.5
McCracken	236	73.4	.0442	23.3	48.8	99,262	.0374	1,352	4,260	3,011	25.1	3,948	35.7	13.1	31.4	26.6	24.0	31.4	8.9	28.9
△Paducah		48.8	.0294	15.8		70,653	.0266	1,448	4,472		17.8	3,976	35.4	12.9	31.3	26.3	24.2	31.5	9.1	29.3
McCreary		13.3	.0081	2.9		7,999	.0030	601	2,758	235	3.0	2,690	56.9	30.6	28.6	35.7	11.6	22.3	2.9	11.4
McLean		12.0	.0072	3.4		9,363	.0035	780	2,754	3,408	3.3	2,841	54.2	27.6	30.1	35.4	11.7	21.3	4.0	15.7
Madison		34.1	.0208	9.4	15.1	38,742	.0146	1,136	4,121	11,188	12.2	3,166	50.2	23.0	30.6	32.3	13.9	22.7	5.3	22.0
Richmond		12.2	.0074	3.5		17,951	.0068	1,471	5,129		5.3	3,372	49.9	21.4	29.0	28.8	14.5	22.2	6.6	27.6
Magoffin		11.5	.0069	2.4		5,995	.0023	521	2,498	1,123	2.6	2,285	65.7	41.6	25.7	37.7	7.8	17.6	.8	3.1
Marion		14.6	.0088	3.5	4.0	13,227	.0050	906	3,779	6,806	4.1	3,226	49.1	22.0	28.8	30.0	16.4	26.2	5.7	21.8
Marshall		15.9	.0096	4.8		14,930	.0056	939	3,110	2,183	4.9	3,038	48.4	23.0	31.7	34.9	15.9	27.1	4.0	15.0
Martin		10.7	.0064	2.3		5,555	.0021	519	2,415	169	2.2	2,538	55.3	31.5	33.4	44.0	10.6	21.7	.7	2.8
Mason		20.2	.0122	5.8	9.2	23,036	.0086	1,140	3,972	7,779	6.5	3,526	41.2	16.9	30.4	28.9	22.0	32.2	6.4	22.0
Maysville		9.2	.0055	3.1		12,734	.0048	1,384	4,108		3.3	3,860	37.1	13.9	30.6	26.5	24.2	32.4	8.1	27.2
Meade		11.5	.0070	2.1		10,699	.0041	930	5,095	3,216	3.3	3,202	43.4	19.6	34.0	35.5	18.0	29.0	4.6	15.9
Menifee		3.6	.0021	.9		2,060	.0007	572	2,289	857	.8	2,444	64.4	38.2	25.4	34.7	7.9	16.8	2.3	10.3
Mercer		13.8	.0083	4.2	5.1	13,204	.0050	957	3,144	7,996	4.1	3,243	45.0	20.1	31.7	32.8	18.6	29.6	4.7	17.5
Metcalfe		6.5	.0040	1.7		4,330	.0016	666	2,547	3,887	1.9	2,267	68.2	43.5	24.1	35.7	6.3	14.3	1.4	6.5
Monroe		11.3	.0068	2.9		7,236	.0028	640	2,495	3,586	3.2	2,291	67.9	42.9	23.8	34.8	6.9	15.5	1.4	6.8
Montgomery		12.1	.0073	2.6	4.9	12,969	.0048	1,072	4,988	5,431	3.7	3,474	45.9	19.1	31.0	29.9	16.4	24.4	6.7	26.6
Morgan		9.3	.0056	2.3		5,698	.0022	613	2,477	2,866	2.3	2,453	64.1	37.8	25.2	34.4	8.2	17.3	2.5	10.5
Muhlenberg		29.4	.0177	7.9	6.3	22,770	.0086	774	2,882	2,515	8.2	2,763	54.4	28.5	28.8	35.0	13.8	25.8	3.0	10.7
Nelson		20.0	.0121	4.9	4.3	19,530	.0073	977	3,986	8,169	5.9	3,325	46.5	20.2	30.8	31.1	16.6	25.7	6.1	23.0
Nicholas		6.8	.0041	2.1		6,627	.0025	975	3,156	5,227	2.2	2,964	51.9	25.4	29.5	33.2	14.1	24.6	4.5	16.8
Ohio		17.3	.0104	4.9		13,732	.0052	794	2,802	3,457	5.3	2,588	59.6	33.3	27.0	35.0	10.9	21.7	2.5	10.0
Oldham		12.0	.0073	2.8		11,616	.0044	968	4,149	4,718	3.2	3,651	37.9	15.0	33.2	30.5	21.8	30.8	7.1	23.7
Owen		8.7	.0052	2.6		8,489	.0032	976	3,265	7,476	2.7	3,138	45.3	20.9	32.2	34.2	18.3	30.2	4.2	14.7
Owsley		6.2	.0037	1.4		3,358	.0012	542	2,399	1,104	1.6	2,159	70.2	47.1	23.3	36.2	5.8	13.8	.7	2.9
Pendleton		9.7	.0059	3.0		10,178	.0039	1,049	3,393	5,350	3.2	3,193	41.9	19.0	34.6	36.2	19.5	31.6	4.0	13.2
Perry		35.8	.0216	7.8	7.2	26,665	.0100	745	3,419	291	8.1	3,311	39.1	17.1	38.9	39.2	17.4	27.2	4.6	16.5
Hazard		7.2	.0043	1.7		9,224	.0035	1,281	5,426		2.2	4,212	32.1	11.0	31.2	24.8	26.8	32.9	9.9	31.3
Pike		68.4	.0412	15.4	5.8	53,787	.0202	786	3,493	490	16.2	3,325	39.5	17.2	37.5	37.8	18.2	28.3	4.8	16.7
Pikeville		5.8	.0035	1.5		9,298	.0035	1,603	6,199		2.1	4,405	37.3	12.3	27.2	20.7	23.1	27.0	12.4	40.0
Powell		6.6	.0040	1.6		4,262	.0016	646	2,664	780	1.7	2,552	63.6	36.1	25.4	33.4	7.7	15.5	3.3	15.0
Pulaski		33.3	.0201	8.8	7.9	25,173	.0095	756	2,861	6,370	9.1	2,754	55.9	29.4	28.4	34.4	12.4	23.3	3.3	12.9
Somerset		7.9	.0048	2.4		9,320	.0035	1,180	3,883		2.7	3,500	42.8	17.7	30.4	29.1	19.6	28.9	7.2	24.3
Robertson		2.7	.0016	.7		2,557	.0010	947	3,653	1,839	.9	2,896	50.6	25.3	34.1	39.4	12.1	21.6	3.2	13.7
Rockcastle		11.2	.0068	2.7		7,226	.0027	645	2,677	2,206	2.8	2,596	60.2	33.6	27.8	35.8	9.6	19.0	2.4	11.6
Rowan		11.6	.0070	2.8	2.9	9,503	.0038	819	3,394	1,334	3.4	2,789	53.1	27.6	31.0	37.1	13.0	24.0	2.9	11.3
Russell		10.5	.0063	2.7		6,394	.0024	609	2,368	2,552	2.7	2,388	63.2	38.3	26.9	37.7	8.6	18.7	1.3	5.3
Scott		15.5	.0094	4.4	5.8	18,165	.0068	1,172	4,128	9,560	5.6	3,251	48.5	21.6	29.8	30.7	16.2	25.7	5.5	22.0
Shelby		21.1	.0127	6.1	5.4	23,748	.0090	1,125	3,893	12,064	6.3	3,780	38.8	14.9	32.1	28.3	21.6	29.6	7.5	27.2
Simpson		13.1	.0079	3.9	5.0	12,231	.0046	934	3,138	5,902	4.2	2,894	54.8	27.4	29.8	34.5	10.9	19.5	4.5	18.6
Spencer		5.5	.0033	1.4		5,535	.0021	1,006	3,954	4,803	1.7	3,271	50.6	22.4	30.3	31.0	12.3	19.4	6.8	27.2
Taylor		14.3	.0086	3.9	3.5	12,406	.0048	868	3,181	4,853	4.2	2,924	53.8	26.6	28.8	33.0	13.2	23.3	4.2	17.1
Todd		12.2	.0074	3.5		9,683	.0037	794	2,767	5,972	3.6	2,719	56.6	30.2	29.3	35.9	10.6	20.2	3.5	13.7
Trigg		7.9	.0047	2.0		6,143	.0023	778	3,072	4,052	2.3	2,648	63.0	34.4	23.6	29.9	9.6	18.7	3.8	17.0
Trimble		5.8	.0035	1.7		5,661	.0021	976	3,330	2,979	1.8	3,193	49.4	22.4	30.1	31.6	15.8	25.5	4.7	20.5
Union		13.1	.0079	3.6	2.9	14,594	.0055	1,114	4,054	6,549	4.0	3,670	44.4	17.5	28.1	25.7	19.6	27.5	7.9	29.3
Warren		44.4	.0268	13.2	22.7	48,066	.0181	1,083	3,641	10,617	15.0	3,209	51.3	23.1	27.3	28.5	15.8	25.4	5.6	23.0
Bowling Green		22.7	.0137	7.2		30,227	.0114	1,332	4,198		9.4	3,216	50.9	22.9	27.2	28.3	16.3	26.2	5.6	22.6
Washington		11.2	.0068	2.9		8,734	.0033	780	3,012	7,658	3.0	2,899	50.3	25.2	32.2	37.1	14.1	25.1	3.4	12.6
Wayne		14.7	.0088	3.5	2.7	9,094	.0034	619	2,598	3,231	3.6	2,493	62.6	36.4	27.5	36.9	7.3	15.0	2.6	11.7
Webster		14.0	.0085	4.5	3.6	13,257	.0050	947	2,946	3,387	4.5	2,947	55.6	27.3	28.4	30.0	13.8	24.1	4.2	18.6

▲ and △ See end of state for SM Metropolitan County Areas.

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KENTUCKY — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Whitley		26.1	.0157	6.5	12.4	20,249	.0076	776	3,115	913	7.0	2,898	52.5	26.2	28.4	32.9	15.7	27.9	3.4	13.0
1Corbin		10.7	.0065	3.1		11,905	.0045	1,113	3,840		3.5	3,389	43.1	18.0	29.3	28.9	23.5	35.8	5.1	17.3
Wolfe		5.7	.0035	1.3		3,337	.0013	585	2,567	1,256	1.4	2,373	64.3	39.2	25.9	36.5	8.0	17.5	1.8	6.8
Woodford		11.6	.0070	3.4	2.9	13,774	.0052	1,187	4,051	8,169	3.5	3,939	35.7	13.1	33.7	28.7	21.6	29.3	9.0	29.9
Total Above Cities		928.0	.5597	281.1		1,474,229	.5551	1,589	5,243		333.4	4,422	30.7	10.0	28.5	21.6	29.1	34.0	11.7	34.4
State Total		3,013.3	1.8173	826.4	1238.9	3,460,943	1.2903	1,145	4,176	821,382	927.9	3,719	40.7	15.8	29.4	26.6	21.9	30.3	8.0	27.3

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adair		7,478	.0040	2,021	.0047	55	47	1,523	155	869	372	338	1,782	523	591	238
Allen		9,700	.0052	2,487	.0050	63	66	1,658	358	901	516	272	2,982	452	1,613	210
Anderson		5,730	.0031	2,006	.0033	70	66	1,424	290	571	150	139	1,301	319	382	199
Ballard		5,935	.0032	1,696	.0040	61	48	1,923	198	331	50	351	813	522	706	140
Barren		23,822	.0127	2,704	.0127	71	71	4,726	738	2,565	1,342	701	5,888	2,020	3,320	760
Glasgow		17,542	.0095		.0058	123	202	3,373	417	1,686	1,245	577	4,896	1,292	2,607	606
Bath		3,766	.0020	1,506	.0031	54	35	1,353	82	388	116	204	504	284	252	96
Bell		25,279	.0136	2,906	.0140	62	60	6,682	1,638	3,196	1,360	1,843	5,194	1,664	1,268	912
Middlesborough		16,703	.0090		.0070	80	103	3,600	1,116	2,513	795	1,606	3,582	838	833	588
Boone		9,653	.0052	2,054	.0071	71	52	2,477	878	625	...	194	1,851	916	1,536	192
Bourbon		16,157	.0088	3,168	.0099	83	82	4,450	683	1,078	483	613	2,526	1,147	2,816	384
Paris		14,532	.0078		.0058	121	163	3,895	646	1,032	442	570	2,337	936	2,511	325
Boyd	65	56,431	.0304	3,894	.0304	88	88	14,015	1,837	8,735	3,898	3,536	12,514	2,882	2,948	1,609
▲Ashland		50,137	.0270		.0217	108	134	11,996	1,498	8,007	3,823	3,319	12,478	2,532	2,621	1,362
Boyle		19,926	.0107	3,559	.0102	78	82	4,087	703	2,583	1,472	407	4,937	1,410	2,728	549
Danville		17,952	.0097		.0068	113	162	3,494	538	2,497	1,393	341	4,937	1,164	2,297	420
Bracken		5,196	.0028	1,792	.0037	65	49	1,229	221	557	50	26	1,099	145	1,663	87
Breathitt		5,655	.0030	1,543	.0048	44	28	1,593	176	1,118	85	248	1,157	483	443	83
Breckinridge		5,873	.0032	1,468	.0049	56	37	1,499	192	1,281	...	88	728	862	834	82
Bullitt		7,181	.0038	1,841	.0064	66	46	2,315	219	529	48	85	1,314	774	1,038	245
Butler		2,321	.0013	1,009	.0027	48	23	749	20	571	52	89	105	299	318	61
Caldwell		10,290	.0055	2,393	.0062	73	65	2,560	254	1,086	351	330	2,200	918	1,279	330
Calloway		18,957	.0103	3,869	.0081	83	105	3,601	629	1,572	532	579	6,170	1,280	2,095	537
Campbell	29	75,457	.0406	2,869	.0458	90	79	22,172	11,095	5,051	2,982	3,483	14,876	3,787	3,250	2,776
Newport		51,461	.0277		.0212	109	142	13,189	5,755	3,552	2,776	2,654	13,584	2,135	2,409	1,621
Fort Thomas		5,198	.0028		.0070	89	35	2,804	411	205	...	328	125	460	146	376
Carlisle		5,024	.0027	2,791	.0024	65	73	979	171	329	70	...	1,743	255	1,270	118
Carroll		8,114	.0044	3,121	.0043	83	85	2,290	756	483	381	308	1,355	714	662	189
Carter		9,724	.0052	1,677	.0077	53	36	2,620	350	1,213	676	543	2,126	564	702	257
Casey		5,303	.0029	1,560	.0043	49	33	1,281	158	777	...	212	1,703	381	634	...
Christian		42,573	.0229	2,519	.0297	74	57	8,255	3,778	4,068	2,959	1,977	8,750	2,944	4,547	926
Hopkinsville		33,477	.0180		.0109	120	198	6,711	2,615	3,339	2,791	1,791	7,365	2,188	4,317	540
Clark		17,794	.0096	2,917	.0101	81	77	4,233	702	1,533	1,242	946	3,295	1,129	1,808	593
Winchester		16,531	.0089		.0063	111	156	3,963	542	1,316	1,242	946	2,807	1,087	1,808	593
Clay		7,073	.0038	1,788	.0056	47	32	1,145	241	911	408	362	1,452	598	429	46
Clinton		3,505	.0019	1,845	.0024	51	40	738	89	629	...	188	487	405	657	103
Crittenden		5,896	.0031	2,191	.0032	62	60	1,322	252	694	172	291	1,085	516	751	170
Cumberland		3,651	.0020	1,739	.0026	53	41	749	86	583	231	152	906	86	416	116
Daviess		72,134	.0389	4,170	.0338	91	166	17,478	5,012	11,718	4,314	3,340	13,094	5,078	4,872	2,122
Owensboro		66,939	.0355		.0266	109	145	14,405	4,257	11,072	4,314	3,213	13,094	4,797	4,649	2,002
Edmonson		2,709	.0014	1,428	.0023	50	30	381	47	472	...	75	812	441	155	46
Elliott		1,100	.0006	786	.0017	41	15	378	40	385	...	62	169	79	...	...
Estill		5,637	.0030	2,013	.0039	57	44	1,860	170	784	206	163	1,372	296	531	154

1 Corbin is in Knox and Whitley Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

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- World's largest horse-sales center.
- World's largest loose-leaf tobacco market.
- Manufacturing center for nationally distributed products.
- Kentucky's largest educational center.
- Richest livestock and general farming region in South.
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

KENTUCKY — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Fayette	78	138,988	.0748	4,088	.0714	100	106	25,286	7,678	22,507	13,202	6,877	22,827	8,187	11,248	4,882
▲Lexington		127,696	.0688		.0448	128	197	20,320	6,439	22,171	13,172	6,038	22,529	6,938	10,752	4,542
Fleming		6,897	.0038	2,299	.0039	63	61	1,302	143	484	204	263	2,506	433	444	134
Floyd		17,728	.0095	1,886	.0142	55	37	4,115	554	3,338	696	877	4,079	1,512	1,476	378
Franklin		28,213	.0182	3,617	.0149	94	96	6,940	1,277	1,978	1,803	1,587	5,038	2,077	3,585	919
Frankfort		26,027	.0140		.0138	101	102	6,648	1,037	1,560	1,803	1,597	4,738	1,930	3,444	919
Fulton		13,469	.0073	3,741	.0061	81	97	3,968	614	1,161	527	469	2,777	1,025	1,114	385
Gallatin		4,006	.0021	3,642	.0018	82	95	693	308	194	31	154	1,716	124	371	72
Garrard		6,010	.0033	1,821	.0047	65	46	1,261	211	640	240	168	1,882	477	949	145
Grant		6,806	.0037	2,127	.0041	65	59	1,534	495	542	190	230	2,384	495	590	151
Graves		26,056	.0140	2,458	.0148	74	70	5,862	902	4,257	1,754	944	5,217	1,394	3,408	680
Mayfield		22,032	.0119		.0086	108	149	4,607	728	3,513	1,717	884	4,655	998	2,730	680
Grayson		9,388	.0051	2,086	.0056	57	52	1,729	144	1,413	491	365	1,714	763	1,644	296
Green		5,815	.0031	2,237	.0033	61	57	1,620	185	1,144	84	68	1,262	385	442	106
Greenup		8,086	.0043	1,123	.0101	58	25	3,203	265	1,046	76	432	868	633	718	317
Hancock		2,175	.0012	1,450	.0016	53	40	865	58	192	41	38	637	204	41	...
Hardin		38,714	.0209	3,457	.0303	82	57	7,769	1,520	3,309	822	1,618	13,813	4,186	2,630	848
Elizabethtown		22,330	.0120		.0070	132	226	4,215	673	1,975	782	844	8,793	1,239	1,509	570
Harlan		33,426	.0180	2,102	.0257	63	44	8,887	1,068	6,894	1,862	1,759	8,087	1,630	1,068	737
Harlan		16,544	.0089		.0050	172	307	3,788	535	1,886	1,079	683	6,666	268	489	474
Harrison		12,665	.0068	2,585	.0072	77	73	2,611	892	886	572	534	3,309	750	1,237	288
Hart		7,540	.0041	2,038	.0046	59	53	1,876	301	716	277	197	1,167	769	1,470	280
Henderson		33,870	.0182	3,257	.0172	83	88	7,528	2,202	1,765	1,523	1,554	6,353	2,252	6,819	608
Henderson		29,698	.0160		.0120	102	136	6,171	1,571	1,499	1,523	1,335	6,353	1,827	6,079	608
Henry		7,106	.0039	2,154	.0044	66	58	1,592	316	1,092	229	199	880	504	1,217	317
Hickman		4,315	.0023	2,055	.0027	64	55	1,296	146	251	155	39	947	217	697	81
Hopkins		30,751	.0166	2,480	.0189	75	68	8,335	1,503	3,843	821	1,503	7,693	2,387	3,130	500
Madisonville		21,785	.0117		.0083	114	160	5,281	972	2,555	746	1,324	6,145	1,384	2,161	418
Jackson		3,390	.0018	1,304	.0030	45	27	896	67	687	57	241	548	183	618	46

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Jefferson	84	679,965	.3665	3,981	.3598	105	107	144,137	58,837	97,222	44,021	32,570	147,630	34,570	37,818	27,869
▲Louisville		597,951	.3223		.2830	113	130	123,252	50,749	92,410	41,802	30,440	128,773	26,237	29,174	24,908
Jessamine		8,403	.0045	2,050	.0063	73	62	1,907	413	609	136	162	1,896	835	994	195
Johnson		11,819	.0064	2,626	.0065	58	57	2,906	362	1,491	868	451	2,980	883	1,077	170
Kenton	29	112,243	.0605	3,109	.0864	96	87	33,179	12,360	10,054	3,585	5,727	18,810	5,371	8,904	3,887
Covington		83,156	.0448		.0416	101	109	23,403	7,478	9,012	3,341	4,821	16,223	3,355	5,432	2,965
Knott		2,419	.0013	733	.0040	40	13	898	75	594	41	65	231	378	94	...
Knox		8,421	.0045	1,337	.0079	50	28	2,328	259	1,119	453	420	1,481	1,234	655	93
1Corbin																
Larue		5,997	.0032	1,999	.0042	62	47	1,279	163	504	205	330	1,358	479	790	174
Laurel		13,332	.0072	2,222	.0083	56	49	3,367	720	1,132	423	547	2,582	1,681	1,422	332
Lawrence		5,614	.0031	1,477	.0047	51	34	722	162	939	125	244	1,531	521	986	146
Lee		3,082	.0016	1,712	.0023	50	35	609	49	394	41	32	1,381	210	195	81
Leslie		2,424	.0013	782	.0042	44	14	746	83	736	42	...	131	492	106	63
Letcher		13,506	.0073	1,986	.0103	56	39	3,583	389	3,002	743	617	2,699	1,290	416	232
Lewis		5,243	.0028	1,691	.0042	54	36	1,231	181	505	315	382	1,585	32	532	110
Lincoln		8,554	.0046	1,711	.0064	56	40	1,869	219	1,156	203	163	2,370	800	748	134
Livingston		2,864	.0016	1,364	.0023	53	37	838	119	366	22	74	350	215	316	29
Logan		15,575	.0084	2,257	.0088	62	59	3,703	369	1,012	820	936	3,096	1,661	2,115	446
Lyon		2,430	.0013	1,279	.0023	50	28	642	68	253	148	...	490	350	257	110
McCracken	236	68,994	.0372	2,961	.0387	88	84	16,040	5,329	8,889	4,227	2,770	14,433	4,919	2,942	2,736
△Paducah		61,607	.0332		.0291	99	113	12,263	4,550	8,681	4,227	2,712	13,724	3,857	2,877	2,690
McCreary		5,926	.0032	2,043	.0041	51	40	1,524	137	952	41	159	2,502	357	152	62
McLean		4,612	.0026	1,415	.0039	54	36	969	99	868	63	143	949	544	718	113
Madison		24,384	.0131	2,894	.0154	75	64	4,611	1,139	2,673	1,209	975	5,164	2,073	1,962	2,076
Richmond		17,171	.0093		.0077	104	126	3,505	828	1,804	1,013	739	2,692	1,196	1,535	1,986
Magoffin		2,026	.0011	844	.0029	42	16	90	81	978	113	75	...	244	178	70
Marion		11,775	.0063	3,364	.0061	69	72	2,596	553	1,158	267	470	2,228	456	1,518	205
Marshall		11,828	.0064	2,464	.0068	69	67	3,400	395	785	106	895	3,581	969	979	189
Martin		1,897	.0010	825	.0027	42	16	337	59	479	...	205	465	223	...	51
Mason		19,238	.0104	3,317	.0088	80	85	4,311	1,700	3,065	1,345	854	3,655	671	940	616
Maysville		17,680	.0095		.0064	116	173	3,920	1,510	2,885	1,345	762	3,480	514	738	616
Meade		8,585	.0046	4,088	.0049	70	66	1,203	722	1,254	27	28	2,409	604	1,254	69
Menifee		610	.0004	678	.0009	43	19	160	20	220	...	53	128	31	...	...
Mercer		11,234	.0060	2,675	.0059	71	72	2,509	339	996	492	575	2,896	843	1,509	386
Metcalfe		2,870	.0016	1,888	.0021	53	40	549	31	352	90	60	603	105	455	84
Monroe		7,916	.0042	2,730	.0040	59	62	1,063	722	1,404	438	65	1,713	642	891	247
Montgomery		13,873	.0075	5,336	.0061	84	103	2,661	1,014	1,265	722	583	3,272	876	1,692	404
Morgan		4,735	.0025	2,059	.0030	54	45	1,093	129	547	98	133	2,364	84	163	59
Muhlenberg		17,927	.0097	2,269	.0107	60	55	5,015	489	2,594	671	836	4,359	1,325	1,434	395
Nelson		14,389	.0078	2,937	.0085	70	84	2,878	654	1,814	370	470	3,392	931	2,024	292
Nicholas		3,553	.0019	1,692	.0026	63	46	1,112	133	240	66	217	625	222	391	147
Ohio		7,629	.0041	1,557	.0059	57	39	2,856	142	804	239	64	1,526	616	973	327
Oldham		6,962	.0037	2,488	.0048	66	51	1,665	221	322	131	155	2,667	438	738	159
Owen		4,400	.0024	1,692	.0033	63	46	1,034	152	691	169	140	1,053	176	519	247
Owsley		813	.0005	581	.0015	41	14	359	40	150	80	68	...	82	...	...
Pendleton		5,374	.0029	1,791	.0040	68	49	1,399	245	560	146	84	1,000	390	630	177
Perry		20,964	.0112	2,688	.0127	59	52	5,053	1,134	4,635	1,044	692	4,653	1,009	576	443
Hazard		12,706	.0068		.0047	109	158	3,063	499	1,075	1,035	692	3,869	560	576	420
Pike		29,627	.0160	1,924	.0231	56	39	7,936	1,160	5,003	1,710	1,441	7,005	2,334	1,488	490
Pikeville		16,091	.0087		.0051	146	249	3,048	568	1,902	1,596	984	5,974	424	750	428
Powell		1,694	.0009	1,059	.0019	48	23	217	197	638	...	90	94	289	30	74
Pulaski		19,707	.0107	2,239	.0120	80	53	4,568	1,049	2,284	1,507	1,548	3,782	1,891	1,250	663
Somerset		15,151	.0082		.0052	108	171	3,427	705	1,703	1,475	1,423	3,135	1,086	985	603
Robertson		519	.0002	741	.0009	56	13	278	10	66	...	...	...	118	36	...
Rockcastle		4,150	.0023	1,537	.0034	50	34	948	221	824	159	44	225	828	368	131
Rowan		8,277	.0044	2,956	.0045	64	63	1,374	428	1,011	352	643	2,410	615	956	243
Russell		4,005	.0022	1,483	.0031	49	35	1,130	107	499	162	221	669	516	347	185
Scott		10,303	.0055	2,342	.0069	73	59	3,158	582	829	367	529	2,121	728	856	352

1 Corbin is in Knox and Whitley Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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KENTUCKY — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Shelby		16,359	.0099	2,662	.0098	77	70	2,899	888	1,313	513	874	4,608	993	2,046	143
Simpson		10,827	.0056	2,776	.0058	71	73	1,787	402	429	1,309	114	2,203	690	1,010	126
Spencer		3,898	.0019	2,570	.0023	70	58	883	104	272	322	264	1,272	137	...	418
Taylor		10,750	.0056	2,756	.0057	66	67	2,370	325	831	788	723	2,119	829	1,063	234
Todd		6,876	.0037	1,965	.0045	61	50	1,640	274	820	102	396	849	504	895	278
Trigg		4,796	.0026	2,383	.0028	60	55	1,199	163	405	71	218	1,277	429	506	181
Trimble		1,988	.0010	1,116	.0021	30	29	402	129	147	...	114	...	347	456	125
Union		13,768	.0074	3,615	.0065	82	94	3,234	687	920	365	787	3,061	699	2,071	404
Warren		41,568	.0224	3,149	.0212	79	84	8,471	2,422	3,778	2,846	1,641	8,449	3,322	4,068	1,325
Bowling Green		35,982	.0194		.0143	104	142	7,295	1,914	3,514	2,846	1,641	7,096	2,901	3,676	1,269
Washington		7,035	.0038	2,426	.0041	60	56	1,524	225	603	405	206	1,331	372	974	198
Wayne		4,589	.0025	1,305	.0042	48	29	909	136	585	269	127	1,283	271	443	276
Webster		9,448	.0051	2,100	.0057	67	60	2,158	310	1,332	181	455	1,893	1,098	1,140	228
Whitley		19,054	.0102	2,931	.0100	84	65	4,896	814	2,188	1,382	881	5,362	1,890	839	443
1Corbin		12,543	.0066		.0056	86	105	2,706	591	1,340	624	758	4,050	1,170	592	186
Wolfe		1,250	.0007	962	.0016	46	20	241	20	653	65	...	74	25	39	37
Woodford		8,420	.0046	2,476	.0054	77	69	2,334	388	313	202	212	1,579	696	1,333	264
Total Above Cities		1,425,622	.7682		.6208	111	137	304,343	99,172	194,704	98,947	73,022	314,200	73,213	97,497	52,715
State Total		2,372,901	1.2789	2,871	1,3966	77	70	545,245	154,257	300,717	127,588	107,822	309,703	153,773	184,448	76,888

KENTUCKY — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Huntington-Ashland	65	261.8	.1579	72.6	163.9	346,850	.1305	1,324	4,773
Lexington	78	118.5	.0715	34.0	63.9	183,873	.0692	1,552	5,406
Louisville	84	675.5	.4073	203.2	548.1	1,117,330	.4267	1,654	5,499
△Paducah	236	73.4	.0442	23.3	48.8	99,262	.0374	1,352	4,260
Total Above Areas		857.4	.5230	280.5	680.8	1,400,465	.5273	1,547	5,245

AREAS	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Huntington-Ashland	65	242,913	.1308	3,348	.1361	86	83	56,914	13,288	37,222	16,097	14,289	48,302	15,137	16,019	6,644
Lexington	78	138,986	.0749	4,066	.0714	100	105	25,256	7,676	22,507	13,202	6,877	22,827	8,187	11,248	4,882
Louisville	84	780,222	.4206	3,840	.4186	103	103	171,841	64,882	103,412	49,424	36,327	168,858	45,786	48,557	30,701
△Paducah	236	66,994	.0372	2,981	.0337	88	84	16,040	5,329	8,889	4,227	2,770	14,433	4,918	2,942	2,736
Total Above Areas		1,231,115	.6635	3,606	.6642	98	97	271,851	91,075	172,030	82,950	60,243	254,420	73,999	76,766	44,963

LOUISIANA — Counties and Cities — (Other West South Central States: Arkansas, Oklahoma, Texas.)

Map, page 451

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Alexandria	Rapides	41.2	547	131	110	48	44	27	32	47	24	19
Bastrop	Morehouse	17.0	212	74	34	12	15	7	15	22	8	9
Baton Rouge	E. Baton Rouge	153.1	1,341	309	222	88	111	84	69	159	74	68
Bogalusa	Washington	20.0	249	76	33	29	22	13	19	20	4	9
Bossier City	Bossier	24.7	180	48	41	8	5	7	12	31	9	6
Crowley	Acadia	14.6	190	44	39	9	11	17	10	22	15	4
Gretna	Jefferson	16.8	171	48	23	21	13	11	18	16	8	5
Houma	Terrebonne	13.8	310	96	59	34	17	21	17	21	13	9

1 Corbin is in Knox and Whitley Counties. ▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

almost everybody listens to radio...

83% of the 1,930,000 adults in the WHAS market area listen to radio in an average week.

And where 160 stations compete for this huge audience, ONE STATION STANDS OUT.

WHAS COMMANDS more than a 49% share of this audience in an average week.

Politz proves there IS a difference between RADIO and radio . . . in more ways than one.



CBS

WHAS

Louisville, Kentucky

go where there's growth . . . go WHAS

50,000 Watts, A-1 Clear Channel—
Serving and Selling Kentucky and Southern Indiana

VICTOR A. SHOLIS, *Director* NEIL CLINE, *Station Manager*

Represented Nationally by Henry I. Christal Co., Inc.

Associated with the Courier-Journal and Louisville Times



An Increase of 45,900 Since 1950

LOUISIANA'S SECOND LARGEST ABC CITY ZONE POPULATION

Now 202,564*

*ABC Audit Report, 1955, Paragraph 28

Louisiana's Second Largest Metropolitan Market 251,900

Shreveport's 45,900 GAIN in City Zone Population further strengthens the commercial position of Louisiana's (for years) 2nd largest city. Metropolitan Shreveport's population of 251,900 and retail sales of $280,625,000 (also 2nd largest) offers you a rich, rapidly expanding market isolated from any other metropolitan market or media. Only by using The Shreveport Times-Shreveport Journal can you dominate this vibrant market.

DATA SOURCE: Sales Management Survey

CIRCULATION:
M & E — 133,888 EVENING — 51,361
MORNING — 82,527 SUNDAY — 101,248

(ABC PUBLISHER'S STATEMENT FOR SIX MONTHS ENDING 9/30/55)

(NEWSPAPER PRODUCTION COMPANY, Agent For)

The Shreveport Times - Shreveport Journal

CHECK WITH THE BRANHAM MAN

LOUISIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

LOUISIANA City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Jennings	Jeff'n Davis	11.1	147	48	13	8	10	7	8	14	13	4
Lafayette	Lafayette	42.9	534	145	95	28	33	40	24	49	20	15
Lake Charles	Calcasieu	63.9	599	149	111	37	53	32	30	57	41	19
Minden	Webster	12.7	206	65	17	14	20	15	13	25	10	7
Monroe	Ouachita	45.1	651	154	115	42	75	31	33	51	29	29
New Iberia	Iberia	20.3	356	110	56	21	17	21	18	36	20	8
New Orleans	Orleans	630.2	6,100	1,629	1592	512	396	252	200	384	185	268
Opelousas	St. Landry	14.4	304	113	45	25	18	11	11	20	19	6
Ruston	Lincoln	11.3	164	48	13	12	13	15	9	24	6	5
Shreveport	Caddo	164.1	1,614	372	247	122	153	97	72	170	54	60
Thibodaux	Lafourche	8.9	197	65	37	22	18	6	11	12	8	3
West Monroe	Ouachita	16.7	211	65	31	20	11	18	4	21	7	5

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Acadia		49.0	.0295	13.0	23.5	45,987	.0173	939	3,537	18,176	13.3	3,468	45.8	19.0	31.3	29.9	16.3	24.0	6.6	27.1
Crowley		14.6	.0088	4.2		16,468	.0062	1,128	3,921		4.5	3,676	41.3	16.1	33.1	29.9	18.2	25.3	7.4	28.7
Allen		19.9	.0120	5.4	6.0	19,007	.0072	955	3,520	3,398	5.7	3,345	44.4	19.0	31.9	31.7	17.7	27.1	6.0	22.2
Ascension		23.3	.0141	6.1	4.4	19,388	.0073	832	3,178	3,782	6.1	3,176	48.9	22.1	25.8	26.9	19.4	31.3	5.9	19.7
Assumption		16.7	.0100	4.1		11,358	.0042	680	2,770	7,210	4.1	2,768	58.0	30.1	27.7	33.2	10.6	19.6	3.7	17.1
Avoyelles		38.7	.0234	10.8	8.6	30,312	.0114	783	2,887	8,705	11.2	2,710	56.8	30.1	27.4	33.6	12.5	23.5	3.3	12.8
Beauregard		20.2	.0122	5.5	6.7	18,518	.0070	917	3,367	2,064	5.9	3,137	45.5	20.8	31.9	33.8	17.8	29.0	4.8	16.4
Bienville		17.5	.0106	4.5		13,352	.0060	763	2,967	2,665	4.8	2,805	53.9	27.6	28.5	33.6	14.5	26.5	3.1	12.3
Bossier	135	48.0	.0278	12.8	26.0	58,249	.0220	1,266	4,551	6,785	16.0	3,629	42.9	17.0	25.8	23.5	23.0	32.5	8.3	27.0
Bossier City		24.7	.0149	7.3		30,892	.0116	1,251	4,232		7.7	4,023	34.2	12.2	26.4	21.8	29.3	37.3	10.1	28.7
Caddo	135	205.9	.1241	59.9	170.3	307,565	.1158	1,494	5,135	12,675	69.4	4,431	36.0	11.7	25.4	19.0	25.6	29.5	13.0	39.8
▲Shreveport		164.1	.0990	49.2		265,250	.0999	1,616	5,391		59.2	4,477	35.5	11.4	25.5	18.9	25.7	29.4	13.3	40.3
Calcasieu	216	119.2	.0719	33.7	87.5	172,417	.0649	1,448	5,116	8,894	36.8	4,681	28.0	8.6	25.6	18.3	32.6	35.6	13.6	37.5
△Lake Charles		63.9	.0385	13.8		107,097	.0403	1,676	7,761		22.1	4,838	27.2	8.1	25.9	17.7	32.4	34.3	14.5	39.9

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Sales Management's Area Growth Ratings, 1945-1955, show that . . .

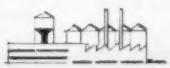


More people have more money to spend in the WBRZ area  than ever before, because . . .

Population  is UP 84% Food Store Sales 

are UP 209% Effective Buying Income  is UP 100%

There are $899,481,000.00 spendable dollars earned from oil 

gas  sulphur  industry  and agriculture 

—AND ONLY ONE TELEVISION STATION COMPLETELY COVERS THIS RICH HEART OF LOUISIANA



WBRZ Channel **2**

BATON ROUGE, LOUISIANA

Power: 100,000 watts

NBC-ABC-Tower: 1001 ft.

Represented by Hollingbery

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

LOUISIANA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Caldwell		10.1	.0061	2.7		8,672	.0033	859	3,212	2,065	3.0	2,938	52.2	25.5	31.9	36.0	11.2	19.5	4.7	19.0
Cameron		5.4	.0033	1.3		5,580	.0021	1,033	4,292	2,369	1.4	3,902	36.9	13.6	28.3	24.1	25.2	33.0	9.6	29.3
Catahoula		11.2	.0067	2.8		8,501	.0032	759	3,036	3,683	3.1	2,705	59.1	31.4	26.4	32.4	10.7	20.3	3.8	15.9
Claiborne		23.7	.0143	6.3	7.5	23,649	.0089	998	3,754	4,251	6.7	3,553	47.5	19.2	23.8	22.1	20.6	29.7	8.1	29.0
Concordia		14.2	.0086	3.8	3.8	11,797	.0044	831	3,104	2,973	4.0	2,927	57.9	26.4	23.6	26.7	13.3	23.3	5.2	21.6
De Soto		22.9	.0138	5.9	4.2	18,870	.0071	824	3,198	6,212	6.5	2,906	57.1	28.2	24.3	27.7	13.8	24.3	4.8	19.8
East Baton Rouge	13	212.5	.1281	59.2	185.3	348,274	.1311	1,639	5,883	3,264	72.4	4,812	31.6	9.4	22.1	15.3	30.2	32.1	16.1	43.2
▲Baton Rouge		153.1	.0923	44.4		264,052	.0994	1,725	5,947		53.9	4,902	30.7	9.0	22.1	14.9	30.6	32.0	16.6	44.1
East Carroll		15.5	.0094	4.0	4.0	12,260	.0046	791	3,065	6,016	4.8	2,552	65.4	36.8	22.7	29.4	8.2	16.5	3.7	17.3
East Feliciana		19.8	.0119	3.4	7.2	10,484	.0040	529	3,084	3,153	3.7	2,797	62.1	31.9	23.8	28.3	9.4	17.1	4.7	22.7
Evangeline		33.3	.0201	8.9	7.1	26,671	.0100	801	2,997	10,005	8.9	3,008	54.5	26.0	26.1	28.8	14.9	25.3	4.5	19.9
Franklin		29.1	.0176	7.2	3.7	22,751	.0088	782	3,160	14,590	7.7	2,967	54.4	26.3	28.2	31.6	12.3	21.3	5.1	20.8
Grant		13.8	.0083	3.5		10,069	.0038	730	2,877	1,838	3.7	2,894	57.2	30.5	26.9	33.0	12.8	24.4	3.1	12.1
Iberia		43.1	.0260	11.3	23.1	44,890	.0169	1,042	3,973	7,532	12.0	3,745	40.7	15.6	29.4	26.0	20.7	28.4	9.2	30.0
New Iberia		20.3	.0122	5.8		25,265	.0095	1,245	4,356		5.9	4,253	34.3	11.6	28.7	22.4	24.5	29.5	12.5	36.5
Iberville		26.5	.0160	7.2	5.7	23,515	.0088	887	3,266	4,601	7.2	3,279	49.9	21.8	27.3	27.7	16.5	25.8	6.3	24.7
Jackson		14.9	.0090	3.7	3.0	13,779	.0052	925	3,724	679	4.1	3,377	40.4	17.2	32.0	31.5	22.0	33.3	5.6	18.0
Jefferson	98	152.2	.0917	42.7	137.3	214,693	.0809	1,411	5,028	1,831	43.5	4,931	24.1	7.0	29.1	19.6	31.7	32.9	15.1	40.5
Gretna		16.6	.0100	4.8		21,460	.0081	1,293	4,471		4.9	4,368	30.5	10.0	30.1	23.0	27.7	32.4	11.7	34.6
Jefferson Davis		27.9	.0169	7.4	13.6	31,393	.0118	1,125	4,242	14,341	8.2	3,843	43.8	16.4	28.2	24.3	18.8	25.0	9.2	34.3
Jennings		11.1	.0067	3.3		13,411	.0050	1,208	4,064		3.4	3,977	38.2	13.8	29.8	24.8	22.8	29.4	9.2	32.0
Lafayette		67.6	.0407	17.9	42.9	75,905	.0286	1,123	4,241	8,995	20.1	3,770	43.4	16.5	27.9	24.6	19.5	26.5	9.2	32.4
Lafayette		42.9	.0259	11.6		55,697	.0210	1,298	4,801		14.2	3,911	41.7	15.3	27.8	23.6	20.5	26.8	10.0	34.3
Lafourche		45.7	.0276	11.3	11.6	42,005	.0158	919	3,717	6,383	11.4	3,682	38.0	14.8	32.4	29.2	22.0	30.6	7.6	25.4
Thibodaux		8.9	.0054	2.6		10,890	.0041	1,224	4,188		2.6	4,198	32.8	11.2	32.8	25.9	24.0	29.3	10.4	33.6
La Salle		13.7	.0083	3.8		13,432	.0050	980	3,535	595	4.1	3,255	44.9	19.8	29.6	30.2	20.4	32.1	5.1	17.9

▲ and △ See end of state for SM Metropolitan County-Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

NOW! WMRY (better than ever!) DELIVERS



the whole New Orleans Negro Market and more too!

Get the whole pie! Latest Cumulative Pulse Audience Report indicates 94% of metropolitan area negro homes tune to WMRY weekly!

Get more, too! WMRY's new power—now 1000 watts—plus new broadcast facilities and stronger merchandising make WMRY your best buy!

W M R Y

600 KC-WMRY Building-New Orleans

Mort Silverman, Gen. Mgr. • Gill-Perna, Nat'l Rep.

LOUISIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Lincoln		26.8	.0161	6.8	11.3	29,857	.0113	1,114	4,391	2,490	9.1	3,278	53.8	23.6	24.1	24.4	15.3	23.9	6.8	28.1
Ruston		11.3	.0068	2.8		16,892	.0064	1,495	6,033		4.6	3,636	50.3	19.9	23.5	21.4	17.4	24.5	8.8	34.2
Livingston		21.5	.0130	5.6		29,745	.0078	985	3,704	2,274	5.9	3,525	44.3	18.1	25.4	23.9	23.2	33.7	7.1	24.3
Madison		16.9	.0102	4.5	7.7	13,650	.0051	808	3,033	5,491	5.3	2,556	63.0	35.4	23.6	30.6	10.4	20.9	3.0	13.1
Morehouse		35.2	.0212	9.1	17.0	34,952	.0132	993	3,841	9,456	10.3	3,400	46.3	19.6	26.6	25.9	20.5	30.8	6.6	23.7
Bastrop		17.0	.0103	4.8		21,016	.0079	1,236	4,378		5.6	3,744	39.4	15.1	27.8	24.7	24.6	33.6	8.2	26.6
Natchitoches		37.6	.0227	9.5	9.8	29,530	.0111	785	3,108	7,523	10.6	2,798	60.9	31.3	23.1	27.2	11.1	20.4	4.9	21.1
Orleans	98	630.2	.3801	188.7	630.2	980,718	.3693	1,556	5,253	885	217.9	4,502	32.8	10.5	28.9	21.2	25.5	29.0	12.8	39.3
▲New Orleans		630.2	.3801	188.7		980,718	.3693	1,556	5,253		217.9	4,502	32.8	10.5	28.9	21.2	25.5	29.0	12.8	39.3

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

ITEM FOR ADMEN:

Here's why it's best for you to concentrate on New Orleans

population	619,100
households	186,430
spendable income	$1,075,559,000
per household	$5,769
consumer units $4,000	86,240
(number & per cent)	40.7%
retail sales	$685,589,000
food stores	$142,595,000
drug stores	$26,716,000
eating & drinking	$67,759,000
general mdse.	$110,383,000
apparel stores	$68,163,000
home furnishings	$39,473,000
automotive stores	$93,582,000
filling stations	$28,904,000
bldg. mat. & hdws.	$31,255,000

(Source: 1954 Consumer Markets)

Your advertising dollar goes farther . . . when it stays in New Orleans!

It's only common sense to advertise where the money is—to concentrate on reaching the people with more to spend. In Louisiana this means New Orleans, where spendable income per household is $1515 above that of the entire state, and where nearly 30% of the state's retail sales are made. You pay for total circulation; make the most of it. Use the ITEM, the paper with the greatest city and retail trade zone—quality—concentration. Evenings 93.56% (104,740) and Sundays 89.48% (101,832) of ITEM circulation stays in New Orleans—where the money is.

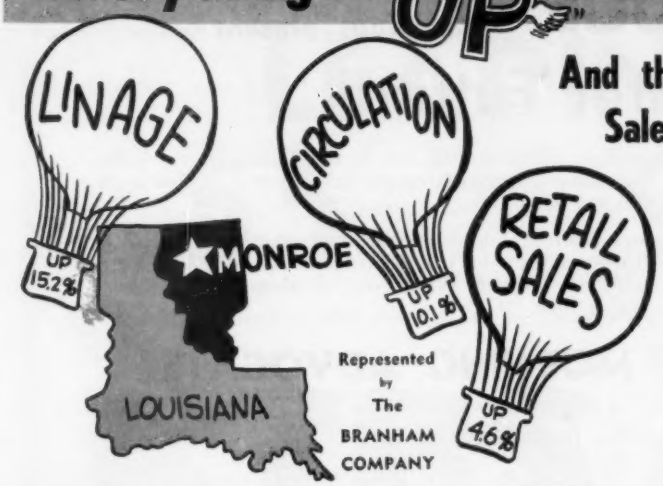
New Orleans

Louisiana's Largest Evening Newspaper

National Representatives
SAWYER-FERGUSON-WALKER
New York, Chicago, Detroit, Atlanta
Los Angeles, San Francisco

ITEM

Everything's "UP" in Northeast Louisiana



And the Newspaper that Motivates Sales in 15 Louisiana Parishes

Monroe News-Star Morning World

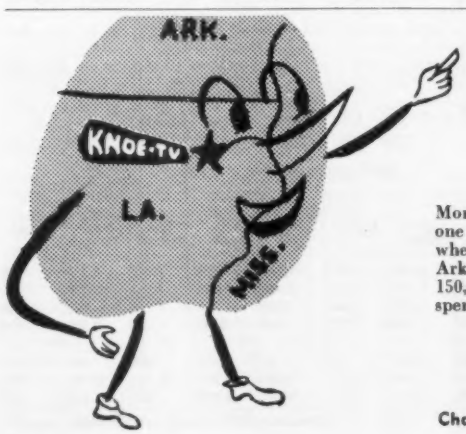
The "MUST" Papers on your List if you would sell all of LOUISIANA.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

LOUISIANA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Ouachita	208	86.1	.0519	24.9	61.8	116,061	.0437	1,348	4,661	5,291	28.3	4,104	36.6	12.8	28.7	23.2	24.6	30.7	10.1	33.3
Monroe-																				
West Monroe		*61.8*	*.0375*	*18.5*		*98,499*	*.0343*	*1,497*	*5,000*											
△Monroe		45.1	.0272	13.7		67,735	.0255	1,502	4,944		16.1	4,210	37.9	12.9	28.6	22.7	22.6	27.4	10.9	37.0
△West Monroe		16.7	.0101	4.8		24,764	.0093	1,483	5,159		6.1	4,037	32.5	11.6	28.3	23.3	29.6	37.5	9.6	27.6
Plaquemines		15.2	.0092	3.7		16,779	.0063	1,104	4,535	1,563	4.2	3,961	36.7	13.3	25.1	21.0	27.8	36.0	10.4	29.7
Pointe Coupee		21.2	.0127	5.3	2.8	17,120	.0064	809	3,230	8,184	5.9	2,905	58.5	28.9	24.0	27.5	12.7	22.3	4.8	21.3
Rapides	168	106.0	.0640	28.6	49.0	115,190	.0434	1,087	4,028	10,184	31.4	3,668	43.3	16.9	29.3	28.5	19.4	27.1	8.0	29.5
Alexandria-																				
Pineville		*61.0*	*.0368*	*16.4*		*78,368*	*.0272*	*1,419*	*4,699*											
△Alexandria		41.2	.0248	12.5		57,173	.0215	1,388	4,574		14.0	4,095	39.1	13.7	29.0	23.5	21.5	26.9	10.4	35.9
Red River		10.8	.0065	2.8		7,727	.0029	715	2,760	4,562	2.9	2,688	61.7	33.0	23.1	28.5	11.3	21.5	3.9	17.0
Richland		25.7	.0155	6.5	3.1	20,310	.0076	790	3,125	9,968	6.7	3,031	53.9	25.5	26.0	28.5	14.9	25.2	5.2	20.8
Sabine		20.2	.0122	5.2		15,575	.0059	776	3,014	2,056	5.5	2,826	56.9	28.9	26.6	31.2	12.3	22.4	4.2	17.5
St. Bernard	98	14.7	.0088	3.6	3.5	16,049	.0061	1,092	4,458	536	4.2	3,859	37.1	13.8	29.5	25.4	24.5	32.5	8.9	28.3
St. Charles		13.8	.0084	3.6	3.6	13,482	.0051	977	3,745	997	3.5	3,867	40.0	14.8	24.8	21.3	24.7	32.7	10.5	31.2
St. Helena		9.4	.0056	2.4		6,703	.0025	713	2,793	2,796	2.5	2,716	58.0	30.7	25.0	31.7	12.8	24.1	3.2	13.5
St. James		15.1	.0091	3.6		9,215	.0035	610	2,560	3,826	3.5	2,666	57.7	31.1	27.7	34.5	11.7	22.4	2.9	12.0
St. John the Baptist		14.8	.0090	3.5	4.4	11,556	.0043	781	3,302	2,397	3.7	3,121	43.3	19.9	33.8	35.9	18.7	30.7	4.2	13.5
St. Landry		84.9	.0512	20.3	21.7	65,045	.0245	766	3,204	15,544	21.8	3,012	54.5	26.0	26.6	29.3	13.7	23.3	5.2	21.4
Opelousas		14.4	.0087	3.9		16,074	.0061	1,116	4,122		4.3	3,697	46.6	18.1	25.9	23.3	18.2	25.2	9.3	33.4

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11



It's MONROE And Much MORE When You Buy KNOE-TV

Monroe and its immediate trade area represent a tremendously rich market, with one of the highest family income averages in the nation, but that's just the start when you buy powerful KNOE-TV. This 230,000 watter booms into 56 counties in Arkansas, Louisiana and Mississippi where 286,500 homes have tv sets . . . and over 150,000 of those sets are reached only by KNOE-TV. The population is 1,664,500 . . . spendable income $1,591,352,000. May we tell you more?

KNOE-TV CBS NBC ABC

Channel 8 Monroe, Louisiana • A James A. Noe Station

PAUL H. GOLDMAN
V.Pres. & Genl. Mgr.
H-R Television, Inc.
National Representative

The Louisiana Market to Watch!

BATON ROUGE

A brilliant past . . . prosperous present . . .

Looks to a **Greater Future!**

From 1940 to 1955 Baton Rouge advanced from 279th to 80th city in the United States. Today, East Baton Rouge parish is second largest in Louisiana. Employment and income are at all-time highs, retail sales per capita range well above national and state averages.

AN EVEN GREATER FUTURE seems assured as in 1956 important concerns attracted by the city's location, port and other facilities, announce plans for new plants for Baton Rouge. Some of them, U. S. Rubber (plastics), W. R. Grace, E. I. Dupont, Wyandotte (all chemicals), will start in 1956 construction of plants costing over $90 million.

STATE-TIMES & MORNING ADVOCATE

• MORNING • EVENING • SUNDAY

Represented by: The JOHN BUDD Company

LOUISIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
St. Martin		26.8	.0160	6.2	4.7	20,938	.0079	787	3,377	6,478	6.8	3,068	52.2	24.3	29.3	31.4	13.7	22.7	4.8	21.6
St. Mary		39.1	.0238	10.3	20.6	41,625	.0156	1,065	4,041	6,603	11.1	3,756	40.6	15.5	28.6	25.2	22.1	30.2	8.7	29.1
St. Tammany		29.3	.0177	8.2	9.5	27,007	.0102	922	3,294	2,955	8.6	3,157	48.4	22.0	30.0	31.5	16.3	26.5	5.3	20.0
Tangipahoa		59.0	.0355	16.0	16.9	52,867	.0199	896	3,304	10,585	18.2	2,908	54.7	27.0	27.6	31.5	13.5	23.8	4.2	17.7
Tensas		12.7	.0077	3.3		9,539	.0036	751	2,891	5,732	3.6	2,669	64.9	34.9	21.4	26.7	9.0	17.2	4.7	21.2
Terrebonne		48.6	.0293	11.8	18.6	46,245	.0174	952	3,919	3,197	12.4	3,745	39.5	15.1	28.9	25.8	22.8	31.1	8.8	28.0
Houma		13.8	.0083	3.9		17,534	.0066	1,271	4,496		4.0	4,369	32.3	10.6	27.5	20.9	27.4	32.1	12.8	36.4
Union		18.9	.0114	4.8		15,556	.0059	823	3,241	2,945	5.1	3,026	48.1	22.8	32.5	35.5	15.2	25.8	4.2	15.9
Vermilion		37.2	.0224	10.2	14.2	33,963	.0128	913	3,330	16,068	10.6	3,199	53.0	23.8	26.6	27.6	14.2	22.7	6.2	25.9
Vernon		21.0	.0127	6.0	5.3	16,759	.0063	798	2,793	1,493	6.2	2,706	58.3	30.9	26.0	32.0	12.4	23.4	3.3	13.7
Washington		41.2	.0249	11.0	20.0	41,030	.0154	996	3,730	5,223	11.7	3,508	43.7	17.9	29.4	27.7	19.0	27.8	7.9	26.6
Bogalusa		20.0	.0121	5.8		23,513	.0089	1,176	4,054		6.3	3,760	39.1	14.9	29.5	26.1	22.1	30.1	9.3	28.9
Webster		37.9	.0228	10.3	16.1	38,002	.0143	1,003	3,690	3,150	10.8	3,589	38.5	15.4	31.5	29.1	23.4	33.4	6.6	22.1
Minden		12.7	.0077	3.5		14,820	.0056	1,167	4,234		3.9	3,764	37.5	14.3	30.8	27.2	23.9	32.4	7.8	26.1
West Baton Rouge		12.1	.0073	3.3	3.3	11,134	.0042	920	3,374	2,799	3.2	3,440	48.1	20.1	23.5	22.7	20.6	30.7	7.8	26.5
West Carroll		18.0	.0097	3.8		11,250	.0043	703	2,961	6,163	4.3	2,601	60.9	33.6	25.9	32.9	10.0	19.8	3.2	13.7
West Feliciana		9.5	.0057	1.6		5,462	.0020	575	3,414	2,748	2.0	2,752	59.3	30.9	25.1	30.3	11.4	21.2	4.2	17.6
Winn		16.1	.0097	4.4	5.7	14,050	.0053	873	3,193	1,014	4.9	2,865	52.4	28.3	31.5	36.4	12.6	22.6	3.5	14.7
Total Above Cities		1,342.6	.8098	389.4		2,050,721	.7721	1,527	5,266		461.3	4,445	33.9	11.0	27.4	20.4	25.9	29.8	12.8	38.8
State Total		2,990.8	1.8037	817.2	1753.8	3,589,132	1.3513	1,200	4,392	348,788	911.8	3,936	40.4	14.7	27.4	23.1	22.3	29.0	9.9	33.2

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955						NINE STORE GROUPS (add 000)							
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Acadia		37,741	.0203	2,903	.0206	70	69	6,305	2,836	4,522	2,887	1,786	9,086	1,786	5,245	933
Crowley		19,868	.0107		.0081	92	122	3,431	1,190	1,345	1,246	1,260	5,660	855	3,141	354
Allen		14,059	.0076	2,604	.0063	69	63	1,976	738	1,918	624	654	2,710	1,323	888	385
Ascension		16,197	.0087	2,655	.0091	65	62	3,395	1,171	2,738	777	907	2,697	1,287	2,045	376
Assumption		7,869	.0042	1,919	.0053	53	42	1,265	569	2,291	55	57	2,503	339	454	280
Avoyelles		19,922	.0108	1,897	.0137	59	48	3,538	1,070	2,171	557	841	6,087	1,232	2,452	730
Beauregard		11,760	.0063	2,142	.0078	64	52	2,986	275	1,032	616	737	2,271	943	933	326

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Before using these figures, see explanation page 11.

In Shreveport, Louisiana, The Place To Be Is Channel 3

LEADING IN

55 Nighttime Quarter Hours **95** Daytime Quarter Hours

(ARB-HOOPER SURVEY, DEC. 1955)

Dominant Station of the Ark-La-Tex . . . Covering 44 Counties and Parishes in 3 States

KTBS-TV

CHANNEL 3 NBC

SHREVEPORT, LOUISIANA

Maximum Power • 1153 Ft. Tower
Low Channel

E. NEWTON WRAY, President and General Manager

Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

LOUISIANA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Bienville		8,105	.0044	1,801	.0059	56	42	2,084	279	1,138	397	142	1,395	1,096	682	274
Bossier	135	32,204	.0174	2,516	.0218	78	63	9,308	2,737	1,922	589	811	8,529	3,265	2,143	656
Bossier City		22,163	.0119		.0124	83	80	6,253	1,936	745	553	678	6,397	2,531	1,914	602
Caddo	135	248,421	.1338	4,147	.1229	99	108	53,932	13,784	29,492	22,982	14,564	51,733	14,351	17,865	8,327
▲Shreveport		232,172	.1251		.1073	108	126	48,664	12,782	27,479	22,665	14,228	47,709	12,974	16,865	7,925
Calcasieu	216	115,385	.0622	3,424	.0654	91	87	21,752	7,954	14,790	6,934	5,225	24,284	10,268	12,341	3,398
△Lake Charles		86,929	.0469		.0419	109	122	14,381	4,869	13,368	6,264	3,962	19,548	6,203	9,542	2,600
Caldwell		5,100	.0028	1,889	.0038	62	46	1,049	283	980	96	49	1,293	282	715	130
Cameron		3,347	.0018	2,575	.0022	67	55	1,194	366	156	81	...	443	318	627	97
Catahoula		8,075	.0043	2,884	.0042	63	64	3,198	460	654	143	...	1,756	645	641	287
Claiborne		15,492	.0084	2,459	.0099	69	59	3,587	206	1,625	803	1,059	4,545	1,239	206	838
Concordia		10,784	.0058	2,838	.0056	65	67	2,100	791	1,080	446	284	1,591	1,577	1,691	376
De Soto		16,041	.0086	2,719	.0089	64	62	3,381	207	2,002	661	1,235	4,697	1,752	906	394
East Baton Rouge	13	217,520	.1173	3,674	.1264	99	92	40,750	12,622	29,978	16,819	13,673	48,392	15,501	18,081	7,999
▲Baton Rouge		209,517	.1129		.1020	111	122	38,930	11,973	28,701	16,819	13,502	47,854	14,096	17,490	7,547
East Carroll		6,684	.0036	1,671	.0052	55	38	1,773	481	650	92	192	829	486	1,377	241
East Feliciana		5,168	.0028	1,520	.0053	45	24	1,122	324	716	27	195	2,005	245	231	85
Evangeline		12,967	.0070	1,457	.0111	55	35	1,968	744	2,088	253	894	4,008	480	1,741	316
Franklin		11,900	.0064	1,653	.0097	55	36	2,097	110	1,649	394	328	2,478	682	2,840	471
Grant		5,008	.0027	1,430	.0044	53	33	1,473	209	866	173	106	1,265	428	301	102
Iberia		38,922	.0199	3,267	.0196	75	77	7,392	2,293	3,471	2,978	2,271	8,320	2,900	3,967	1,096
New Iberia		28,065	.0151		.0117	96	124	5,390	1,596	2,156	2,563	1,953	6,786	2,112	2,938	801
Iberville		13,046	.0070	1,812	.0097	61	44	3,358	949	1,448	580	880	2,753	706	973	340
Jackson		22,848	.0123	6,178	.0081	90	137	2,291	195	737	669	611	15,876	886	823	330
Jefferson	98	97,406	.0525	2,281	.0745	81	57	34,719	9,506	4,603	2,415	3,680	19,418	8,835	7,975	3,218
Gretna		22,982	.0124		.0098	98	124	4,946	961	824	1,049	999	11,312	973	755	572
Jefferson Davis		23,831	.0129	3,220	.0132	78	76	4,687	992	901	1,194	1,215	6,305	1,808	3,892	678
Jennings		14,438	.0078		.0062	93	116	2,490	415	640	730	596	4,964	1,132	1,924	369

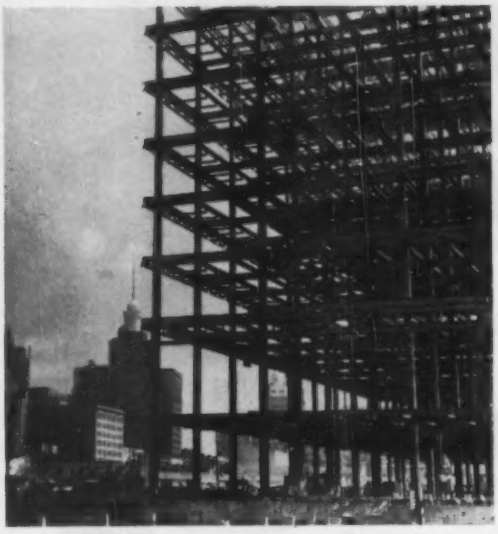
▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Everything's New in New Orleans

An all-new downtown Civic Center



New Skyline. Up goes the new City Hall building—in New Orleans' all-new Civic Center grouping of multistory public buildings, part of perhaps the most spectacular building boom in the U. S., making over the Crescent City skyline. Construction contract awards totaled $225,612,000 in 1955, according to Dodge Reports.



New Industry. Pictured is the postwar Kaiser Aluminum and Chemical Company reduction plant at Chalmette, in the metropolitan area. Kaiser breaks ground this spring on a new $60-million alumina plant at Gramercy.



New Neighborhoods. Pictured is part of Aurora Gardens across the river—in an area where developers have built 1100 homes, and will build 1200 more, as well as a $25-million shopping center, with all-weather swimming pool.

The Times-Picayune
NEW ORLEANS STATES

Represented Nationally by JANN & KELLEY, Inc.

Circulation:
Daily 280,747
Sunday 278,886

A.B.C. Publisher's Statement
6 mos. ending Sept. 30, 1955

LOUISIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Lafayette		60,201	.0325	3,383	.0321	79	80	9,598	4,100	8,476	3,755	4,931	13,315	3,931	5,513	1,560
Lafayette		53,752	.0290		.0244	94	112	8,348	3,368	8,057	3,657	4,643	12,506	3,444	3,509	1,369
Lafourche		38,948	.0210	3,447	.0198	72	78	8,155	2,675	3,899	1,857	1,448	9,200	2,505	6,111	886
Thibodaux		20,105	.0108		.0064	119	200	3,914	1,207	1,439	1,348	391	6,072	700	3,641	418
La Salle		8,755	.0047	2,304	.0055	66	57	1,957	310	798	203	378	3,529	713	392	255
Lincoln		22,357	.0121	3,288	.0125	78	75	4,421	556	1,445	1,383	1,568	6,751	1,695	1,418	533
Ruston		19,255	.0104		.0077	113	153	3,454	515	1,162	1,393	1,568	6,428	979	866	458
Livingston		11,838	.0063	2,114	.0064	66	48	3,210	733	613	379	344	3,208	1,215	928	281
Madison		11,262	.0061	2,500	.0064	63	60	1,910	735	766	467	322	3,256	1,149	1,134	397
Morehouse		22,171	.0119	2,436	.0145	68	56	5,964	1,297	2,208	1,108	672	5,457	1,767	1,229	813
Bastrop		18,750	.0101		.0090	87	98	4,832	1,115	1,562	1,047	637	5,242	1,319	1,219	669
Natchitoches		17,273	.0094	1,818	.0129	57	41	3,558	720	2,388	830	636	3,361	1,455	1,907	480
Orleans	98	701,766	.3782	3,759	.3741	98	100	118,767	67,960	157,954	82,440	42,847	109,412	37,101	31,972	29,156
▲New Orleans		701,766	.3782		.3741	98	100	118,767	67,960	157,954	82,440	42,847	109,413	37,101	31,972	29,156

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

New Orleans offers good hunting



for mallards



and for markets

Every year increasing numbers of nationally famous firms end their hunt for plant sites or other business locations in New Orleans. Here they find ideal year-round outdoor living and working conditions . . . *plus* the three essentials for profit . . . easily accessible markets, economical transport and abundant resources.

May we tell you more? *New booklet answers questions about opportunities in New Orleans. No obligation. Your inquiry held in strict confidence; ask any questions concerning your business. Write M. B. Walle, Director, Greater New Orleans, Inc., New Orleans 16, La.*

- **Unlimited water supply**
- **Nearby export markets**
- **Expanding domestic markets**
- **Low-cost fuel**
- **Fine living conditions**
- **Interconnecting transportation**
- **Second Port U. S. A.**
- **Low-cost electric power**
- **Abundant raw materials**
- **Cooperative labor**
- **Year-round mild weather means minimum absenteeism and less layoffs**

Greater New Orleans

Where You Get All 3 Essentials For Profit . . .

MARKETS TRANSPORT RESOURCES



7,378,036 CIRCULATION PER YEAR . . . . .

82,502 daily readership

Total ABC circulation for 6 months ending Sept. 30, 1955 was 23,572 . . . a projected readership of 7,378,036 copies annually. The Town Talk is a BEST SELLER for you!

ALEXANDRIA-PINEVILLE
Population....48,300
UP 17% since 1950
(Corp. est., SRDS, 1/15/56)

ALEXANDRIA PRIMARY MARKET
(9 parishes, 1955)
Families.....73,900
Net EBI $253,991,000
UP 19% in 3 years

5th LARGEST COUNTY in Louisiana
(Rapides Parish — Alexandria)
Population...106,000
30% gain since 1948

Subscribers spent $359,195 for Town Talk in '55 . . . for the only newspaper covering this market, with 400% more circulation than all outside evenings combined.

LOCAL BIG BUSINESS

		La.
Shoe Store Sales	UP 45%	1%
Postal Receipts	UP 29%	14%
Air Express Shipments	UP 87%	19%

Alexandria, Nov. 55-54

THE Louisiana Purchase!

Alexandria Daily Town Talk

Representatives
THE JOHN BUDD COMPANY

LOUISIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES—SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Ouachita	229	95,782	.0516	3,847	.0477	92	99	18,854	5,852	12,953	7,293	6,181	19,204	6,419	8,423	2,570
△*Monroe-West Monroe*		*97,754*	*.0587*		*.0407*	*109*	*141*	*17,741*	*4,883*	*18,171*	*7,839*	*6,181*	*19,139*	*5,871*	*8,490*	*2,477*
△Monroe		83,361	.0449		.0317	117	165	12,018	4,162	17,665	6,791	5,338	17,848	4,513	7,050	2,120
△West Monroe		14,393	.0078		.0090	89	77	5,723	661	506	444	843	1,291	1,358	1,140	357
Plaquemines		9,781	.0053	2,644	.0066	72	58	3,787	1,025	672	...	235	1,001	1,309	662	199
Pointe Coupee		8,457	.0045	1,596	.0071	56	35	2,416	839	727	248	301	1,983	550	882	356
Rapides	168	84,174	.0454	2,943	.0481	75	71	16,209	4,537	14,804	5,639	4,605	16,741	6,823	5,452	2,226
Alexandria-Pineville		*78,151*	*.0394*		*.0316*	*103*	*138*	*12,716*	*5,516*	*13,676*	*5,560*	*4,340*	*16,534*	*4,396*	*5,947*	*2,117*
△Alexandria		65,843	.0355		.0264	106	143	9,131	3,232	13,349	5,566	3,582	16,313	3,785	3,233	1,886
Red River		5,785	.0031	2,066	.0037	57	48	1,233	156	851	174	151	1,625	387	703	169
Richland		16,806	.0091	2,586	.0096	82	99	3,730	800	1,504	387	702	4,244	1,246	2,578	398
Sabine		10,016	.0054	1,926	.0070	57	44	2,598	169	1,450	498	472	2,156	801	526	372
St. Bernard	98	6,081	.0032	1,689	.0058	66	36	2,367	927	321	44	136	431	911	525	148
St. Charles		7,104	.0039	1,973	.0054	64	46	1,267	1,024	803	159	552	1,206	742	733	259
St. Helena		1,855	.0009	690	.0026	46	18	419	14	682	...	...	...	94	...	14
St. James		9,012	.0048	2,503	.0050	55	53	1,773	540	3,123	26	469	945	331	1,045	138
St. John the Baptist		5,784	.0031	1,647	.0049	54	34	1,774	1,134	1,057	37	178	249	368	605	255
St. Landry		55,429	.0299	2,730	.0315	62	58	8,999	4,021	7,965	3,136	5,475	12,427	3,746	4,879	1,092
Opelousas		31,167	.0168		.0008	113	193	3,799	1,522	5,177	1,892	4,764	8,523	1,047	2,049	613
St. Martin		11,993	.0065	1,934	.0091	57	41	1,981	863	1,559	494	446	3,486	954	1,529	196
St. Mary		31,620	.0170	3,070	.0176	75	72	8,966	2,462	1,626	1,944	1,401	7,045	2,540	2,879	1,004
St. Tammany		24,273	.0131	2,960	.0126	71	74	4,767	2,723	1,508	780	1,212	6,621	2,152	1,910	627
Tangipahoa		46,818	.0252	2,926	.0246	69	71	9,942	2,503	7,277	1,429	1,470	10,398	3,748	3,646	1,357
Tensas		6,217	.0034	1,884	.0043	56	44	1,026	291	1,101	184	103	984	341	1,838	295

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

MONROE, LOUISIANA

has just established a 250-acre Industrial District, adjacent to U. S. Highway 165, easily accessible to other major U. S. highways . . . low cost electric power . . . ample natural gas . . . abundant supply of river and underground water . . . property leveled, well-drained and ready for immediate occupancy.

For more information on this and other advantages, write on your letterhead for The Monroe Story to

Monroe Area Industrial Development Corp.
P. O. Box 124, Monroe, Louisiana
Walter Koch, Executive Vice President

These organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

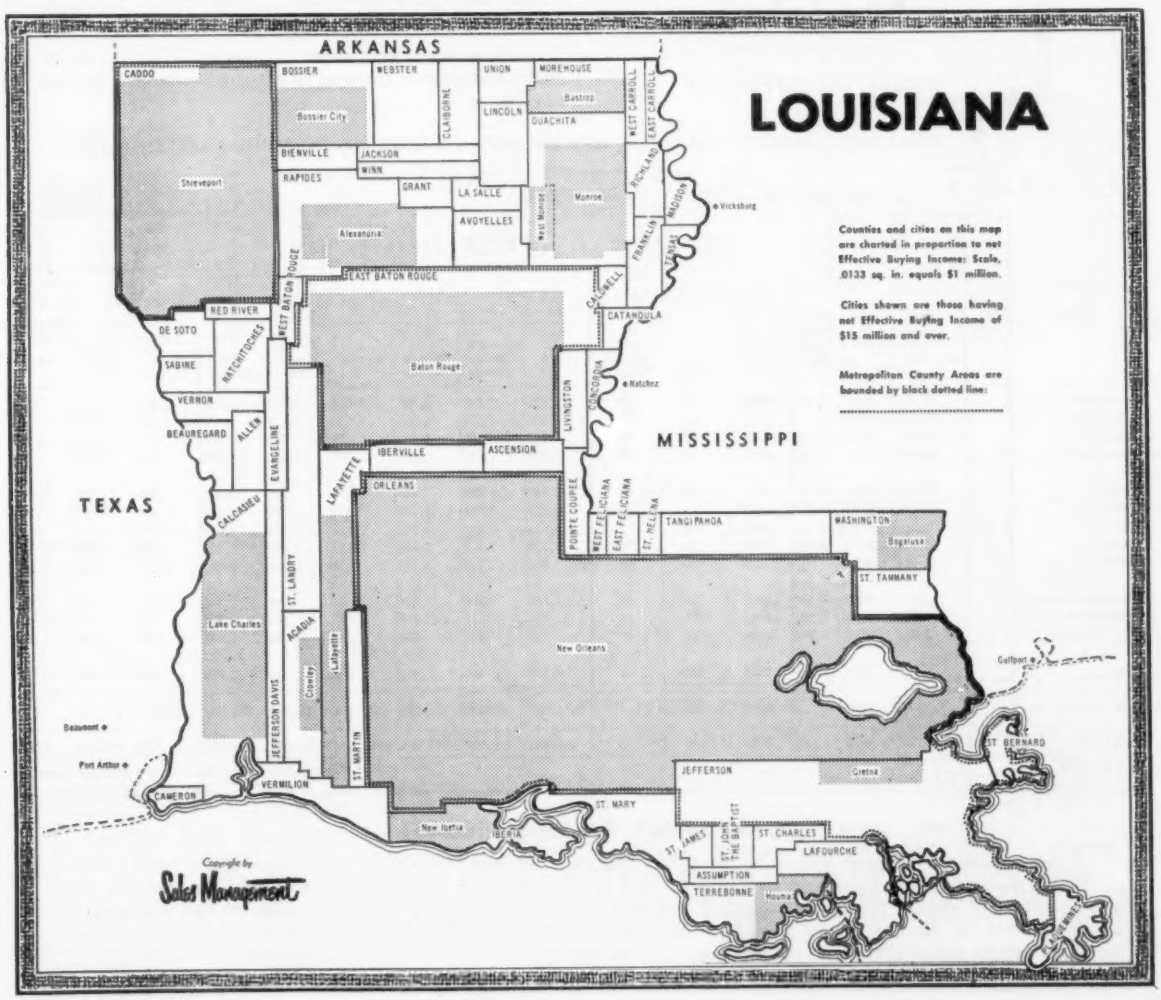
More Famous Firms Are Coming To Greater New Orleans

. . . Where you get all three essentials for profits . . . markets, transport, resources.

Write

M. B. Walle, Director
Greater New Orleans, Inc.
International Bldg.
New Orleans, La.

The Beaumont Enterprise and Beaumont Journal are the daily newspapers read by more persons in the five parishes - Beauregard - Allen - Calcasieu - Jefferson Davis and Cameron in Southwest Louisiana than any other. Hundreds of southwest Louisianians consider Beaumont their major market place and patronize Beaumont stores regularly. Advertisers desirous of reaching this rich Southwest Louisiana area as well as Southeast Texas confine their advertising offers to space in the Beaumont newspapers - the **Enterprise** and **Journal.** For ABC reports and-visual analysis, "Markets in Texas & Louisiana" showing circulation distribution - spendable income and retail sales volume - write Ntl. Adv. Dept. The Enterprise Co., Beaumont, Texas or The Branham Co. with offices in New York, Chicago, Dallas, Detroit, Atlanta, Charlotte, St. Louis, San Francisco, Los Angeles, Memphis and Miami. You cannot completely cover the state of Louisiana without the **Beaumont Enterprise & Journal.**



Spotlight your product with WDSU's complete merchandising service



WDSU
Merchandising
MAKES THE DIFFERENCE

Spotlighter Service . . . End-of-aisle or dump displays arranged in every A & P Food Store in our entire coverage area, plus all National Tea and Time-Saver outlets in New Orleans, plus volume independents.

These preferential, supplementary displays for qualified advertisers on both WDSU and WDSU-TV feature station-prepared 3-color 11 x 14 posters to tie in product with campaign.

Personal contacts . . . Station merchandising men work closely with local representatives, brokers, jobbers, wholesalers and their salesmen to coordinate merchandising support. Prominent retailers representing the bulk of the market are contacted regularly, kept informed and urged to cooperate at point-of-sale.

Personal letters and mailers . . . *Really* personalized, with complete inside address, individual salutation and original signature, letters are mailed first class to selected lists of key retailers. Saturation mailers outline full story of product campaigns and urge retailer cooperation.

Studio spotlighter showcase . . . Advertised products are dramatically displayed to hundreds of station visitors.

Just tell us what you want . . . we are eager to tailor our merchandising to the special requirements of any qualified advertiser.

WDSU RADIO, WDSU-TV CHANNEL 6, NEW ORLEANS. ***VITAL TO THE SOUTH'S BIGGEST MARKET.***

LOUISIANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Terrebonne		42,843	.0231	3,631	.0215	73	79	9,928	2,591	6,951	2,071	2,548	9,097	2,688	4,028	1,034
Houma		33,523	.0181		.0104	125	218	7,346	1,775	4,888	1,998	2,464	7,437	1,955	3,149	937
Union		10,558	.0057	2,200	.0070	61	50	2,147	58	1,396	143	191	4,008	647	383	244
Vermilion		26,970	.0145	2,644	.0152	68	65	5,434	1,327	1,590	1,215	1,520	4,718	2,306	5,542	879
Vernon		10,565	.0057	1,761	.0074	58	45	2,147	880	718	971	274	2,949	1,100	217	280
Washington		28,818	.0155	2,620	.0173	89	62	6,835	1,201	3,014	1,685	1,254	6,567	2,228	2,431	1,045
Bogalusa		21,269	.0115		.0103	85	95	5,634	1,121	1,741	1,428	1,102	4,780	1,722	1,412	810
Webster		31,911	.0172	3,096	.0169	74	75	7,738	1,470	3,338	1,689	2,122	7,701	2,782	2,715	948
Minden		18,024	.0097		.0073	95	126	4,009	548	1,258	923	1,382	5,048	1,478	2,092	594
West Baton Rouge		4,871	.0026	1,479	.0043	59	36	1,784	986	561	59	61	146	675	389	123
West Carroll		7,329	.0040	1,929	.0053	55	41	748	118	1,211	236	40	2,266	560	1,141	209
West Feliciana		2,984	.0016	1,865	.0026	46	28	784	233	434	...	59	1,061	76	187	85
Winn		8,695	.0047	1,976	.0060	62	48	2,587	149	1,046	591	385	1,819	692	558	463
Total Above Cities		1,717,342	.9256		.8259	102	114	311,420	122,931	290,045	140,849	106,739	351,230	100,277	115,901	60,157
State Total		2,530,692	1.3639	3,007	1.4455	80	78	512,483	179,558	374,266	167,676	137,973	525,695	173,415	196,645	84,007

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Before using these figures, see explanation page 11.

MONTHLY SALES FORECAST

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to changes in the making . . . each month.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

LlouisiANA— SM Metropolitan County Areas

AREAS	Area No.	POPULATION ESTIMATES 1/1/56 SM Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME ESTIMATES, 1955 SM Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Alexandria	168	106.0	.0640	28.6	49.0	115,190	.0434	1,087	4,028
Baton Rouge	13	212.8	.1281	59.2	165.3	348,274	.1311	1,639	5,883
△Lake Charles	216	119.2	.0719	33.7	87.5	172,417	.0649	1,446	5,116
△Monroe-West Monroe	229	86.1	.0519	24.9	61.8	116,061	.0437	1,348	4,661
New Orleans	98	797.1	.4806	233.0	771.0	1,211,460	.4563	1,520	5,199
Shreveport	135	251.9	.1519	72.7	196.3	365,814	.1378	1,452	5,032
Total Above Areas		1,572.8	.9484	452.1	1,350.9	2,329,216	.8772	1,481	5,152

RETAIL SALES— SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Alexandria	168	84,174	.0454	2,943	.0481	75	71	16,200	4,537	14,604	5,639	4,605	16,741	6,823	5,452	2,226
Baton Rouge	13	217,520	.1173	3,674	.1264	99	92	40,750	12,822	29,978	16,819	13,673	48,392	15,501	18,081	7,999
△Lake Charles	216	115,385	.0622	3,424	.0654	91	87	21,752	7,954	14,790	6,934	5,225	24,284	10,268	12,341	3,398
△Monroe-West Monroe	229	95,782	.0516	3,847	.0477	92	99	18,854	5,552	12,953	7,293	6,181	19,204	8,419	8,423	2,570
New Orleans	98	805,253	.4339	3,456	.4544	95	90	155,853	78,413	162,878	64,899	46,863	129,261	46,847	40,472	32,520
Shreveport	135	260,625	.1512	3,860	.1447	95	100	63,240	16,521	31,414	23,571	15,375	60,262	17,616	20,008	8,983
Total Above Areas		1,598,739	.8616	3,536	.8867	93	91	316,649	125,599	266,617	125,155	91,722	298,144	103,474	104,777	57,696

(Other New England States: Connecticut, Massachusetts, New Hampshire, Rhode Island, Vermont.)

— MAINE — Counties and Cities

Map, page 456

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Auburn	Androscoggin	24.9	281	89	34	35	7	9	23	37	11	4
Augusta	Kennebec	22.3	302	103	31	23	26	16	19	29	15	9
Bangor	Penobscot	37.1	438	108	66	38	57	19	29	34	14	17
Bath	Sagadahoc	10.8	149	41	19	6	12	12	12	11	9	7
Biddeford	York	21.7	311	84	39	24	42	24	14	18	11	7
Brunswick	Cumberland	15.7	*	*	*	*	*	*	*	*	*	*
Lewiston	Androscoggin	42.3	596	169	110	67	59	33	28	34	16	13
Portland	Cumberland	79.8	953	286	138	102	95	52	41	72	26	39
Presque Isle	Aroostook	13.7	128	32	12	11	18	5	14	9	5	4
Rockland	Knox	9.3	181	56	14	9	33	15	8	11	10	6
Saco	York	11.1	124	46	20	5	4	7	3	15	3	3
Sanford	York	11.5	*	*	*	*	*	*	*	*	*	*
South Portland	Cumberland	26.3	152	47	15	12	4	4	7	29	4	11
Waterville	Kennebec	19.1	322	79	49	30	29	17	24	19	13	8
Westbrook	Cumberland	12.9	153	38	19	16	13	15	5	16	10	5

COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/56 SM Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	% Income	$2,500-3,999 % Units	% Income	$4,000-6,999 % Units	% Income	$7,000 & over % Units	% Income
Androscoggin	221	84.3	.0506	24.3	70.2	130,229	.0490	1,545	5,359	7,791	29.1	4,476	27.8	9.3	31.7	24.5	29.8	35.4	10.7	30.8
△*Lewiston-Auburn*		*67.2*	*.0405*	*19.6*		*108,289*	*.0408*	*1,611*	*5,526*											
△Lewiston		42.3	.0255	12.0		68,574	.0258	1,621	5,715		14.8	4,628	26.4	8.5	31.0	23.1	30.9	35.6	11.7	32.8
△Auburn		24.9	.0150	7.6		39,715	.0150	1,595	5,226		8.8	4,496	27.6	9.2	32.0	24.5	29.7	35.2	10.7	31.1
Aroostook		99.3	.0599	23.9	34.4	123,474	.0465	1,243	5,166	82,314	28.2	4,378	34.4	11.7	33.8	26.7	21.6	26.3	10.2	35.3
Presque Isle		13.7	.0083	3.2		20,593	.0078	1,503	6,435		4.5	4,595	29.4	9.6	34.4	25.8	25.7	29.8	10.5	34.8

▲ and △ See end of state for SM Metropolitan County Areas.
*Not Available.

Before using these figures, see explanation page 11.

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TRENDS IN THE MAINE FOOD MARKET

In 1948, 2078 Maine food stores did $175,345,000 while sales in the remaining 1734 totaled only $33,235,000 ..... U. S. Census of Business

In 1954, 1801 Maine food stores did $210,931,000 while sales in the remaining 1392 totaled only $34,124,000 ..... U. S. Census of Business

In 1955, 1345 Maine super market and superette operators—as well as the buyers, supervisors and merchandisers at their chain, voluntary, cooperative and independent supply depots received and read every issue of YANKEE GROCER, the Newspaper of the New England Food Market.*

How much of Maine's $258,264,000 food sales passed through their check-outs? Did your firm get its share of this market? Were your products and promotions presold in YANKEE GROCER, the Newspaper of the New England Food Market?

*BPA Audit of Circulation

WGAN

560 KC 5000 WATTS

CBS

WGAN-TV

CHANNEL 13 316,000 WATTS

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covering

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MAINE — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Cumberland	110	171.9	.1037	50.7	136.4	266,097	.1002	1,548	5,248	10,971	61.2	4,347	29.8	10.3	30.4	24.0	30.0	36.8	9.8	28.9
▲Portland		79.8	.0481	24.6		136,323	.0513	1,708	5,542		31.6	4,309	30.8	10.7	30.2	24.3	29.2	36.0	9.8	29.0
Brunswick		15.7	.0095	4.4		27,378	.0103	1,744	6,222		6.7	4,086	35.9	13.1	29.7	25.1	25.3	33.0	9.1	28.8
South Portland		26.3	.0159	7.1		36,606	.0138	1,392	5,156		7.7	4,726	21.8	6.9	30.1	22.0	37.0	41.7	11.1	29.4
Westbrook		12.9	.0078	3.5		19,959	.0075	1,547	5,703		4.1	4,820	20.8	6.4	29.0	20.9	38.5	42.5	11.7	30.2
Franklin		20.1	.0121	5.6	3.1	28,959	.0102	1,341	4,814	3,861	7.1	3,772	37.1	14.7	33.3	30.5	22.7	32.1	6.9	22.7
Hancock		34.0	.0206	9.9	7.0	43,207	.0162	1,271	4,364	3,063	12.3	3,526	41.6	17.6	32.0	31.2	21.1	31.9	5.3	19.3
Kennebec		83.3	.0503	23.3	52.0	118,281	.0446	1,420	5,076	10,579	27.9	4,232	31.1	11.0	31.3	25.5	27.6	34.7	10.0	28.8
Waterville		19.1	.0115	5.5		31,305	.0118	1,639	5,692		7.4	4,259	33.2	11.6	29.3	23.8	26.7	33.3	10.8	31.3
Augusta		22.3	.0134	6.1		33,239	.0125	1,491	5,449		7.3	4,551	28.1	9.2	30.4	23.1	29.8	34.9	11.7	32.8
Knox		26.5	.0159	8.4	12.0	34,657	.0130	1,308	4,126	6,597	9.6	3,592	38.9	16.2	35.5	34.2	20.0	29.6	5.6	20.0
Rockland		9.3	.0056	2.8		13,573	.0051	1,459	4,848		3.5	3,848	34.9	13.5	35.4	31.8	22.8	31.5	6.9	23.2
Lincoln		17.2	.0104	5.2		20,020	.0075	1,164	3,850	4,125	6.0	3,317	43.7	19.7	33.2	34.6	18.6	29.8	4.5	15.9
Oxford		41.9	.0253	11.8	13.9	55,909	.0211	1,334	4,738	7,134	14.0	3,996	32.9	12.3	31.8	27.5	27.3	36.4	8.0	23.8
Penobscot	174	109.2	.0659	29.3	63.0	145,957	.0549	1,337	4,981	15,743	37.7	3,872	36.2	14.0	30.9	27.5	25.4	34.9	7.5	23.6
△Bangor		37.1	.0224	10.3		53,871	.0203	1,452	5,230		13.2	4,097	34.9	12.7	30.5	25.7	25.9	33.7	8.7	27.9
Piscataquis		16.5	.0100	5.0	2.2	20,958	.0079	1,270	4,192	3,629	5.6	3,710	34.5	13.9	35.2	32.8	24.5	35.1	5.8	18.2
Sagadahoc		20.1	.0121	6.1	10.0	24,592	.0093	1,223	4,031	1,633	6.7	3,684	34.8	14.1	34.0	31.9	25.6	36.9	5.6	17.1
Bath		10.8	.0065	3.3		14,772	.0056	1,368	4,476		3.8	3,904	31.8	12.2	34.0	30.0	27.5	37.6	6.7	20.2
Somerset		37.0	.0229	11.0	15.0	46,754	.0176	1,237	4,250	8,959	12.9	3,620	38.3	15.0	33.4	31.9	24.2	35.5	6.1	17.6
Waldo		20.2	.0122	6.1	5.6	21,937	.0083	1,086	3,596	12,245	6.9	3,184	47.9	22.5	32.5	35.3	15.1	25.2	4.5	17.0
Washington		32.1	.0194	9.0	7.1	34,488	.0129	1,073	3,589	3,894	10.7	3,213	45.4	21.1	33.5	36.0	17.1	28.3	4.0	14.6
York		93.1	.0561	27.3	59.5	135,747	.0511	1,458	4,972	8,400	32.4	4,196	28.8	10.3	31.2	25.6	31.4	39.9	8.6	24.2
Biddeford		21.7	.0131	6.2		32,712	.0123	1,507	5,276		7.3	4,496	23.8	7.9	31.9	24.5	34.2	40.5	10.1	27.1
Sanford		11.5	.0069	3.5		19,059	.0072	1,657	7,624		4.0	4,746	20.7	6.5	29.6	21.6	37.9	42.5	11.8	29.4

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

Here's How Maine's Richest Market Spends

Sanford . . . with the highest family income in the state ($7,624) . . . has the best family sales potential in Maine and a sales performance to match.

Sanford's living scale . . . reflected in a comparison of family sales with the U.S. averages . . . insures advertisers a profitable sales return per family on a very moderate advertising investment . . . provided of course they use the Tribune and Advocate. This newspaper alone enables you to cover the responsive Sanford market *thoroughly and economically.*

SANFORD TRIBUNE and ADVOCATE

SANFORD, MAINE

Represented by The Julius Mathews Special Agency, Inc.

SANFORD FAMILY SALES

		Per Family Sanford	Per Family U.S.
Retail	$13,394,000	$5,358	$3,818
Food	4,108,000	1,483	855
Eating & Drinking	1,070,000	428	280
Automotive	1,917,000	767	740
Gasoline	1,050,000	420	240
Lumber-Bldg-Hdwre	936,000	374	286
Drug	448,000	179	114

8 Reasons Why Your "A" List Should Include the

PORTLAND, MAINE NEWSPAPERS

(1) The Portland Market includes a 9-county sales area with 558,400 population and 162,700 families.

(2) One advertising buy—the Portland Newspapers—enables you to tap 65% of Maine's income . . . and

63% of the Retail Sales
69% of Eating & Drinking Sales
60% of General Merchandise Sales
67% of Apparel Sales
69% of Furn-Hsld-Radio Sales
61% of Automotive Sales
61% of Gas-Service Station Sales
68% of Lumb-Bldg-Hdwre Sales
67% of Drug Sales

(3) Portland is the Nation's MOST USED TEST MARKET in the 75-100,000 population group.

(4) The Sixth Most Used Test Market regardless of size.

(5) The Second Most Used Test Market in New England regardless of size.

(6) Largest Mass Market north of Boston.

(7) The Portland Market is larger . . . in all sales categories . . . than many state markets.

(8) Portland is famous for results . . . whether you're testing or advertising for volume.



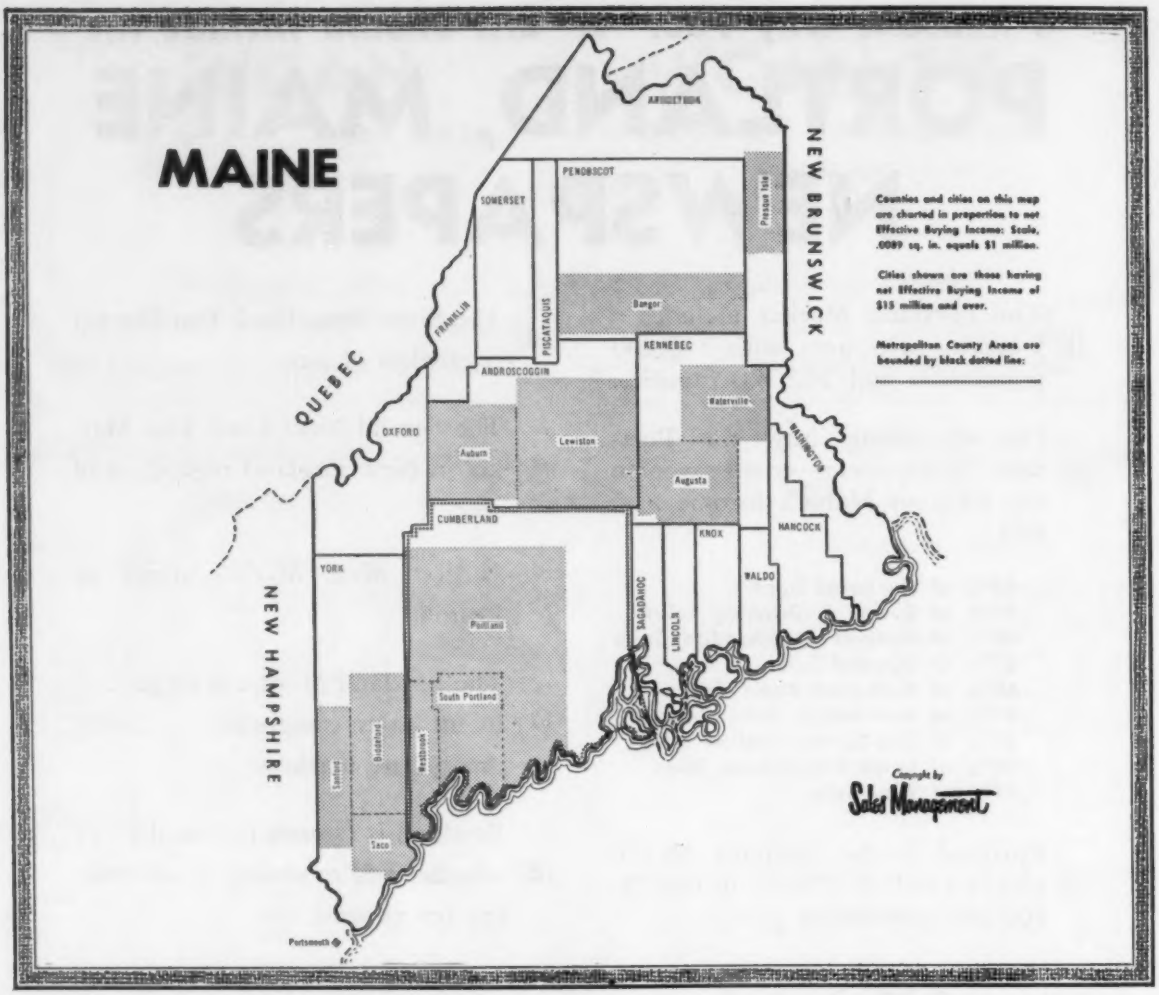
THE PORTLAND NEWSPAPERS MARKET

POPULATION	558,400
FAMILIES	162,700
INCOME	$812,741,000
RETAIL SALES	640,970,000
SALES PER FAMILY	3,939
FOOD	162,304,000
EATING & DRINKING	29,294,000
GENERAL MDSE.	$ 72,185,000
APPAREL	35,962,000
FURN.-HSHLD.	25,970,000
AUTOMOTIVE	120,825,000
GAS-SERV. STA.	40,154,000
LUMB-BLDG-HDWRE	37,409,000
DRUGS	18,206,000

PORTLAND, MAINE, NEWSPAPERS

PRESS HERALD — 78,688 Daily
EVENING EXPRESS
SUNDAY TELEGRAM — 93,222 Sunday

Represented by The Julius Mathews Special Agency, Inc.



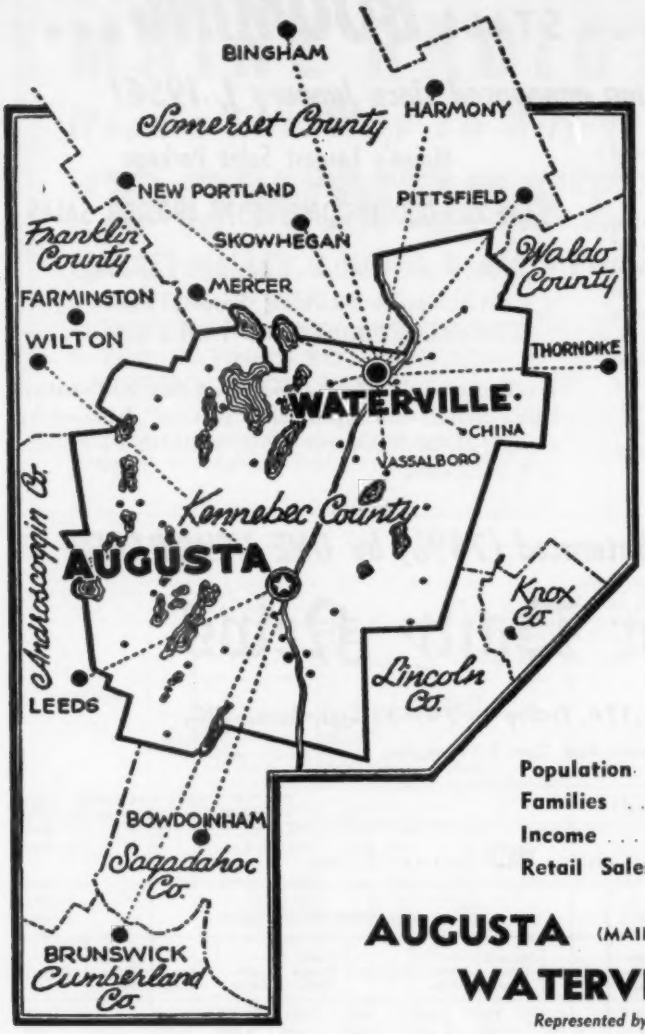
MAINE — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Saco		11.1	.0067	3.1		15,824	.0060	1,426	5,105		3.6	4,423	28.3	9.6	30.3	23.6	31.4	37.8	10.0	29.0
Total Above Cities		358.5	.2162	102.2		563,503	.2123	1,572	5,514		128.3	4,391	29.2	9.9	30.8	24.2	29.8	36.2	10.2	29.7
State Total		907.5	.5473	257.5	492.8	1,249,216	.4703	1,377	4,851	190,738	308.4	4,050	33.6	12.4	31.9	27.2	26.2	34.4	8.3	26.0

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Androscoggin	221	88,000	.0474	3,621	.0489	98	93	22,079	4,301	11,494	6,688	3,706	16,687	4,842	3,720	1,679
△Lewiston-Auburn		75,639	.0408		.0403	101	101	17,300	3,759	6,328	3,831	15,054	3,964	2,915	1,397	
△Lewiston		52,453	.0283		.0265	104	111	13,700	2,579	9,052	5,962	2,783	7,002	1,700	1,942	1,057
△Auburn		23,169	.0125		.0143	95	83	4,196	1,180	1,327	400	498	8,062	2,264	973	340

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.



Maine's Sales Production Heaviest in the Golden Kennebec Valley

Sales production in Augusta-Waterville is 71% above the national sales production index. Retail sales in each city exceed total income—top their combined buying power by $14,006,000!

Kennebec County's family sales—$4,804—are the highest in Maine . . . $212 above the next county, $860 above the state average, $986 above the U.S. These figures emphasize how families in Kennebec and Somerset Counties depend on Augusta-Waterville for their shopping needs. They spend $78,550,000 in the twin cities, pour another $68,675,000 into hometown cash registers in both counties . . . for a total of $147,225,000.

And it's PLUS buying. Family sales for the two-county area average $4,292. Family food sales are $299 above the U.S. average, automotive sales $69 above, gasoline-service station sales $66 above. Wherever these families shop . . . whether in Augusta-Waterville or other sections of the counties . . . their buying judgment is influenced by the Kennebec Journal and the Waterville Sentinel—reaching 87% of the homes in both counties, 66% in the Golden Kennebec Valley.

KENNEBEC and SOMERSET COUNTIES

Population	121,100	Food	$29,357,000 ($1,154 Per Family)
Families	34,400	Automotive	$27,740,000 ($809 Per Family)
Income	$165,015,000	Gasoline	$10,502,000 ($306 Per Family)
Retail Sales	$147,225,000		

AUGUSTA (MAINE) KENNEBEC JOURNAL
WATERVILLE (MAINE) SENTINEL

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MAINE — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Aroostook		90,774	.0522	4,049	.0509	85	87	23,682	2,964	13,232	4,583	2,344	21,940	5,459	6,301	2,576
Presque Isle		20,172	.0109		.0088	106	131	4,164	384	3,485	1,482	302	4,419	882	1,176	359
Cumberland	110	207,427	.1118	4,091	.1044	101	108	46,367	10,573	28,756	12,321	8,922	35,922	11,698	8,401	7,805
▲Portland		132,851	.0716		.0568	118	149	24,106	6,852	21,016	10,259	5,394	23,290	4,574	4,827	5,788
Brunswick		20,213	.0109		.0103	108	115	4,806	1,003	2,003	321	525	5,683	1,238	744	296
South Portland		13,048	.0070		.0122	77	44	6,001	402	280	100	592	2,217	1,538	511	564
Westbrook		15,276	.0082		.0078	100	105	3,884	360	3,293	1,010	1,255	1,998	723	558	391
Franklin		15,174	.0081	2,710	.0099	82	67	4,454	554	1,150	616	427	3,338	1,704	1,089	428
Hancock		38,036	.0195	3,640	.0181	88	95	10,155	1,743	3,216	1,312	666	6,921	3,406	1,706	696
Kennebec		111,944	.0603	4,804	.0504	100	120	29,359	3,809	11,765	6,434	4,367	21,732	7,058	8,162	2,599
Waterville		45,207	.0244		.0155	135	212	9,744	1,569	6,006	2,792	1,888	9,352	1,844	3,812	841
Augusta		33,343	.0180		.0143	107	124	8,998	1,041	2,535	2,158	1,690	7,716	2,000	2,699	832
Knox		30,506	.0164	3,632	.0148	92	103	7,585	807	1,753	2,226	1,583	4,681	1,663	3,330	885
Rockland		16,473	.0089		.0063	113	150	4,303	468	298	1,895	1,086	2,726	405	1,934	439

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

BANGOR AREA... STILL BOOMING...

$50,000,000 new construction announced since January 1, 1956!

Dynamic Bangor market area is roaring to new and higher goals . . . everywhere more people (now 38% of the state's population) . . . more wage-earners . . . higher payrolls . . . more buying power . . . more sales. Bangor's ABC trading zone includes the 7 counties of Down East Maine . . . where a $200 million industrial and commercial expansion program is in high gear. In Bangor, a new steel fabricating plant . . . two *new* large shoe factories . . . a *new* huge bakery plant; in the area, *new* textile plants . . . paper mill expansion . . . air base enlargement. Famed tourist trade is flourishing—along with forest products, fisheries, minerals. Poultry Marketing now exceeds potato income—and remember: Aroostook County alone, potato bin of America, has a farm income of $82,300,000!

Maine's Largest Sales Package

$436,745,000 INCOME; $374,490,000 SALES

Northeastern Maine's Banking, Wholesaling, Transportation, News, Shopping Center
SALES PRODUCTION INDEX 179

The Bangor Daily News *alone* covers this Northeastern Maine market—the largest sales "package" delivered by a single Maine Newspaper—35% of the state's income, 37% of its sales.

An Expanding 7-County Market Saturated (74%) by ONE NEWSPAPER

The Bangor Daily News

Maine's Largest Daily — 71,174, Daily — 74,432 Sat.-Sun. ABC.

Represented by Johnson, Kent, Gavin & Sinding, Inc.

MAINE — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Lincoln		21,742	.0118	4,181	.0094	90	113	5,507	700	1,939	920	567	5,339	1,138	2,061	502
Oxford		39,471	.0212	3,345	.0220	87	84	10,114	1,244	6,156	1,546	976	8,835	2,564	2,241	886
Penobscot	174	134,859	.0726	4,892	.0624	95	110	31,356	5,318	19,874	7,922	5,069	29,974	8,126	5,129	2,704
△Bangor		74,130	.0400		.0266	119	179	13,670	3,079	14,986	5,445	3,635	18,488	3,166	1,871	1,231
Piscataquis		16,169	.0087	3,234	.0085	85	87	4,575	524	1,576	277	1,085	3,765	1,076	1,080	534
Sagadahoc		17,423	.0094	2,856	.0099	82	78	4,599	658	1,644	601	784	3,077	1,595	1,353	376
Bath		11,823	.0064		.0060	92	98	3,481	405	942	601	784	2,102	708	1,207	317

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

Sales Production Index 46% Above Average

Sales in Biddeford stores last year soared 46% above the national sales production index. In Biddeford-Saco they totaled $45,440,000—the largest concentration of sales in York County. A big 42% of the county's sales are made in Biddeford-Saco . . . are influenced primarily by the Biddeford Journal. Reaching more than 90% of the homes, the Journal alone sells Biddeford-Saco . . . a must if you're determined to get your full share of the county's $109,283,000 retail sales

BIDDEFORD-SACO

				Sales Prod'n Index
Population	32,800	Food	$12,558,000	153
Families	9,300	Automotive	12,070,000	170
Income	$48,536,000	Furn-Hshld	2,234,000	119
Inc. Per Fam.	5,219	Apparel	2,551,000	110
Retail Sales	45,440,000	Gas-Serv. Sta.	2,860,000	123

THE BIDDEFORD JOURNAL . . . BIDDEFORD, MAINE

Represented by The Julius Mathews Special Agency, Inc.

MAINE RADIO?

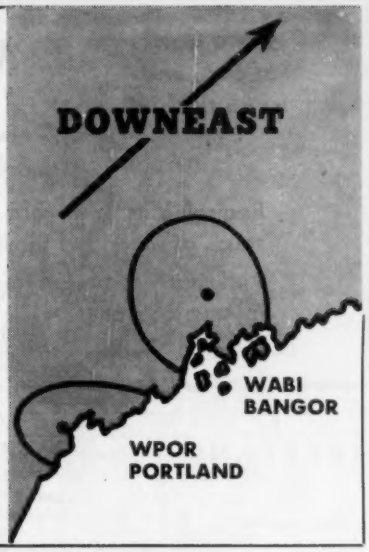
Here's The Way To Buy It!

"DOWNEAST"

YOU GET MAINE'S 2 MAJOR MARKETS PLUS—

- **COVERAGE WHERE IT COUNTS**
- **MERCHANDISING ASSISTANCE**
- **TOP RATINGS BOTH CITIES**
- **COMBINATION RATES**

Represented separately and in combination by
George P. Hollingbery; Boston—Kettell-Carter



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MAINE — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
					SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Somerset		35,281	.0190	3,207	.0191	84	83	10,223	1,225	3,151	1,354	1,630	6,008	3,444	1,639	1,077
Waldo		20,742	.0112	3,400	.0099	81	92	5,166	926	1,912	485	432	2,670	1,317	1,049	340
Washington		34,929	.0188	3,638	.0160	82	97	10,803	734	5,568	2,145	657	6,459	3,089	1,424	1,046
York		109,283	.0589	4,003	.0544	97	105	32,140	6,648	7,526	4,608	4,658	21,214	7,862	7,052	3,066
Biddeford		35,498	.0191		.0145	111	146	7,773	1,261	3,293	2,434	1,824	10,022	1,910	2,410	678
Sanford		13,394	.0072		.0071	103	104	4,108	1,070	858	431	509	1,917	1,050	936	448
Saco		9,943	.0054		.0060	90	81	4,785	290	143	117	410	2,049	950	188	252
Total Above Cities		517,022	.2788		.2330	108	129	117,719	21,943	69,517	35,407	23,155	107,102	24,952	25,788	13,833
State Total		1,015,480	.5473	3,944	.5088	93	100	258,264	42,728	120,714	54,040	37,853	198,562	66,071	55,737	27,179

MAINE — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Bangor	174	109.2	.0658	29.3	63.0	145,957	.0549	1,337	4,981
△Lewiston-Auburn	221	84.3	.0508	24.3	70.2	130,229	.0490	1,545	5,359
Portland	110	171.9	.1037	50.7	136.4	266,097	.1002	1,548	5,248
Total Above Areas		365.4	.2203	104.3	269.6	542,283	.2041	1,484	5,199

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
					SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Bangor	174	134,559	.0726	4,592	.0624	95	110	31,356	5,318	19,874	7,922	5,069	29,974	9,126	5,129	2,704
△Lewiston-Auburn	221	88,000	.0474	3,621	.0489	96	93	22,079	4,301	11,494	6,688	3,708	16,687	4,842	3,720	1,679
Portland	110	207,427	.1118	4,091	.1044	101	108	46,367	10,573	28,758	12,321	8,922	35,922	11,696	8,401	7,805
Total Above Areas		429,986	.2318	4,123	.2157	98	105	99,802	20,192	60,124	26,931	17,697	82,583	24,666	17,250	12,188

© SM, 1956.

Before using these figures, see explanation page 11.

5,000 watts at 600, and 1st on the dial

WCAO

Basic for CBS Since 1927

"The Voice of Baltimore"

Beginning its 34th year of bringing good radio entertainment to hundreds of thousands of Maryland families!

And ready to bring effective results to advertisers who want to attain maximum sales in America's 6th City!

(And WCAO gives you, at no extra cost the PLUS of simulcasting your advertisement on 20,000 watts FM)

MARYLAND — Counties and Cities — (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia.)

Map, page 462 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Annapolis	Anne Arundel	29.0	346	66	71	19	47	20	21	32	14	12
Baltimore	Baltimore	973.9	11775	3,614	2516	1200	882	497	299	614	378	425
Bethesda	Montgomery	75.6	*	*	*	*	*	*	*	*	*	*
Cambridge	Dorchester	12.2	198	52	28	14	22	16	9	11	13	6
College Park	Prince Georges	17.1	78	10	17	5	8	1	10	10	2	4
Cumberland	Allegany	38.6	585	148	112	28	43	32	34	63	29	17
Easton	Talbot	5.9	188	32	17	11	24	18	13	20	12	5
Frederick	Frederick	19.8	359	57	66	28	33	17	26	39	20	8
Hagerstown	Washington	40.2	626	133	120	54	62	38	37	61	23	16
Hyattsville	Prince Georges	15.0	161	37	18	18	15	7	10	23	8	7
Mount Rainier	Prince Georges	18.7	49	15	3	6	3	3	1	5	1	4
Pocomoke City	Worcester	3.9	100	19	13	14	8	9	8	11	5	2
Rockville	Montgomery	15.0	123	15	20	17	14	6	7	14	12	2
Salisbury	Wicomico	17.1	366	72	40	47	37	30	23	44	14	10
Takoma Park	Montgomery	18.7	74	14	5	10	5	5	1	12	3	4
Westminster	Carroll	6.7	176	38	24	27	3	10	13	18	9	6

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)
Allegany	188	94.1	.0568	27.0	51.2	108,502	.0409	1,153	4,019	1,620
△Cumberland		38.6	.0233	11.8		52,808	.0199	1,368	4,475	
Anne Arundel	12	160.6	.0968	40.5	52.0	220,974	.0832	1,376	5,456	7,575
Annapolis		29.0	.0175	5.6		45,706	.0172	1,576	8,162	
Baltimore	12	1321.0	.7967	377.5	1253.6	2,139,875	.8057	1,620	5,669	15,171
1▲Baltimore		973.9	.5874	283.9		1,597,814	.6016	1,641	5,628	
Calvert		13.5	.0081	3.2		11,868	.0044	884	3,648	4,257
Caroline		18.8	.0114	5.5		18,967	.0071	1,009	3,449	14,408
Carroll		47.9	.0289	12.2	6.7	50,156	.0189	1,047	4,111	16,181
Westminster		6.7	.0040	1.9		9,721	.0037	1,451	5,116	
Cecil		38.9	.0234	9.9	6.3	44,843	.0168	1,145	4,499	8,549
Charles		27.0	.0163	6.2		26,907	.0101	997	4,340	5,914
Dorchester		28.8	.0173	8.2	12.2	29,006	.0109	1,014	3,537	9,066
Cambridge		12.3	.0074	3.7		15,142	.0057	1,241	4,092	
Frederick		70.5	.0425	18.8	25.2	83,422	.0314	1,183	4,437	22,788
Frederick		19.8	.0119	6.0		30,182	.0114	1,524	5,030	
Garrett		21.3	.0128	5.2		17,271	.0065	811	3,321	4,807
Harford		64.1	.0387	16.8	16.7	87,892	.0331	1,371	5,232	12,612
Howard		27.5	.0166	6.9	4.1	34,875	.0131	1,268	5,054	6,413
Kent		14.0	.0084	4.0	3.3	15,758	.0060	1,126	3,940	7,662
Montgomery	156	259.5	.1565	72.5	199.6	564,272	.2124	2,174	7,783	15,254
Rockville		15.0	.0090	4.0		30,383	.0114	2,026	7,596	
Bethesda		75.6	.0456	21.1		188,924	.0711	2,499	8,934	
Takoma Park		18.7	.0101	4.7		41,047	.0155	2,458	8,733	
Prince Georges	156	286.1	.1726	75.8	210.3	474,581	.1787	1,659	6,261	10,037
Hyattsville		16.2	.0098	4.7		35,054	.0132	2,164	7,458	
College Park		17.1	.0103	3.2		39,925	.0150	2,335	12,477	
Mount Rainier		18.7	.0113	6.0		38,731	.0146	2,071	6,455	
Queen Annes		14.8	.0089	4.2		13,505	.0051	913	3,215	9,294
St Marys		39.8	.0240	8.6		48,114	.0173	1,159	5,382	5,501

Income Breakdown of Consumer Spending Units

COUNTIES CITIES	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Allegany	27.9	3,895	30.2	10.9	31.7	26.5	30.0	38.6	8.1	24.0
△Cumberland	12.5	4,235	27.7	9.2	29.5	22.6	32.6	38.7	10.3	29.5
Anne Arundel	51.9	4,262	34.0	11.2	24.3	18.5	29.4	34.6	12.3	35.7
Annapolis	10.3	4,434	32.8	10.4	26.0	19.1	27.9	31.5	13.3	39.0
Baltimore	423.9	5,048	23.9	6.7	25.6	16.5	33.9	33.6	16.6	43.2
1▲Baltimore	323.1	4,945	25.0	7.1	26.3	17.3	32.7	33.2	16.0	42.4
Calvert	3.4	3,476	41.3	16.7	31.6	29.5	20.4	29.4	6.7	24.4
Caroline	5.8	3,276	43.1	18.5	30.6	30.4	20.7	31.6	5.6	19.5
Carroll	13.5	3,709	35.7	13.5	31.4	27.5	25.2	34.1	7.7	24.9
Westminster	2.8	3,499	42.2	17.0	29.1	27.0	21.3	30.6	7.4	25.4
Cecil	10.6	4,196	29.8	10.0	31.1	24.1	28.0	33.5	11.1	32.4
Charles	6.9	3,924	32.3	11.6	30.1	24.9	28.0	35.8	9.6	27.7
Dorchester	8.9	3,262	45.1	19.4	31.3	31.2	17.7	27.3	5.9	22.1
Cambridge	4.3	3,535	40.9	16.3	31.0	28.6	21.1	29.9	7.0	25.2
Frederick	21.9	3,812	36.2	13.4	31.3	26.6	24.3	32.0	8.2	28.0
Frederick	7.2	4,196	32.5	10.9	31.0	24.0	26.4	31.5	10.1	33.6
Garrett	5.6	2,992	48.1	22.6	31.5	34.1	16.0	26.9	4.4	16.4
Harford	21.0	4,192	32.3	10.8	28.3	22.1	27.9	33.3	11.5	33.8
Howard	7.3	4,782	29.2	8.6	27.3	18.6	29.0	30.6	14.5	42.2
Kent	4.7	3,384	46.1	19.2	29.8	28.5	16.9	25.1	7.2	27.2
Montgomery	79.4	7,110	14.7	2.9	14.7	6.7	30.5	21.5	40.1	68.9
Rockville	4.0	7,534	14.9	2.8	18.0	7.8	34.1	22.7	33.0	66.7
Bethesda	*	*	*	*	*	*	*	*	*	*
Takoma Park	6.0	6,837	19.0	3.9	18.2	8.6	32.0	23.5	30.8	64.0
Prince Georges	88.0	5,391	18.4	4.8	13.9	11.3	38.5	35.9	24.2	48.0
Hyattsville	5.1	6,817	11.4	2.4	15.4	7.3	41.8	30.7	31.4	59.6
College Park	9.1	4,394	41.6	13.3	18.0	13.3	24.4	27.9	16.0	45.5
Mount Rainier	6.0	6,415	12.1	2.6	18.1	9.2	41.6	32.5	28.2	55.7
Queen Annes	4.4	3,036	52.9	24.5	27.2	29.1	14.7	24.3	5.2	22.1
St Marys	13.2	3,503	39.0	15.7	28.9	26.8	24.7	35.4	7.4	22.1

1 Baltimore County combined with Independent City of Baltimore.
*Not Available.

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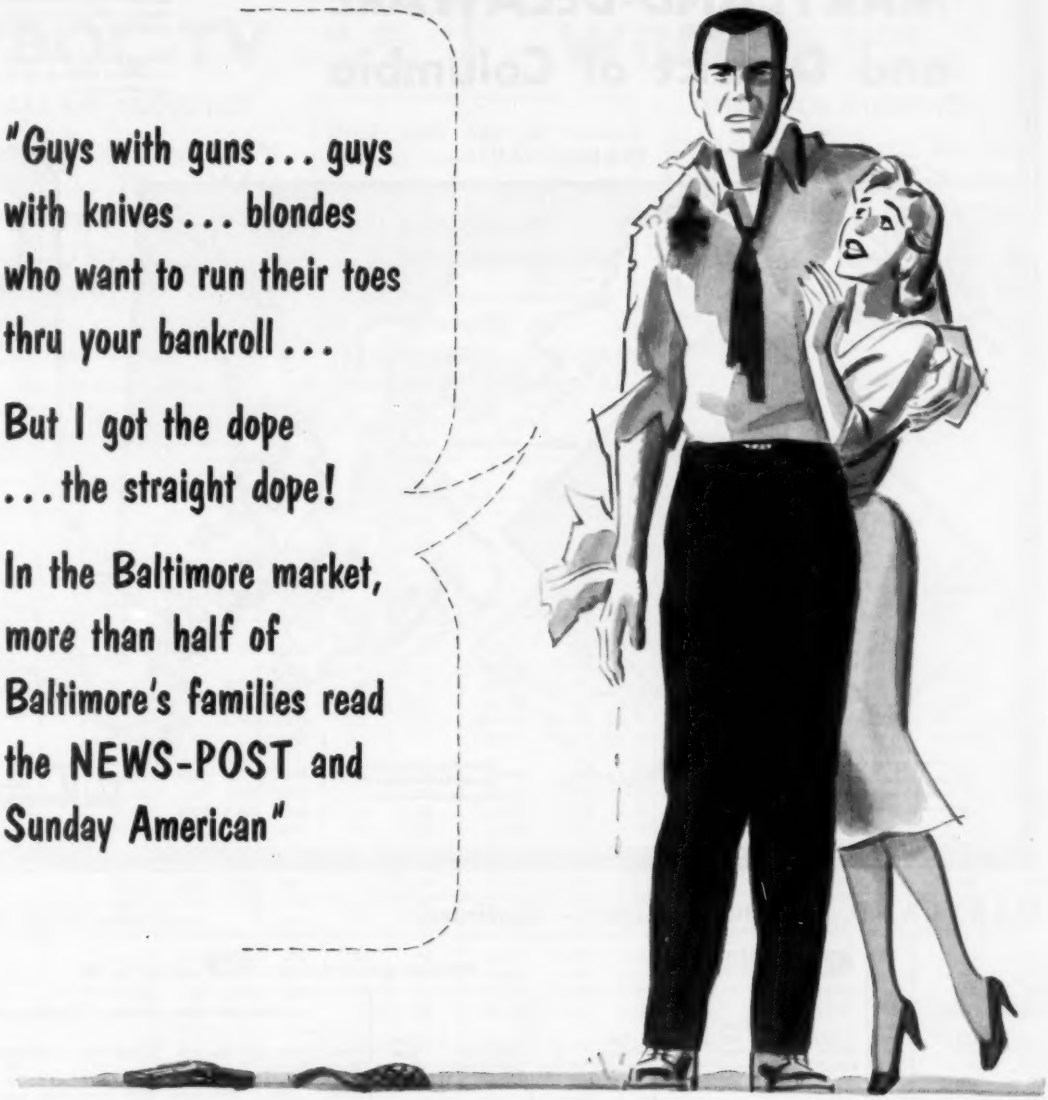
▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

MIKE HAMMER, *typical red-blooded American youth says . . .*

"Guys with guns . . . guys with knives . . . blondes who want to run their toes thru your bankroll . . .

But I got the dope . . . the straight dope!

In the Baltimore market, more than half of Baltimore's families read the NEWS-POST and Sunday American"

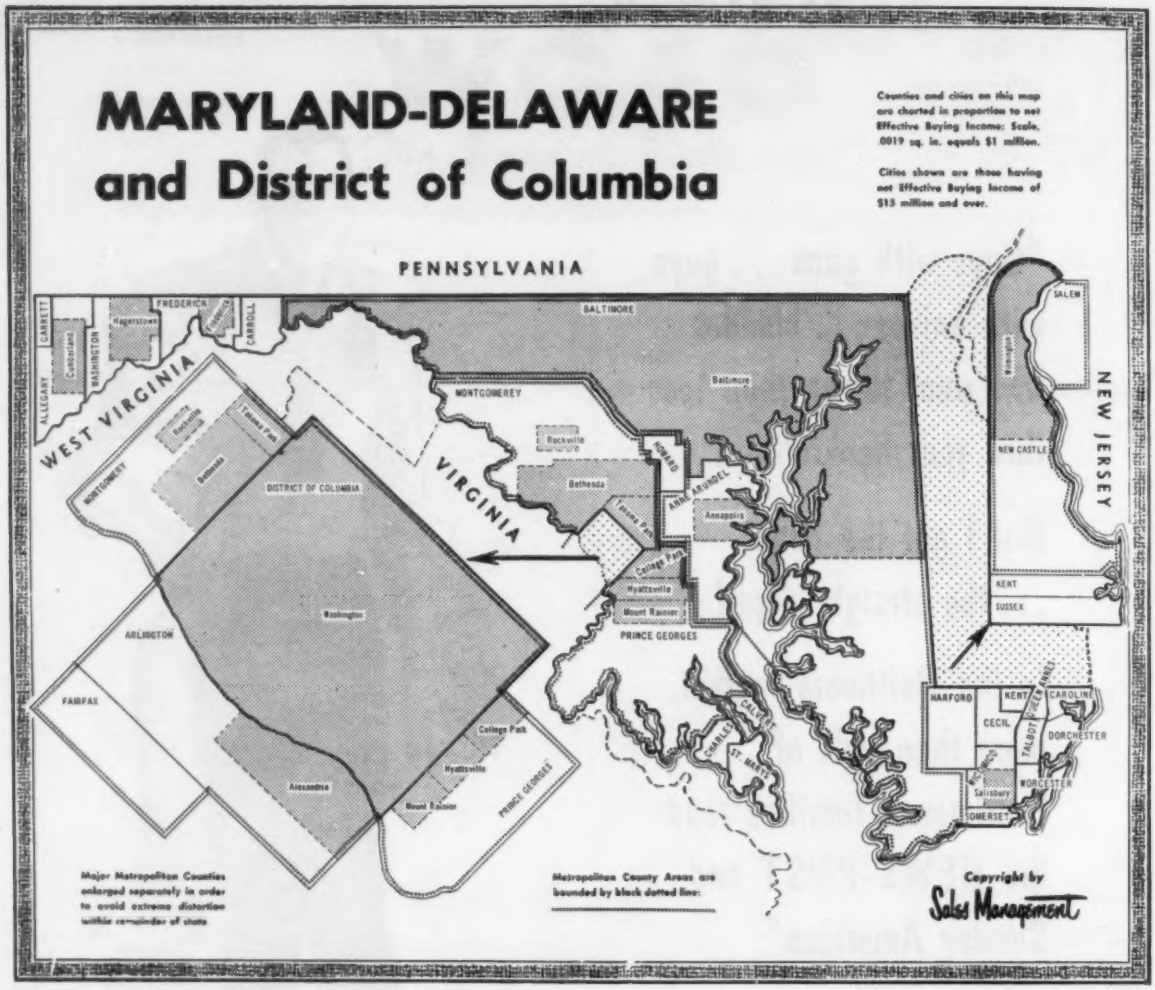


Mickey Spillane's latest "Mike Hammer" escapades: "The Long Wait" and "Kiss Me, Deadly"

Calmly . . . without guns or blondes . . . Audit Bureau of Circulation figures corroborate Mike Hammer's finding. May we respectfully add: to assure sales of your product in the Baltimore market use the most "wanted" papers in town . . .

Baltimore News-Post and Sunday American

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. *Offices in 15 Principal Cities*



MARYLAND — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Somerset		20.8	.0125	5.9	3.7	19,376	.0073	932	3,284	8,675	6.5	2,970	48.8	23.1	31.7	34.7	15.5	26.2	4.0	16.0
Talbot		20.1	.0122	6.1	5.9	23,617	.0089	1,175	3,872	7,958	6.2	3,828	42.2	15.5	30.1	25.7	19.0	24.8	8.7	34.0
Easton		5.9	.0036	1.8		9,126	.0034	1,547	5,070		2.1	4,333	36.2	11.8	30.6	22.9	21.0	24.4	12.2	40.9
Washington	208	85.3	.0514	24.3	40.2	114,017	.0430	1,337	4,692	12,352	26.5	4,298	27.8	9.1	31.0	23.5	30.0	34.9	11.2	32.5
△Hagerstown		40.2	.0242	12.5		64,269	.0242	1,599	5,142		14.1	4,550	25.6	7.9	29.2	20.9	32.2	35.5	13.0	35.7
Wicomico		43.4	.0262	12.9	17.1	55,527	.0209	1,279	4,304	18,039	14.0	3,958	34.8	12.4	30.6	25.1	24.8	31.4	9.8	31.1
Salisbury		17.1	.0103	5.2		26,328	.0099	1,540	5,063		5.8	4,562	29.1	9.0	29.4	20.3	28.9	31.7	13.6	39.0
Worcester		25.1	.0151	7.7	3.9	24,006	.0090	956	3,118	20,240	7.5	3,220	47.4	20.7	28.4	28.8	17.9	27.9	6.3	22.8
Pocomoke City		3.9	.0024	1.2		5,518	.0021	1,415	4,598		1.4	3,900	37.2	13.4	29.2	23.6	24.7	31.7	9.9	31.3
Total Above Cities		1,306.6	.7881	377.3		2,230,878	.8399	1,707	5,912		413.9	4,934	25.7	7.3	26.0	17.2	32.2	32.7	16.1	42.8
State Total		2,742.7	1.6541	788.9	1912.0	4,224,809	1.5907	1,540	5,360	243,375	858.9	4,919	29.1	7.5	25.1	16.5	31.5	32.2	17.3	43.8

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

SALES UP 11% IN THE DEL-MAR-VA MARKET

SERVED BY TWO OF AMERICA'S FINER RADIO AND TELEVISION STATIONS

WBOC-TV 55,120 TV HOMES

SHARE OF AUDIENCE

Afternoons 72.8%
Evenings 69.6%
Entire Survey 70.2%

ARB reports 4 to 1 preference in home county; 75 per cent saturation.

ABC and CBS Networks

Rep: HEADLEY-REED

Only with one of these stations can you obtain Blanket coverage of this

$400,000,000 Retail Market

Call our representative or contact us

Radio-TV Park, Salisbury, Md. | TWX148 Phone 6131

WBOC 81,070 RADIO HOMES

SHARE OF AUDIENCE

6AM—12N 69.1%
12M—6PM 71.0%
6PM—11PM 74.7%

Carrying more advertisers daily than any other medium. Five to one more daily national advertisers.

Rep: BURN-SMITH CO.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MARYLAND — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Allegany	191	85,010	.0458	3,149	.0456	80	81	23,259	4,936	10,003	6,340	4,112	13,843	6,061	7,510	2,396
△Cumberland		63,489	.0342		.0249	107	147	14,098	3,215	8,390	5,637	3,610	10,340	3,525	6,968	2,046
Anne Arundel	12	127,428	.0687	3,148	.0616	84	71	42,173	14,006	6,238	6,014	4,127	18,080	12,204	7,153	4,767
Annapolis		49,630	.0267		.0201	115	153	12,444	2,755	2,332	3,678	2,933	13,458	2,318	3,928	1,847
1Baltimore	12	1,534,600	.8271	4,065	.8103	102	104	343,969	157,502	304,787	88,298	78,210	235,971	72,070	67,924	61,770
‡▲Baltimore		1,312,486	.7074		.6305	107	120	280,052	132,597	287,200	80,139	72,112	200,297	52,073	49,460	50,079
Calvert		11,782	.0063	3,673	.0057	70	78	2,398	1,406	1,563	174	226	2,148	944	1,217	34
Caroline		24,595	.0132	4,472	.0098	88	116	3,870	607	841	718	412	4,145	2,085	3,118	628
Carroll		48,077	.0260	3,941	.0230	80	90	9,656	1,675	5,032	651	1,826	9,919	2,763	5,692	1,005
Westminster		22,960	.0124		.0084	160	310	5,195	594	1,707	398	842	5,544	1,009	2,998	714
Cecil		32,897	.0177	3,323	.0184	79	78	7,205	3,818	2,808	454	950	8,025	2,672	2,371	497
Charles		29,536	.0159	4,784	.0131	80	98	7,975	3,747	3,613	204	131	5,096	2,586	2,696	572
Dorchester		31,224	.0168	3,808	.0139	80	97	7,559	1,280	2,062	1,695	1,489	7,953	1,086	3,484	492
Cambridge		25,198	.0136		.0084	114	154	5,301	1,036	1,516	1,695	1,438	7,568	453	2,632	492
Frederick		65,938	.0356	3,507	.0349	82	84	13,596	3,749	8,102	2,914	2,650	11,911	4,221	6,270	1,394
Frederick		41,236	.0222		.0147	124	187	9,046	1,842	5,702	2,652	1,442	7,136	2,540	3,427	1,125
Garrett		17,140	.0092	3,298	.0088	67	72	3,574	1,078	1,263	114	278	6,065	1,203	1,870	414
Harford		66,638	.0359	3,967	.0350	90	93	15,159	4,611	5,522	2,937	2,757	15,758	5,555	4,923	1,867
Howard		20,584	.0111	2,979	.0132	80	67	2,613	2,704	1,022	219	409	7,034	2,856	1,048	531
Kent		19,462	.0089	4,116	.0074	88	106	3,404	662	1,065	461	490	3,222	741	2,454	268
Montgomery	156	280,068	.1509	3,863	.1828	117	96	70,067	12,374	45,135	13,439	7,510	56,909	18,422	24,240	10,447
Rockville		21,880	.0118		.0110	122	131	5,771	1,080	1,122	1,402	845	4,363	1,766	3,163	840
Bethesda		83,760	.0451		.0582	128	99	20,635	3,719	14,527	3,937	2,212	17,137	5,125	6,803	3,135
Takoma Park		17,952	.0097		.0127	126	96	10,293	166	1,623	332	649	435	1,842	894	993
Prince Georges	156	224,934	.1212	2,967	.1602	93	70	77,936	18,474	9,059	5,518	3,852	46,013	21,148	18,752	10,772
Hyattsville		47,165	.0254		.0162	165	259	11,515	1,461	936	863	416	25,523	2,940	592	1,987
College Park		15,493	.0084		.0121	117	82	4,758	1,822	370	549	72	4,094	1,394	386	869
Mount Rainier		6,825	.0037		.0107	95	33	3,419	253	265	276	104	167	734	96	979
Queen Annes		11,825	.0064	2,815	.0062	70	72	2,384	515	1,278	91	291	625	1,322	2,481	235
St. Marys		23,165	.0125	2,694	.0172	72	52	5,508	3,005	3,410	809	672	3,290	2,173	1,518	665
Somerset		17,840	.0096	3,024	.0091	73	77	5,363	507	979	380	605	2,009	1,410	806	458
Talbot		36,360	.0196	5,961	.0127	104	161	6,418	1,051	1,309	1,483	1,923	5,899	2,308	2,447	1,193
Easton		29,008	.0156		.0071	197	433	4,438	693	937	1,445	1,642	5,622	1,049	1,981	1,029

‡ General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order".

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1 Baltimore County Combined With Independent City of Baltimore.
▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

Hagerstown, Md., Racks Up

Continuous Sales Increases

131,450 consumers doing good since 1939 account for this partial retail sales increase report on our 3 county market.

Aug. 1955—18.9% increase
Sept. 1955—22.0% "
Oct. 1955—21.4% "
Nov. 1955—11.2% "
Dec. 1955—13.6% "
Jan. 1956—12.4% "
Feb. 1956—13.6% "

These S. M. Retail Sales Forecasts are being proven out every month. Per capita income now $1599—higher than state average.
Average family income $5142.
Cash farm income $12,352,000.
Effective Buying Income Washington County alone—$114,017,000.

New S. M. totals break all previous retail sales records. Washington County alone now $98,574,000 —27.1% increase.

New product classification records:

Food Sales	$20,198,000
General Merchandise Sales	$11,471,000
Automotive Sales	$21,027,000
Lumber & Hardware Sales	$ 8,764,000
Eat & Drink Places Sales	$ 7,513,000
Furn.-House & Radio Sales	$ 4,305,000
Drugs Sales	$ 2,547,000

Index of Sales Production rates Hagerstown 70% above national average. Advertise now in The Herald-Mail. No other medium sells more effectively to your distributors, your dealers, your consumers. They demand and read us every day.

HERALD MAIL HAGERSTOWN, MD.

National Representative: Burke, Kuipers & Mahoney, Inc.

New York Chicago Detroit Atlanta Charlotte Dallas Kansas City Oklahoma City San Francisco

MARYLAND — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Washington	208	98,574	.0531	4,057	.0478	93	103	20,198	7,513	11,471	5,385	4,305	21,027	6,184	8,764	2,547
△Hagerstown		76,282	.0411		.0293	121	170	14,681	5,125	10,630	5,764	3,714	18,131	4,128	5,295	1,975
Wicomico		72,927	.0393	5,053	.0274	105	150	13,476	2,954	7,605	5,467	3,898	15,183	3,946	6,505	1,720
Salisbury		57,751	.0311		.0163	158	302	10,521	2,495	6,633	5,267	3,559	12,714	2,762	5,754	1,562
Worcester		48,373	.0261	6,282	.0154	102	173	7,774	4,182	4,049	1,548	1,860	11,089	2,252	3,182	1,132
Pocomoke City		15,503	.0084		.0041	171	350	2,177	368	2,286	528	826	6,011	604	683	256
Total Above Cities		1,886,641	1.0168		.6827	112	129	414,344	189,221	346,176	114,562	96,416	338,540	84,262	94,062	69,928
State Total		2,925,914	1.5769	3,850	1.5993	97	95	695,531	252,340	440,000	144,310	122,677	511,403	176,095	186,123	105,822

MARYLAND — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Baltimore	12	1,481.8	.8935	418.0	1,305.6	2,360,849	.8839	1,593	5,648
△Cumberland	181	94.1	.0568	27.0	51.2	108,502	.0409	1,153	4,019
△Hagerstown	208	85.3	.0514	24.3	40.2	114,017	.0430	1,337	4,692
Total Above Areas		1,661.0	1.0017	469.3	1,397.0	2,583,368	.9728	1,555	5,505

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955: Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Baltimore	12	1,662,028	.8958	3,976	.8919	100	100	386,142	171,508	313,025	92,312	82,337	254,051	84,274	75,077	86,537
△Cumberland	191	85,101	.0458	3,149	.0456	80	81	23,259	4,936	10,003	6,340	4,112	13,843	6,061	7,510	2,396
△Hagerstown	208	98,574	.0531	4,057	.0478	93	103	20,199	7,513	11,471	6,385	4,305	21,027	6,184	8,764	2,547
Total Above Areas		1,845,612	.9947	3,933	.9853	98	99	429,599	183,957	334,499	105,037	90,754	288,921	96,519	91,351	71,480

(Other New England States: Connecticut, Maine, New Hampshire, Rhode Island, Vermont.)

— MASSACHUSETTS — Counties and Cities

Map, page 474 — City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Adams Renfrew	Berkshire	11.8	•	•	•	•	•	•	•	•	•	•
Arlington	Middlesex	47.2	•	•	•	•	•	•	•	•	•	•
Athol	Worcester	11.9	•	•	•	•	•	•	•	•	•	•
Attleboro	Bristol	25.2	272	68	37	22	28	13	18	21	17	5
Barnstable	Barnstable	12.2	•	•	•	•	•	•	•	•	•	•
Belmont	Middlesex	28.3	•	•	•	•	•	•	•	•	•	•
Beverly	Essex	31.2	305	71	47	33	14	10	17	35	9	12
Boston	Suffolk	752.2	9,402	2,363	1703	955	924	509	198	406	259	416
Braintree	Norfolk	27.6	•	•	•	•	•	•	•	•	•	•
Brockton	Plymouth	65.1	835	181	129	74	108	48	38	64	46	22
Brookline	Norfolk	61.8	•	•	•	•	•	•	•	•	•	•
Cambridge	Middlesex	120.1	1,234	305	264	96	91	64	38	92	35	58
Chelsea	Suffolk	37.0	518	170	71	40	51	22	18	26	24	22
Chicopee	Hampden	54.2	507	131	93	45	23	32	22	49	29	20
Clinton	Worcester	12.4	•	•	•	•	•	•	•	•	•	•
Danvers	Essex	18.8	•	•	•	•	•	•	•	•	•	•
Dedham	Norfolk	20.6	•	•	•	•	•	•	•	•	•	•
Everett	Middlesex	45.9	443	141	66	34	22	27	17	32	14	25
Fall River	Bristol	111.5	1,378	389	208	115	125	78	51	102	57	39
Fitchburg	Worcester	43.3	538	130	82	39	53	24	28	52	27	24
Framingham	Middlesex	32.8	•	•	•	•	•	•	•	•	•	•
Gardner	Worcester	19.5	240	43	33	22	22	14	17	20	14	12
Gloucester	Essex	26.0	386	93	52	34	27	21	11	31	15	9
Great Barrington	Berkshire	7.2	•	•	•	•	•	•	•	•	•	•
Greenfield	Franklin	18.6	•	•	•	•	•	•	•	•	•	•
Haverhill	Essex	48.2	598	122	86	52	73	34	24	59	20	21
Holyoke	Hampden	55.1	680	160	117	30	80	55	25	35	36	29
Lawrence	Essex	80.1	1,193	379	168	84	126	81	35	63	28	40
Leominster	Worcester	25.1	299	53	51	35	17	25	22	24	11	10
Lowell	Middlesex	95.5	1,077	321	180	74	87	51	25	81	38	45
Lynn	Essex	104.0	1,183	296	194	120	119	49	47	86	40	43
Malden	Middlesex	60.4	627	157	68	58	58	36	23	57	24	30
Marlborough	Middlesex	18.4	212	34	43	21	21	14	13	11	7	10
Medford	Middlesex	66.6	450	128	35	59	22	24	18	30	32	30
Melrose	Middlesex	29.8	190	53	18	24	12	7	5	19	15	8
Methuen	Essex	25.9	•	•	•	•	•	•	•	•	•	•
Middleborough	Plymouth	11.2	•	•	•	•	•	•	•	•	•	•
Milford	Worcester	15.8	•	•	•	•	•	•	•	•	•	•
Natick	Middlesex	24.0	•	•	•	•	•	•	•	•	•	•
Needham	Norfolk	22.0	•	•	•	•	•	•	•	•	•	•
New Bedford	Bristol	108.1	1,502	402	239	106	144	86	57	138	49	63
Newburyport	Essex	14.3	222	47	36	19	22	21	12	17	9	8
Newton	Middlesex	87.4	627	135	66	93	29	30	25	56	31	34
North Attleboro	Bristol	12.7	•	•	•	•	•	•	•	•	•	•
North Adams	Berkshire	22.1	286	65	39	25	35	23	15	25	7	6
Northampton	Hampshire	30.1	325	59	42	20	37	27	23	20	18	12
Norwood	Norfolk	22.3	•	•	•	•	•	•	•	•	•	•
Palmer	Hampden	11.0	•	•	•	•	•	•	•	•	•	•
Peabody	Essex	27.7	268	62	54	24	11	7	10	27	9	14
Pittsfield	Berkshire	55.7	607	115	79	77	70	39	35	49	23	14
Plymouth	Plymouth	14.5	•	•	•	•	•	•	•	•	•	•
Quincy	Norfolk	86.8	863	179	125	63	85	52	43	90	31	43
Revere	Suffolk	38.2	425	117	110	34	24	16	12	31	17	15
Salem	Essex	42.5	538	122	92	33	80	31	24	34	24	12
Somerville	Middlesex	92.4	865	297	129	84	52	31	32	49	26	50
Southbridge	Worcester	18.3	•	•	•	•	•	•	•	•	•	•
Springfield	Hampden	169.0	1,893	423	315	198	190	115	72	145	89	81
Taunton	Bristol	41.8	470	111	80	33	85	26	28	34	14	13
Wakefield	Middlesex	22.1	•	•	•	•	•	•	•	•	•	•
Waltham	Middlesex	52.3	484	100	60	50	57	31	24	36	22	18
Watertown	Middlesex	38.9	•	•	•	•	•	•	•	•	•	•
Webster	Worcester	13.6	•	•	•	•	•	•	•	•	•	•
Wellesley	Norfolk	24.0	•	•	•	•	•	•	•	•	•	•
West Springfield	Hampden	22.7	•	•	•	•	•	•	•	•	•	•
Westfield	Hampden	22.3	311	44	40	53	25	23	14	33	19	8
Weymouth	Norfolk	38.3	•	•	•	•	•	•	•	•	•	•
Woburn	Middlesex	20.9	239	57	18	18	19	17	10	26	13	6
Worcester	Worcester	206.5	2,197	499	371	237	200	138	70	200	86	80

COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Barnstable		52.8	.0319	17.2	12.4	76,816	.0289	1,455	4,468	3,388	18.8	4,124	31.8	11.3	31.3	25.5	27.8	35.2	9.1	28.0
Barnstable		12.2	.0074	3.8		20,530	.0077	1,682	5,400		•	•	•	•	•	•	•	•	•	•

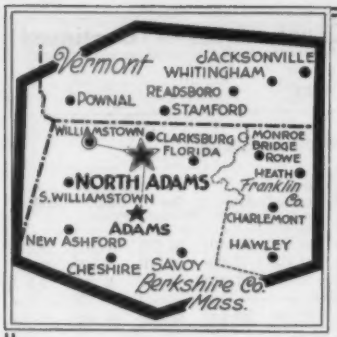
*Not Available.

© SM, 1956.

Before using these figures, see explanation page 11.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.



NORTH ADAMS—ADAMS and WILLIAMSTOWN

a 41,024 city zone with $44,028,000 retail sales*

Do these people know your product? Only one newspaper can carry your story into every City Zone home.

NEWSPAPER COVERAGE of North Adams City Zone

THE COVERAGE STORY

THE SALES STORY

(11,787 occupied dwellings—1950 census)

Newspaper	Circulation	% of Homes Covered
North Adams Transcript	11,866*	100.00%
Springfield Morning Paper	2,128**	18.00%
Pittsfield Evening Paper	356*	0.03%

* ABC, March 31, 1955
** Publisher's Statement

SALES FIGURES*
*Sales Management Special Study

Retail Sales	$44,028,000
Food Sales	14,160,000
Gen. Mdse.	2,953,000
Automotive	9,105,000

THE NORTH ADAMS TRANSCRIPT

NORTH ADAMS, MASS.

Represented by Julius Mathews Special Agency

MASSACHUSETTS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Berkshire	109	136.6	.0635	41.6	108.7	223,229	.0841	1,611	5,366	9,784	46.0	4,849	23.7	7.2	26.0	18.1	36.5	39.2	13.8	35.5
▲Pittsfield		55.7	.0336	16.5		99,364	.0374	1,784	6,022		19.0	5,225	21.0	5.9	22.8	14.7	39.9	39.8	16.3	39.6
North Adams		23.1	.0133	6.8		32,613	.0123	1,476	4,796		7.2	4,516	23.9	7.7	30.6	22.9	34.4	39.7	11.1	29.7
Great Barrington		7.2	.0043	2.3		11,502	.0043	1,598	5,001		2.6	4,450	29.1	9.6	29.0	22.0	30.8	35.8	11.3	32.6
Adams Renfrew		11.8	.0071	3.4		18,068	.0068	1,531	5,314		3.8	4,796	19.1	5.8	27.2	19.2	41.0	44.6	12.7	30.4
Bristol	48	402.2	.2426	121.8	347.1	568,348	.2215	1,483	4,830	18,929	130.8	4,499	25.9	8.4	30.0	22.5	33.0	38.2	11.1	30.9
▲New Bedford		108.1	.0652	33.8		161,442	.0608	1,493	4,776		37.0	4,358	27.4	9.2	30.5	23.7	31.8	38.0	10.3	29.1
▲Fall River		111.5	.0672	33.2		159,392	.0600	1,430	4,801		36.3	4,387	25.8	8.6	30.7	23.6	33.2	39.4	10.3	28.4
Taunton		41.8	.0252	11.4		57,760	.0217	1,382	5,067		12.7	4,546	25.3	8.1	29.7	22.1	34.0	39.0	11.0	30.8

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

A $57,760,000 MARKET

Thoroughly Covered by ONE Newspaper Only

Taunton's broadly diversified industries pay good wages . . . are chiefly responsible for Taunton having the highest family income of Bristol County's three leading markets. As a result, Taunton families offer advertisers a tempting target of $57.7 Million buying power.

Big as the target is, you could miss badly if you try to sell Taunton with the fringe circulation of outside newspapers. The Gazette's 90% coverage of Taunton homes testifies to the scarcity of other newspapers in this market . . . the Gazette market.

THE GAZETTE SALES PACKAGE

Population	41,800
Families	11,400
Income	$57,760,000
Retail Sales	$45,366,000

TAUNTON GAZETTE

Established 1884

TAUNTON, MASS.

Represented by
The Julius Mathews Special Agency, Inc.

Another Great Year Ahead for Pittsfield!

G. E. KEYNOTES PITTSFIELD'S FUTURE: "I am confident that 1956 will be an excellent year for our Pittsfield operation . . . It is well to note our total G.E. employment in Pittsfield is now over 10,500, verifying our prediction of a year ago . . . We expect to hold our employment steady here, regarding 10,000 to 11,000 employees as our normal and desirable level . . . with

weekly payrolls in excess of $1,000,000"

—William S. Ginn, General Manager
GE Transformer Div.

. . . AND THIS IS ONLY PART OF THE STORY. G. E. . . . with its $1 million weekly, $52 million annual, payroll . . . is a mighty factor in Pittsfield's economy—but, still, only part of the Pittsfield story . . .

SOUND, STEADY GROWTH

	1955	1948	Gain
Income	$223,229,000	$161,239,000	38%
Retail Sales	159,960,000	125,993,000	27%*
Food	39,341,000	33,835,000	16%
Gen. Mdse.	18,470,000	11,754,000	57%
Apparel	11,890,000	9,934,000	20%
Furn.-Hshld.	8,183,000	6,182,000	32%
Automotive	29,899,000	18,739,000	60%
Gas-Serv. Sta.	8,244,000	5,689,000	45%
Lumb.-Bldg.-Hdwre.	9,055,000	7,825,000	16%
Drug	4,381,000	3,172,000	38%

*Metropolitan Pittsfield's gains represent sound, steady growth. In 1948, the market was well above the national average—with $969 sales per capita, compared with $891 for the U.S.

You can cover the Pittsfield market for only 1½¢ per page per family with

The Berkshire Eagle

PITTSFIELD, MASS.

Represented by The Julius Mathews Special Agency, Inc.

SALEM CITY ZONE . . . 101,064 A.B.C.

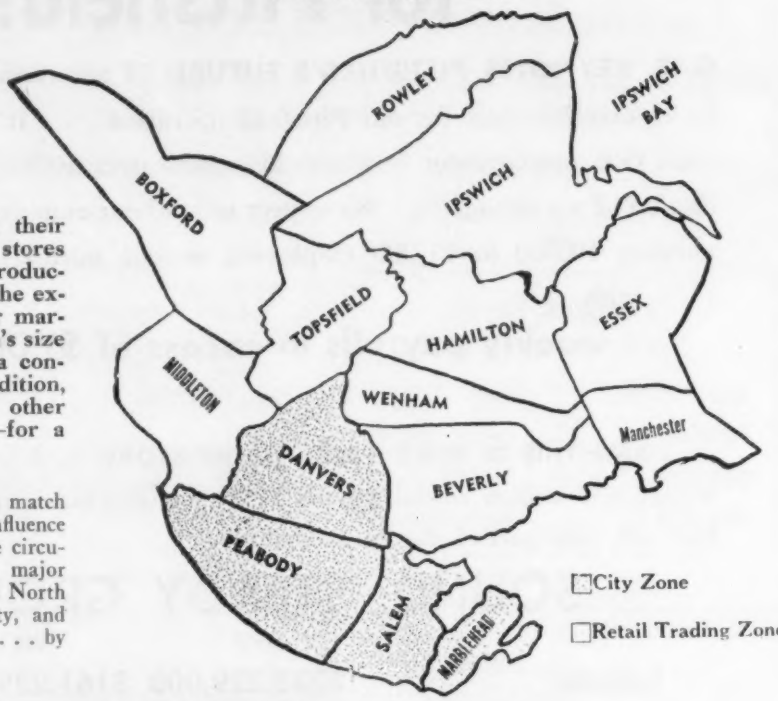
Highest Family Income and Sales Production in the County

The 29,300 families in the Salem A.B.C. City Zone (Salem, Peabody, Danvers, Marblehead) have $178,499,000 income — averaging $6,092 per family. And their sales record is just as impressive . . .

They concentrate most of their shopping (58%) in Salem stores —sending the city's sales production index up to 151! With the exception of Boston, no other market in the state . . . of Salem's size or larger . . . shows such a concentration of sales. In addition, they spend $51,622,000 in other sections of the city zone—for a retail total of $123,164,000.

No other daily newspaper can match the Salem Evening News' influence on this big spending. Study the circulation coverage percentage of major advertising media entering this North Shore section of Essex County, and you'll agree that it's the News . . . by a mile!

RETAIL TRADING ZONE



SALEM EVENING NEWS

SALEM, MASS.

Represented by The Julius Mathews Special Agency, Inc.

MASSACHUSETTS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Attleboro		25.2	.0152	7.7		41,774	.0157	1,658	5,425		8.2	5,097	21.1	6.1	27.7	18.4	35.4	36.1	15.8	39.4
North Attleboro		12.7	.0077	3.8		20,091	.0076	1,582	5,287		*	*	*	*	*	*	*	*	*	*
Dukes		**5.7**	**.0034**	**1.8**		**7,332**	**.0027**	**1,286**	**4,073**	**355**	**1.9**	**3,875**	**37.4**	**14.1**	**32.6**	**28.5**	**22.3**	**29.9**	**7.7**	**27.5**
Essex	**18**	**580.6**	**.3321**	**167.6**	**501.0**	**921,067**	**.3468**	**1,673**	**5,489**	**15,229**	**186.4**	**4,941**	**23.5**	**7.0**	**26.6**	**18.1**	**35.6**	**37.6**	**14.3**	**37.3**
Lynn		104.0	.0627	31.4		184,475	.0695	1,774	5,875		37.2	4,953	22.6	6.7	24.6	16.7	38.4	40.5	14.4	36.1
Lawrence		80.1	.0483	24.2		123,978	.0467	1,548	5,123		27.8	4,457	24.6	8.1	30.2	22.8	33.9	39.6	11.3	29.5
Salem		42.5	.0256	12.2		72,384	.0273	1,703	5,933		14.3	5,058	21.0	6.1	26.2	17.4	37.9	39.1	14.9	37.4
Haverhill		48.2	.0291	14.9		78,990	.0297	1,639	5,301		17.2	4,594	27.2	8.7	28.1	20.6	32.1	36.4	12.6	34.3
Gloucester		26.0	.0157	7.9		39,609	.0149	1,523	5,014		8.6	4,616	25.2	8.0	28.2	20.7	33.9	38.2	12.7	33.1
Beverly		31.2	.0188	9.3		53,234	.0200	1,706	5,724		10.5	5,057	24.2	7.0	24.8	16.6	35.8	36.9	15.2	39.5
Newburyport		14.3	.0086	4.2		22,082	.0083	1,544	5,258		5.0	4,459	27.1	8.9	29.1	22.0	32.7	38.2	11.1	30.9
Peabody		27.7	.0167	7.9		46,368	.0175	1,674	5,869		9.1	5,094	20.8	6.0	26.4	17.5	38.1	39.0	14.7	37.5
Methuen		25.9	.0156	7.6		41,880	.0158	1,617	5,511		*	*	*	*	*	*	*	*	*	*
Danvers		18.8	.0113	4.3		32,336	.0122	1,720	7,520		*	*	*	*	*	*	*	*	*	*
Franklin		**55.5**	**.0335**	**17.4**	**26.0**	**82,016**	**.0309**	**1,478**	**4,714**	**12,932**	**19.4**	**4,221**	**28.0**	**9.7**	**31.4**	**25.0**	**31.6**	**39.1**	**9.0**	**26.2**
Greenfield		18.6	.0112	5.3		31,556	.0119	1,697	6,068		7.0	4,502	25.5	8.3	29.5	22.1	34.0	39.3	11.0	30.3

*Not Available.

© SM, 1956.

Before using these figures, see explanation page 11.

$1959 retail sales per capita!

estimated by Market Guide for the Greenfield market, 1956

LIQUOR and other beverage advertising accepted
RATES: .10 b&w; .15 black and one color
CIRCULATION: 12,631 ABC
(12 mo. ending 9/30/55)





FOR YOUR INFORMATION:

BEST DAYS to advertise are: FRIDAY, automotive; THURSDAY, food, drug, general merchandise, apparel, home furnishings; TUESDAY, farm equipment and supplies.

OUR 7,169,106 ad lineage last year is a record. Makes Franklin County's Own Newspaper 3rd in U.S. for ABC newspapers of comparable size and location.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MASSACHUSETTS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Hampden	141	399.6	.2410	117.5	352.4	697,244	.2625	1,745	5,934	14,954	138.6	5,031	22.2	6.5	25.0	16.8	37.7	39.0	15.1	37.7
▲Springfield		160.0	.1019	49.7		313,138	.1179	1,853	6,301		62.1	5,041	22.7	6.6	24.5	16.4	37.5	38.8	15.3	38.2
▲Holyoke		55.1	.0332	16.8		90,418	.0340	1,641	5,382		19.4	4,670	24.1	7.6	27.5	19.8	35.8	40.0	12.6	32.6
Chicopee		54.2	.0327	14.2		88,720	.0334	1,637	6,248		18.1	4,890	22.4	6.7	23.6	16.3	39.6	42.2	14.4	34.8
Westfield		22.3	.0134	6.7		37,750	.0142	1,693	5,634		7.4	5,081	20.8	6.0	27.0	18.9	37.0	37.9	15.2	38.1
West Springfield		22.7	.0137	6.6		39,135	.0147	1,724	5,930		*	*	*	*	*	*	*	*	*	*
Palmer		11.0	.0066	3.1		20,426	.0077	1,857	6,589		3.9	5,283	20.7	5.7	26.7	17.1	36.3	35.8	16.3	41.4
Hampshire	141	94.6	.0570	24.9	60.4	145,975	.0550	1,543	5,862	19,470	35.7	4,090	36.4	13.0	25.5	21.1	27.8	35.4	10.3	30.5
Northampton		30.1	.0182	7.1		44,982	.0169	1,494	6,335		11.3	3,966	37.5	13.8	26.2	22.4	27.0	35.4	9.3	28.4
Middlesex	18	140.7	.8480	321.8	1008.4	2,118,413	.7976	1,857	6,583	31,075	380.6	5,565	22.1	5.8	23.8	14.5	35.6	33.3	18.5	46.4
Cambridge		120.1	.0724	33.4		238,351	.0897	1,985	7,136		50.8	4,694	31.0	9.7	26.2	18.8	29.5	32.8	13.3	38.7
Lowell		95.5	.0576	27.4		147,718	.0556	1,547	5,391		31.9	4,632	26.9	8.5	28.8	21.0	31.6	35.6	12.7	34.9
Somerville		92.4	.0557	25.7		153,483	.0578	1,661	5,972		29.8	5,142	19.2	5.5	25.1	16.5	40.4	40.9	15.3	37.1
Malden		60.4	.0364	17.5		104,013	.0392	1,722	5,944		19.9	5,236	19.9	5.6	24.6	15.8	39.6	39.4	15.9	39.2
Newton		87.4	.0527	23.9		243,859	.0918	2,790	10,203		30.3	8,037	20.1	3.7	18.2	7.6	30.1	19.5	31.6	69.2
Waltham		52.3	.0315	13.4		87,976	.0331	1,682	6,565		17.0	5,169	20.6	5.8	26.3	17.2	36.9	37.2	16.2	39.8
Medford		66.6	.0402	18.0		121,554	.0458	1,825	6,753		20.5	5,928	16.4	4.1	20.8	11.9	41.0	36.0	21.8	48.0

*Not Available. ▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

© SM, 1956.

WALTHAM

Made to order for your advertising profits!

4 Colors Available Daily

The News-Tribune
Represented By
Johnson, Kent, Gavin & Sinding, Inc.

How Boston Newspapers Rank

Year 1955 Boston Linage as compiled by Media Records, Inc.
Newspapers listed in order of daily linage

TOTAL DISPLAY

	Daily	Sunday
HERALD TRAVELER	11,714,434	10,620,419
2nd Paper	8,598,082	9,077,998
3rd Paper	8,458,493	3,373,277
4th Paper	6,593,590	4,015,027

GENERAL DISPLAY

	Daily	Sunday
HERALD TRAVELER	2,983,128	1,904,862
2nd Paper	2,191,578	1,386,119
3rd Paper	1,354,507	843,584
4th Paper	963,585	932,150

AUTOMOTIVE DISPLAY

	Daily	Sunday
HERALD TRAVELER	1,128,925	242,932
2nd Paper	1,014,757	270,762
3rd Paper	977,920	245,505
4th Paper	586,319	297,905

RETAIL DISPLAY

	Daily	Sunday
HERALD TRAVELER	7,161,033	8,430,688
2nd Paper	6,439,687	2,213,868
3rd Paper	5,193,506	7,399,264
4th Paper	4,504,474	2,812,112

The BOSTON HERALD and TRAVELER

. . . First-Rate for selling Boston!

Represented Nationally by GEO. A. McDEVITT CO., Inc.
New York • Chicago • Philadelphia • Detroit • Pittsburgh

MASSACHUSETTS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Watertown		38.9	.0235	.3		82,663	.0311	2,125	*		*	*	*	*	*	*	*	*	*	*
Framingham		32.5	.0196	8.9		50,570	.0190	1,556	5,682		*	*	*	*	*	*	*	*	*	*
Everett		45.9	.0277	12.7		74,348	.0280	1,620	5,854		14.4	5,177	18.7	5.3	24.0	15.6	41.1	41.4	16.2	37.7
Arlington		47.2	.0285	13.0		94,636	.0356	2,005	7,280		*	*	*	*	*	*	*	*	*	*
Marlboro-Hudson		*24.9*	*.0150*	*7.6*		*40,594*	*.0153*	*1,630*	*5,341*											
Woburn		20.9	.0126	5.4		32,743	.0123	1,567	6,064		6.1	5,360	19.2	5.2	25.4	16.0	39.3	38.2	16.1	40.6
Belmont		28.3	.0171	8.0		61,156	.0230	2,161	7,645		*	*	*	*	*	*	*	*	*	*
Wakefield		22.1	.0133	6.2		44,686	.0168	2,022	7,207		*	*	*	*	*	*	*	*	*	*
Marlboro		16.4	.0099	4.9		27,001	.0102	1,646	5,510		5.5	4,906	21.8	6.5	28.5	19.6	35.2	37.4	14.5	36.5
Melrose		29.8	.0180	8.6		61,891	.0233	2,077	7,197		9.7	6,353	17.7	4.1	20.2	10.7	37.6	30.9	24.5	54.3
Natick		24.0	.0145	7.0		38,976	.0147	1,624	5,568		*	*	*	*	*	*	*	*	*	*
Nantucket		3.8	.0021	1.1	3.0	4,329	.0016	1,237	3,935	30	1.0	4,155	30.5	10.7	34.0	27.7	27.4	34.4	8.1	27.2
Norfolk	18	453.3	.2734	129.3	364.9	961,447	.3620	2,121	7,438	13,987	152.5	6,304	20.1	4.7	21.5	11.5	35.7	29.5	22.7	54.3
Quincy		86.8	.0523	25.3		166,338	.0626	1,916	6,575		28.8	5,784	17.9	4.5	21.0	12.3	40.9	36.8	20.2	46.4
Brookline		61.8	.0373	17.6		179,405	.0675	2,903	10,193		*	*	*	*	*	*	*	*	*	*
Wellesley		24.0	.0145	6.6		70,872	.0267	2,953	10,738		*	*	*	*	*	*	*	*	*	*
Norwood		22.3	.0134	6.0		42,838	.0161	1,921	7,140		*	*	*	*	*	*	*	*	*	*
Weymouth		38.3	.0231	11.3		67,638	.0255	1,766	5,986		*	*	*	*	*	*	*	*	*	*
Braintree		27.6	.0166	7.4		59,809	.0225	2,167	8,082		*	*	*	*	*	*	*	*	*	*
Dedham		20.6	.0124	5.6		41,736	.0157	2,026	7,453		*	*	*	*	*	*	*	*	*	*
Needham		22.0	.0133	6.4		56,914	.0214	2,587	8,893		*	*	*	*	*	*	*	*	*	*
Plymouth	20	208.0	.1254	63.8	122.3	323,203	.1217	1,554	5,068	18,180	70.6	4,577	26.7	8.5	29.3	21.8	32.5	37.0	11.5	32.9
▲Brockton		65.1	.0393	20.1		109,082	.0411	1,676	5,427		24.1	4,525	26.1	8.4	29.3	21.8	33.5	38.6	11.1	31.2
Plymouth		14.5	.0087	3.5		22,795	.0086	1,572	6,513		5.3	4,327	28.1	9.5	31.9	24.9	29.5	35.6	10.5	30.0
Middleborough		11.2	.0068	3.3		18,095	.0068	1,616	5,483		3.9	4,672	25.0	7.8	29.3	21.2	34.0	37.9	11.8	33.1
Suffolk	18	848.7	.5107	244.2	848.7	1,471,863	.5541	1,738	6,027	900	315.2	4,669	27.1	8.5	28.1	20.3	31.7	35.4	13.1	35.8

*Not Available. ▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
© SM, 1956.



Reaches MORE Homes IN BOSTON Than Any Other Station!

WEEI LEADS all of its competitors, both network and independent, in depth of audience (and advertising) penetration of the Boston Market.

On a TOTAL WEEK basis, the stations line up like this:

NETWORK STATIONS	% DIFFERENT HOMES REACHED*
WEEI	**85.7**
B	80.2
C	70.6
D	40.5
INDEPENDENT STATIONS	
E	79.6
F	58.8
G	38.6
H	13.2

*5-County Boston Pulse Area, Pulse CPA Report, November, 1955.

WEEI

Represented by CBS Radio Spot Sales

WBZ 4 TV
FIRST IN THE BOSTON MARKET

Channel 4 delivers America's sixth market. For miles around people tune to WBZ-TV, New England's pioneer TV station. Top shows all day and every day, assure top-audience adjacencies. For further information and availabilities, call Herb Masse, Sales Manager, at ALgonquin 4-5670, Boston, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, New York.

HERE'S WHAT YOU COVER WITH WBZ-TV:

Population	5,242,900
TV Homes (WBZ-TV Survey)	1,420,106*
Effective Buying Income	$9,059,102,000
Total Retail Sales	$6,311,644,000
Food Sales	$1,538,866,000
Drug Sales	$ 192,494,000
Automotive Sales	$1,057,952,000
Gross Farm Income	$ 192,219,000

Sales Management figures

*EASTERN MASSACHUSETTS, SOUTHERN NEW HAMPSHIRE AND SOUTHERN MAINE

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

MASSACHUSETTS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME—SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
▲Boston		752.2	.4536	214.0		1,323,572	.4983	1,760	6,185		233.9	4,663	27.4	8.6	28.1	20.3	31.3	35.0	13.2	36.1
Chelsea		37.0	.0223	10.1		58,040	.0219	1,569	5,747		12.5	4,642	24.6	7.7	28.9	21.2	34.7	38.9	11.8	32.2
Revere		38.2	.0230	10.7		58,979	.0222	1,544	5,512		12.3	4,806	20.9	6.4	28.1	19.7	37.8	41.0	13.2	32.9
Worcester	163	580.2	.3499	166.6	441.0	927,233	.3492	1,598	5,500	31,440	195.5	4,744	24.0	7.4	27.5	19.6	35.7	39.2	12.8	33.8
▲Worcester		206.5	.1245	58.1		347,874	.1310	1,685	5,988		73.7	4,720	26.3	8.2	26.6	19.0	34.2	37.7	12.9	35.1
Fitchburg		43.3	.0261	12.8		70,921	.0267	1,638	5,541		15.1	4,701	23.1	7.2	28.1	20.2	36.7	40.6	12.1	32.0
Gardner		19.5	.0118	5.6		33,478	.0126	1,717	5,978		6.7	5,018	18.3	5.3	30.8	20.8	37.0	38.4	13.9	35.5
Leominster		25.1	.0151	7.4		38,183	.0144	1,521	5,160		7.9	4,830	21.1	6.3	27.4	19.0	37.8	40.4	13.7	34.3
Southbridge		18.3	.0110	5.3		31,005	.0117	1,694	5,850		6.1	5,084	17.5	5.0	27.6	18.3	39.8	40.8	15.1	35.9
Milford		15.8	.0095	4.8		29,103	.0110	1,842	6,467		5.5	5,253	17.2	4.8	24.4	15.6	42.8	42.5	15.6	37.1

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

MILFORD, Mass.

$6,467 Income Per Family (Highest in Worcester Co.)

58.4% of Consumer Spending Units earn $4,000 and up. (Highest % in Worcester Co.)

42.8% in the $4,000 to $7,000 bracket. (Highest % in Worcester Co.)

$5,253 average income per Consumer Spending Unit. (Highest in Worcester Co.)

18 Miles from Worcester Shopping Center for

48,000 People

in Milford, Hopkinton, Millis, Hopedale, Franklin, Mendon, Medfield and Upton.

$80,559,000 Income
$53,974,000 Retail Sales

The MILFORD DAILY NEWS

Represented by The Julius Mathews Special Agency, Inc.

As Boston Grows, So Grows the GLOBE!

Boston Gains HUNDREDS of New Industries

In the 10 short years since 1945, Greater Boston has built new factories by the *hundreds*. In the field of electronics alone, the Boston area has gained more than *400* new industries!

Boston Gains over 160,000 New Homes!

Home-building has kept pace with industrial growth in Boston. Since World War II, more than *160,000* new homes have gone up in the Boston Trading Area!

The Boston Globe Gains 2,886,095 Lines in '55!

. . . And the Globe has kept pace with Greater Boston. Since 1946, the Globe has increased its linage by nearly *10 million* lines!

In 1955 *alone*, the Daily and Sunday Globe gained 2,886,095 lines —*more* than any other Boston Paper! That's why the growing Globe is your best buy in booming Boston!

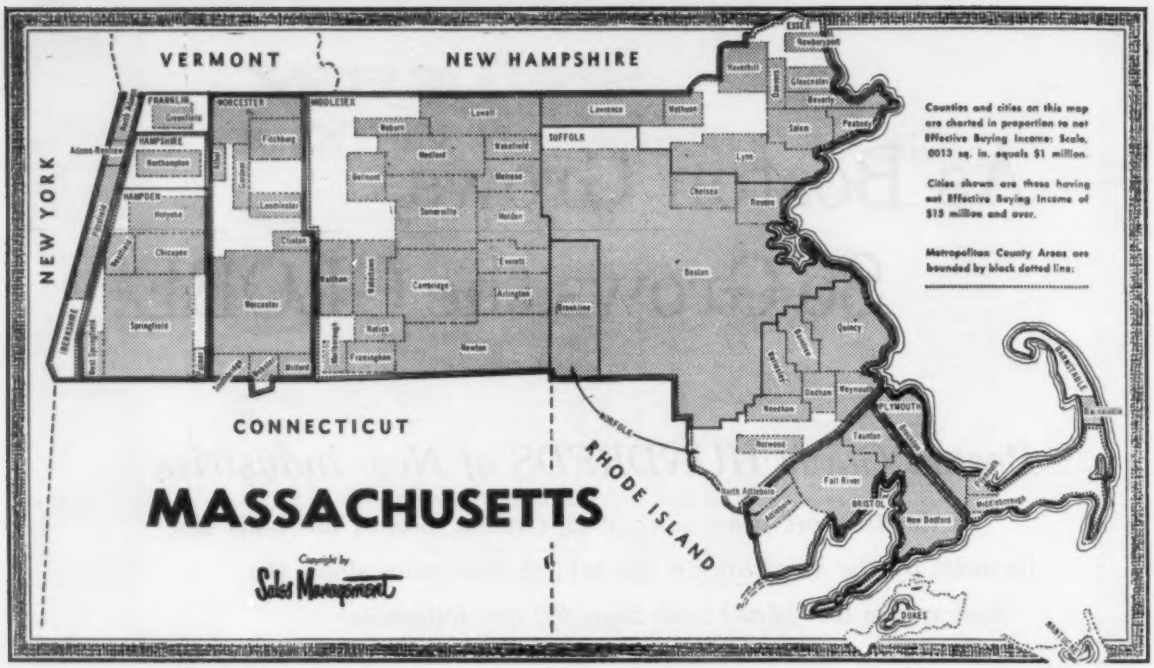
The Boston Globe

MORNING · EVENING · SUNDAY

Cresmer & Woodward, Inc.
New York, San Francisco, Los Angeles

Scolaro Meeker & Scott
Chicago, Detroit

The Leonard Co.
Miami Beach, Florida



MASSACHUSETTS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
											Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Clinton		12.4	.0075	3.5		18,806	.0071	1,517	5,373		4.0	4,720	21.8	6.8	29.2	20.8	36.0	39.8	13.0	32.6
Athol		11.9	.0072	3.5		19,713	.0074	1,657	5,632		4.4	4,479	22.8	7.5	33.7	25.3	33.5	39.0	10.0	28.2
Webster		13.6	.0082	3.9		22,292	.0084	1,639	5,716		4.8	4,656	22.2	7.0	26.8	19.5	38.8	43.4	12.3	30.1
Total Above Cities		3,678.7	2.2182	1,042.8		6,537,097	2.4611	1,777	6,269		1,120.6	4,900	24.6	7.3	26.8	18.5	34.4	36.6	14.2	37.6
State Total		4,932.0	2.9745	1,438.8	4194.3	8,548,515	3.2186	1,733	5,941	190,621	1,693.0	5,049	24.3	7.0	26.2	17.6	34.4	35.5	15.1	39.9

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Barnstable		95,877	.0617	5,574	.0384	114	182	24,879	8,731	7,730	4,531	4,147	14,171	6,262	9,296	3,609
Barnstable		34,389	.0185		.0109	147	250	7,713	1,894	3,541	2,787	1,331	8,277	1,346	2,640	1,028
Berkshire	109	159,960	.0962	3,848	.0846	101	103	39,341	10,107	19,470	11,890	6,183	29,899	8,244	9,055	4,381
▲Pittsfield		80,264	.0433		.0384	114	129	18,713	4,381	11,843	6,842	3,931	15,882	3,328	4,168	2,048
North Adams		27,417	.0148		.0133	100	111	5,802	1,392	4,000	2,440	1,935	5,443	1,261	1,118	565
Great Barrington		13,474	.0073		.0052	121	170	3,386	748	870	711	635	2,341	496	1,064	444
Adams Renfrew		11,645	.0063		.0067	94	99	3,896	843	897	814	743	1,288	872	1,100	314
Bristol	48	410,141	.2219	3,367	.2256	93	91	104,716	29,378	33,099	37,425	23,499	70,621	21,817	21,905	12,609
▲New Bedford		130,889	.0705		.0646	99	108	35,994	8,193	14,877	13,965	8,210	19,233	6,203	4,352	4,443

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

TRENDS IN THE MASSACHUSETTS FOOD MARKET

In 1948, 8561 Massachusetts food stores did $912,157,000 while sales in the remaining 6983 totaled only $131,601,000 .... U.S. Census of Business

In 1954, 6821 Massachusetts food stores did $1,277,129,000 while sales in the remaining 5564 totaled only $132,835,000 .... U.S. Census of Business

In 1955, 6684 Massachusetts super market and superette operators—as well as the buyers, supervisors and merchandisers at their chain, voluntary, cooperative and independent supply depots received and read every issue of YANKEE GROCER, the Newspaper of the New England Food Market ..... BPA Audit of Circulation

How much of Massachusetts $1,457,670,000 food sales passed through their check-outs? Did your firm get its share of this market? Were your products and promotions presold in YANKEE GROCER, the Newspaper of the New England Food Market?



New Bedford ranks 37% above the average in the U.S. in per capita Food Sales — 16% above the State — 19% above the New England average.

Total RETAIL SALES in 1955 were the highest in the market's history reaching a total of $304,138,000.

Total BUYING POWER in 1955 reached a new high of $356,112,000 . . . an increase of $16,510,000 over 1954.

All figures are for Greater New Bedford - plus Cape Cod and "The Islands" (Martha's Vineyard and Nantucket).

The Standard-Times

"The Nation's Best-Read Newspaper"

BASIL BREWER, *Publisher*

ONE PAPER COVERAGE: CITY ZONE 94%, ENTIRE MARKET 85%

Represented by Story, Brooks & Finley, Inc.

When you look to Lynn's 300,000 customers be sure of your circulation, **CHOOSE . . .**

LYNN DAILY ITEM

THE ONLY ABC NEWSPAPER IN LYNN, MASS.

MASSACHUSETTS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
▲Fall River		124,247	.0670		.0635	94	100	29,379	7,755	11,215	14,296	10,485	17,884	5,719	6,583	3,982
Taunton		45,366	.0245		.0232	92	97	11,083	3,184	3,402	3,967	2,441	7,915	1,784	3,404	1,203
Attleboro		28,439	.0153		.0155	102	101	7,196	2,078	979	3,325	1,276	6,631	1,034	1,804	1,175
North Attleboro		18,202	.0090		.0053	108	129	4,619	1,230	1,039	1,358	403	2,525	1,131	1,443	436
Dukes		11,495	.0062	6,386	.0038	115	182	4,528	715	650	289	370	1,541	484	971	468
Essex	18	617,837	.3330	3,682	.3397	102	100	160,760	50,050	63,850	46,934	28,394	98,906	35,835	33,584	20,425
Lynn		133,206	.0718		.0688	110	115	35,369	11,238	17,042	11,369	6,697	19,517	5,929	5,413	4,723

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

The ATTLEBORO, MASS. Market

RESULTS DEPEND ON GOOD PLANNING

When selecting your sales markets in Bristol County, Mass., it's important to know if the money target gives you a plus-advantage.

In Attleboro you reach the highest per capita and per family incomes of all cities in Bristol County. With 79% of its families in the three top income groups and accounting for 94% of the money, you're off to a good start when you advertise in the Attleboro Sun.

ATTLEBORO SUN...ATTLEBORO, MASS.

HERE'S YOUR TARGET

Population	37,900	Eating & Drinking	$3,308,000
Families	11,500	Gen. Mdse. Sales	2,018,000
Total Income	$61,865,000	Apparel Sales	4,683,000
Income per Capita	1,632	Furn—Hshld—Appliances	1,679,000
Income per Family	5,371	Automotive Sales	9,156,000
Total Retail Sales	46,731,000	Gas-Serv. Stations	2,165,000
Sales per Family	4,063	Lumb-Bldg-Hdwre.	3,247,000
Food Sales	11,815,000	Drug Sales	1,611,000

The Attleboro Sun, reaching 100% of the city and 74% of the city zone homes, is the sure way to get maximum sales return.

REPRESENTED BY JOHNSON, KENT, GAVIN & SINDING, INC., NEW YORK • CHICAGO • BOSTON • SAN FRANCISCO • LOS ANGELES

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.

FALL RIVER, MASS.

a rich

INDUSTRIAL MARKET

in the heart of

INDUSTRIAL NEW ENGLAND

the Herald News gives you 90% coverage of the families in the FALL RIVER A. B. C. MARKET

155,000 PEOPLE
46,970 FAMILIES
$225,083,000 INCOME
$158,100,000 RETAIL SALES

Fall River's Buying Power . . . almost a quarter of a billion dollars . . . Retail Sales are based on broad — and expanding — diversification of industry. More than 300 Manufacturing Plants produce for the domestic and export markets.

ONE NEWSPAPER sells this big market. 90% coverage indicates that other newspapers have little or no impact in the area.

FALL RIVER

HERALD NEWS

Covering This Rich, Industrial Market Exclusively and Completely

KELLY-SMITH COMPANY
National Representatives

NEW YORK • LOS ANGELES • CHICAGO • DETROIT • SAN FRANCISCO
PHILADELPHIA • SYRACUSE • BOSTON • ATLANTA

OVER 93% COVERAGE

That's What

THE HAVERHILL (MASS) GAZETTE

Gives You in the Haverhill ABC City Zone

NO COMBINATION OF OUTSIDE PAPERS CAN GIVE ADEQUATE COVERAGE

WESTERN ELECTRIC NOW BUILDING NEW MULTI-MILLION DOLLAR PLANT WITH EMPLOYMENT OF 4000 TO 5000 WORKERS, LESS THAN 10 MINUTES RIDE FROM THE HEART OF HAVERHILL

The Trend Is UP in HAVERHILL

WARD-GRIFFITH CO., INC.
National Representatives

GEORGE W. McLAUGHLIN
Business and Advertising Manager

MASSACHUSETTS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Lawrence		108,109	.0563		.0505	105	121	24,109	7,454	11,031	12,638	6,507	18,281	4,296	5,721	3,366
Salem		71,542	.0386		.0304	119	151	13,104	4,509	10,841	8,580	4,398	12,499	1,960	3,007	1,087
Haverhill		60,962	.0329		.0305	105	113	13,780	3,582	8,458	8,178	3,463	13,310	4,191	3,183	1,780
Gloucester		33,318	.0180		.0160	102	115	8,696	1,719	3,402	2,625	1,246	4,540	2,146	2,917	1,219
Beverly		34,817	.0188		.0194	103	100	10,361	1,885	2,454	825	1,107	9,761	2,312	1,521	1,074
Newburyport		22,007	.0119		.0094	109	138	5,728	1,119	2,624	1,220	1,220	3,493	1,249	2,359	662
Peabody		20,635	.0111		.0154	92	66	5,556	2,700	615	534	660	3,492	1,753	1,210	1,291
Methuen		17,079	.0092		.0138	88	59	7,152	1,574	1,320	82	147	2,168	1,541	994	533
Danvers		17,304	.0093		.0112	99	82	4,682	1,678	3,275	509	507	1,704	959	740	483
Franklin		50,685	.0316	3,373	.0316	94	94	12,920	3,318	4,889	2,971	4,130	11,233	3,786	3,263	1,840
Greenfield		33,729	.0182		.0137	122	163	6,421	1,570	3,970	2,264	3,217	8,402	1,500	1,749	880
Hampden	141	482,174	.2899	4,104	.2574	107	108	108,086	32,611	62,555	34,966	25,481	84,798	21,255	39,725	15,966
▲Springfield		252,843	.1363		.1202	118	134	51,901	14,872	35,445	24,115	12,819	46,073	9,034	18,885	8,622

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

GLOUCESTER, Mass.

ACTIVELY SERVES 34,000 PEOPLE

34,000 people in the A.B.C. Gloucester market do most of their shopping in Gloucester stores. Proof? Gloucester food sales are 33% above average volume. Drug sales top the U.S. production index by 42%. So do apparel sales. Lumber - building - hardware sales are 33% above par. Gasoline-service station sales 17%. The Gloucester Times is the daily reading habit of 82% of the families in the entire market. No other newspaper can give your advertising message comparable concentration in this market—with

$53,000,000 Income • $38,000,000 Retail Sales

GLOUCESTER DAILY TIMES

GLOUCESTER, MASS.

Represented by
The Julius Mathews Special Agency, Inc.

Philip S. Weld
Publisher



New Arrivals in Lawrence!

Since January, 1952, the following well known industrial firms are among those that have started operations in Greater Lawrence, Massachusetts:—

Congoleum-Nairn, Inc.
Fibre Rugs

A & P Corrugated Box
Corrugated Boxes

Champion-Bedding Co.
Mattresses

Storkline Furniture of Mass.
Children's Furniture

Associated Folding Box
Folded Paper Boxes

American Latex Fibre
Latex Fibre

Phillips Sportswear
Women's Sportswear

Van Brode Milling Company
Paper Products — Cereal

Rusco Windows, Inc., of N. E.
Aluminum Doors and Windows

Robert Corp.
Cellophane Rolls, Bags, Etc.

William Barry, Inc.
Sportswear

Milford Mfg. Co.
Men's Sportswear

Edward Goldman Co.
Leather Sportswear

Western Electric Co., Inc.
Communications Equipment

J. H. Emerson Company
Respiratory Devices

Scent-A-Room Co.
Felt Wicks

Ludington Shoe Company
Women's Shoes

Mutual Mfg. Company
Children's Clothing

DeMars Engineering
Loudspeakers

Process Engineering
Equipment for Chemical and Allied Industries

Garnor Coated Products, Inc.
Coated Fabrics

Colonial Rubber Company
Chemical Grinding Co.

Lawrence Clothing Co.
Women's Sportswear

Craig Systems, Inc.
Designers, Manufacturers

Marriner Combing Co.
Wool Fibre Tops

General Shoe Corp.
Women's Shoes

Beckwith Container Corp.
Fibre Products

Craft Wood Furniture
Unfinished Furniture

Quilted Fabrics, Inc.
Linings

C & A Mfg. Company
Nail Head Creations

National Store Front Co.
Aluminum

Essex Mills
Coated Fabrics for Shoe Linings

Staffin-United Latex Corp.
Foam Rubber Products

Bond-Rite Combining Co.
Related to Shoe Industry

Malden Spinning and Dyeing
Spinning Woolen Yarns — Knitted Cloth, etc.

Terjud Weaving Corp.
Woven Cloth for Rug Backing

Amorette Shoe Corp.
Women's Shoes

Lawrence EAGLE-TRIBUNE

The Largest Newspaper in Essex County, Mass.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

NEWBURYPORT, MASS.

Essex County's Red Hot Market

50,705 Population (ABC) • $83,481,000 Income • $56,885,000 Retail Sales

Newburyport's 138 sales production index is the second highest in big Essex County. 50,700 people in the ABC market turn to Newburyport for the goods they need . . . send Newburyport's sales production index far above the U.S. level in every important sales group.

Sales-saturated Newburyport merits a direct advertising approach. You can't sell it indirectly, with the marginal circulation of outside newspapers. You need the strictly local Daily News . . . with full coverage of the city and effective circulation in the trading area.

FAR ABOVE THE U.S. LEVEL . . . Newburyport's production of food sales is 60% above the U.S. index . . . general merchandise 27% above . . . apparel 20% . . . furniture-household-radio 21% . . . automotive 12% . . . gasoline-service station 21% . . . lumber-building-hardware 96% . . . drug 39%.

NEWBURYPORT DAILY NEWS— NEWBURYPORT, MASS.

Represented by The Julius Mathews Special Agency, Inc. • Philip S. Weld, Publisher

A BIG MARKET . . . and a Newspaper That Gives Your Advertising
SOLID, MARKETWIDE IMPACT
HOLYOKE A. B. C. CITY ZONE

(Metropolitan Center)

Big market, you bet . . . but concentrated in a compact city zone seething with sales activity. Sales in Holyoke stores are 22% above the national sales production rate. The sales production index for food is 122 . . . eating & drinking 130 . . . general merchandise 123 . . . apparel 161 . . . furniture-household 196 . . . drugs 145.

Holyoke families buy freely—because they have the security of high incomes . . . averaging $5,735 per family . . . and the assurance of continued prosperity. More than 20,000 workers draw high wages in Holyoke's many industrial plants. As a result, buying power is favorably distributed throughout the market. 76.8% of the City Zone's consumer spending units earn from $2,500 up . . . and have 92.8% of the income. 52.2% are above the $4,000 level, 13.6% above the $7,000 mark.

The Transcript-Telegram . . . the market's daily reading habit for generations . . . carries your advertising into 83% of the City Zone homes daily.

Coverage That Cuts Selling Costs . . . Insures Maximum Return

The HOLYOKE TRANSCRIPT-TELEGRAM

HOLYOKE, MASS.

Represented by The Julius Mathews Special Agency, Inc.

MASSACHUSETTS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
▲Holyoke		75,142	.0405		.0358	109	122	16,875	5,885	9,829	6,255	6,184	10,948	1,980	4,572	2,629
Chicopee		37,593	.0203		.0293	90	62	11,786	3,953	1,867	874	1,502	7,058	2,972	2,669	1,502
Westfield		35,541	.0192		.0155	116	143	6,888	1,638	4,685	2,435	1,058	7,392	1,332	4,704	872
West Springfield		26,876	.0145		.0144	105	106	9,920	2,383	102	317	1,654	5,985	2,249	2,631	690
Palmer		17,664	.0095		.0080	121	144	3,732	808	634	787	1,731	3,848	710	1,684	515
Hampshire	141	85,354	.0460	3,429	.0527	92	81	19,948	5,783	7,244	5,280	3,885	17,818	4,704	5,049	2,689
Northampton		38,999	.0210		.0184	101	115	8,124	2,059	4,606	3,852	1,514	7,916	1,209	2,178	1,206
Middlesex	18	1,237,463	.6669	3,845	.7385	107	97	313,567	78,143	151,559	75,659	68,883	237,631	62,248	73,600	39,286
Cambridge		193,251	.1042		.0906	125	144	46,105	17,330	32,851	9,703	14,509	33,561	7,545	7,977	4,511
Lowell		113,762	.0613		.0577	100	106	27,295	8,783	14,935	9,664	7,417	14,759	4,922	4,424	3,405

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

NORTHAMPTON *. . . The Perfectly Balanced Market*

The Northampton market is a true sample of the great United States market—big name as well as small and medium size industrial plants employing skilled workers at high wages . . . prosperous trade and professional people . . . farmers, in one of the state's top farm income counties . . . students and faculties of four colleges.

Whether you're testing or aiming at steady, low cost sales volume year after year . . . without flash booms or slumps . . . Northampton offers you a profitable advertising investment.

All Types of Products Find a Responsive Market in Northampton

$115,320,000 INCOME
$66,430,000 RETAIL SALES

The market's only daily—the Daily Hampshire Gazette—gives you thorough coverage of the city zone, 65% of the trading area . . . assures you a welcome in most of the market's homes . . .

DAILY HAMPSHIRE GAZETTE—NORTHAMPTON, MASS.

Represented by The Julius Mathews Special Agency, Inc.

LOWELL
MASSACHUSETTS

The Lowell Sun
Over 40,000 Every Evening

Lowell Sunday Sun
Over 30,000 Circulation

ONLY SEVEN DAY
NEWSPAPER SERVICE
IN MIDDLESEX COUNTY

Let Us Tell You Our Story

National Representatives
STORY, BROOKS & FINLEY

Marlboro-Hudson . . . and the Five-Town Market

An "Exclusive" Sales Package

The Marlboro Enterprise—Hudson Sun cover this compact twin-city market completely—make it an exclusive sales package which they alone can deliver.

A GROWING MARKET

Buying power . . . based on a broad range of industries—chemicals, shoes, tools, plastics, paper products, textiles, sporting goods—shows substantial gains each year, now totals $40,594,000, averages $5,341 per family. Retail sales . . . in step with increasing income . . . now total $31,541,000—are above average in such important categories as food, general merchandise, apparel, furniture-household-radio, drug.

SPECIAL ADVERTISING BONUS

Low advertising cost and full market coverage make Marlboro-Hudson a truly profitable investment—but that's only part of the story. For slight additional cost, your advertising will be carried into the well-to-do homes of the Concord-Maynard-Bedford-Acton-Sudbury market. Be sure to get the "Five-Town Weeklies" story with the Marlboro-Hudson data.

MARLBORO ENTERPRISE—HUDSON SUN
and the Five-Town Weeklies

MARLBORO, MASS.

Represented by The Julius Mathews Special Agency, Inc.

MASSACHUSETTS—Counties and Cities—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Somerville		85,161	.0459		.0538	97	82	22,742	6,494	6,452	2,667	2,738	23,074	4,738	3,471	3,300
Malden		77,268	.0416		.0394	108	114	16,614	4,106	12,632	5,744	4,461	15,589	3,049	4,929	2,436
Newton		100,584	.0542		.0727	138	163	27,995	4,119	7,005	14,315	3,541	19,683	5,194	3,592	4,444
Waltham		76,200	.0411		.0353	112	130	14,925	3,736	12,822	4,491	4,473	14,408	2,423	7,870	1,986
Medford		67,840	.0365		.0419	104	91	20,307	2,036	10,282	1,909	1,593	16,215	2,829	3,647	2,023
Watertown		55,898	.0300		.0293	125	128	19,263	3,163	990	2,143	630	13,645	2,888	6,380	1,247
Framingham		67,906	.0366		.0244	124	137	11,025	5,695	19,247	6,154	3,726	9,311	2,432	3,312	1,479
Everett		30,649	.0165		.0245	88	60	10,360	2,680	1,782	873	1,808	4,730	2,294	1,201	1,663
Arlington		39,892	.0214		.0290	105	75	10,474	857	964	1,828	1,141	12,151	2,207	4,220	1,452
Marlboro-Hudson		*31,541*	*.0170*		*.0158*	*105*	*119*	*7,789*	*2,006*	*4,276*	*1,983*	*1,567*	*5,501*	*1,243*	*1,665*	*984*
Woburn		23,645	.0127		.0125	99	101	6,768	1,035	1,563	1,234	1,085	3,193	1,865	2,109	567
Belmont		23,788	.0128		.0188	110	75	9,275	864	302	729	371	6,360	1,351	798	1,904
Wakefield		26,202	.0141		.0183	115	106	5,303	507	502	1,583	715	9,334	1,148	1,916	756
Marlboro		17,625	.0095		.0099	100	96	4,773	1,278	1,168	1,275	738	2,694	724	851	653
Melrose		21,922	.0118		.0188	104	66	8,394	601	993	573	584	3,677	1,181	1,449	786
Natick		17,213	.0093		.0130	90	64	4,807	755	455	1,080	1,662	3,008	1,045	1,406	737
Nantucket		7,849	.0041	6,954	.0024	114	195	2,072	1,418	254	286	79	787	304	1,395	282

© SM, 1956.

Before using these figures, see explanation page 11.

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable . . . that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

WBZ+WBZA

Boston-Springfield

First in the New England Market

Cover all of New England with 51,000 watts of WBZ+WBZA. You get Boston, America's sixth market, plus Springfield, America's forty-fifth market, and other important markets in the 57 counties throughout the 6-state area. To get this big New England coverage, *plus audience action*, call Bill Williamson, Sales Manager, at ALgonquin 4-5670, Boston, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, New York.

HERE ARE THE SALES MANAGEMENT FIGURES ON WBZ+WBZA . . . NEW ENGLAND'S MOST POWERFUL VOICE:

Population	7,894,100
Families	2,285,300
Effective Buying Income	$13,611,845,000
Total Retail Sales	$ 9,422,650,000
Food Sales	$ 2,264,661,000
Drug Sales	$ 284,343,000
Automotive Sales	$ 1,643,890,000
Gross Farm Income	$ 541,623,000

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MASSACHUSETTS — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Norfolk	18	451,284	.2433	3,490	.3087	113	88	109,142	32,278	43,019	29,509	14,264	95,105	23,840	35,770	15,424
Quincy		126,672	.0683		.0623	119	131	27,822	10,003	21,436	9,033	4,901	20,302	5,027	11,846	3,374
Brookline		82,401	.0444		.0545	146	119	20,514	5,445	2,964	7,947	3,211	23,632	3,514	1,473	3,428
Wellesley		38,622	.0208		.0225	155	143	6,628	756	3,480	6,810	486	8,593	1,343	7,311	1,196
Norwood		27,750	.0150		.0152	113	112	8,389	1,803	2,853	1,849	1,174	4,612	797	2,343	773
Weymouth		26,328	.0142		.0216	94	61	5,778	3,121	2,413	472	807	6,593	1,901	1,785	1,065
Braintree		17,383	.0094		.0174	105	57	5,127	1,049	574	230	548	5,148	1,573	668	599
Dedham		16,376	.0088		.0130	105	71	4,583	1,682	1,772	334	267	2,564	1,386	593	664
Needham		16,950	.0091		.0161	121	68	5,037	601	1,753	839	563	4,554	1,299	775	660
Plymouth	20	242,125	.1304	3,795	.1251	100	104	63,871	17,886	21,642	14,492	9,306	42,263	13,614	16,856	7,884
▲Brockton		91,488	.0493		.0432	110	125	20,091	4,859	12,158	8,661	4,821	14,229	4,024	5,438	3,299
Plymouth		20,842	.0112		.0094	108	129	6,357	1,604	2,179	1,085	602	3,777	1,254	952	667
Middleborough		14,515	.0078		.0071	104	115	3,739	1,208	765	766	810	1,858	1,093	654	310
Suffolk	18	1,476,057	.7956	6,044	.6178	121	156	343,744	133,235	357,301	127,265	64,009	184,890	35,442	35,488	39,838

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.



Cultivating a rich field calls for

DEPTH OF PENETRATION

Unless you are using THE CHRISTIAN SCIENCE MONITOR as a regular part of your advertising program, you are very likely doing little more than scratching the surface of the important MONITOR market. This great international daily newspaper commands the respect and retains the loyalty of its readers because of fairness and accuracy of its world reporting and because of the reliability of its advertising.

The MONITOR has the depth of penetration that gets beneath the surface interest of its readers — down to where the sales action really starts.

Your business will profit from a program of planned MONITOR advertising. We shall gladly submit a tailor-made proposal at your request. THE CHRISTIAN SCIENCE MONITOR, One, Norway Street, Boston 15, Massachusetts.

News, Advertising, Readership
Devoted to Building a Better Civilization

Branch Offices

NEW YORK: 588 Fifth Avenue — CHICAGO: 333 N. Michigan Avenue
LOS ANGELES: 650 S. Grand Avenue — LONDON, W. C. 2: Connaught House, 163/4 Strand

The CHRISTIAN SCIENCE MONITOR
An International Daily Newspaper

MASSACHUSETTS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

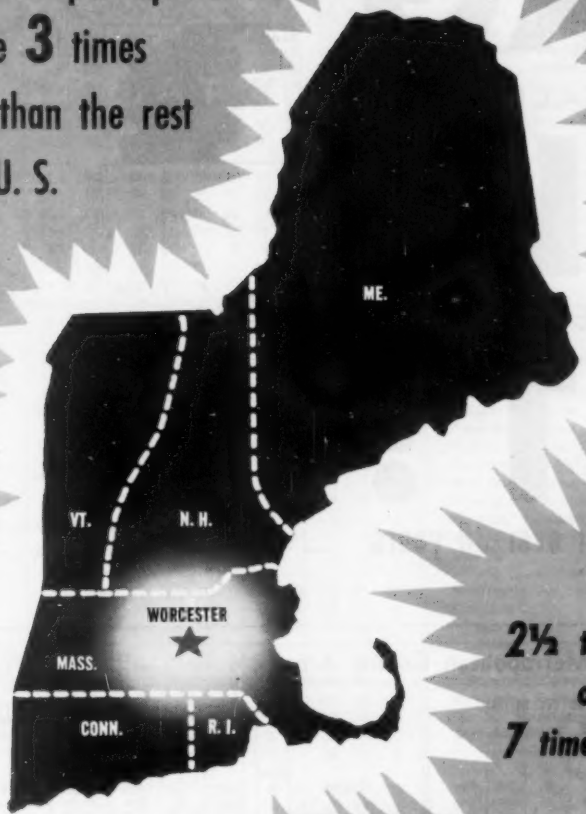
COUNTIES ‡ CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
‡▲Boston		1,377,182	.7422		.5625	124	164	308,446	124,302	351,020	123,449	60,355	149,076	29,871	29,766	35,625
Chelsea		40,253	.0217		.0219	98	97	11,960	2,874	1,761	2,217	1,735	7,501	2,299	3,111	1,750
Revere		34,661	.0187		.0213	93	81	9,185	5,453	2,003	671	1,283	6,533	2,495	2,150	1,118
Worcester	**163**	**624,927**	**.3368**	**3,707**	**.3457**	**99**	**96**	**182,136**	**43,713**	**89,020**	**44,670**	**33,588**	**116,168**	**37,592**	**41,188**	**18,899**
▲Worcester		287,518	.1550		.1309	110	124	63,887	19,039	36,619	29,574	18,046	49,834	13,381	18,012	8,095
Fitchburg		65,649	.0354		.0292	112	136	14,918	3,541	6,586	4,783	3,393	12,586	4,696	4,318	1,988
Gardner		24,240	.0131		.0126	107	111	6,164	1,104	2,459	1,274	1,059	5,299	1,096	1,478	1,013
Leominster		29,007	.0156		.0149	99	103	7,727	1,888	2,533	1,405	1,462	6,192	1,626	1,579	786
Southbridge		23,288	.0126		.0118	107	115	5,866	1,472	1,515	1,574	1,022	4,831	1,004	1,756	828
Milford		21,955	.0118		.0109	115	124	4,658	1,296	1,621	1,622	1,397	5,297	1,260	1,323	668
Clinton		17,499	.0094		.0079	105	125	4,466	1,600	1,483	646	1,414	3,338	704	1,218	535
Athol		16,744	.0090		.0078	108	125	3,746	824	804	1,273	1,172	4,101	714	1,417	494
Webster		16,011	.0086		.0084	102	105	4,735	1,643	1,652	942	818	2,126	523	1,298	842
Total Above Cities		5,023,315	2.7077		2.4864	112	122	1,196,075	361,607	759,671	408,991	250,081	832,781	202,091	254,527	151,598
State Total		**5,960,968**	**3.2127**	**4,143**	**3.1681**	**107**	**108**	**1,457,670**	**447,286**	**831,290**	**436,189**	**278,242**	**965,828**	**275,425**	**326,813**	**182,970**

‡ General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order".

Before using these figures, see explanation page 11.
▲ and △ See end of state for SM Metropolitan County Areas.
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In NEW ENGLAND

Retail Sales per square mile are **3** times greater than the rest of the U. S.



But Retail Sales are even better in the Metropolitan WORCESTER County Market

2½ times greater than the rest of the New England States

7 times greater than the rest of the U. S.

Here's the Metropolitan Worcester County 1956 Sales Story

Population	580,200
Families	168,600
E.B.I.	$927,233,000
Retail Sales	$624,927,000
Grocery Sales	$152,136,000
Automotive Sales	$116,168,000
Drug Sales	$ 18,899,000

Source: Sales Management Survey of Buying Power. Further reproduction not licensed.

Worcester Telegram-Gazette Circulation:
Daily 158,551;
Sunday 105,474.

the WORCESTER TELEGRAM -GAZETTE

WORCESTER, MASSACHUSETTS
Howard M. Booth, Publisher

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG FM

WTAG

WORCESTER, MASSACHUSETTS

SELLS

CENTRAL NEW ENGLAND

BEST!

Record of sales success for over 30 years

AM—FM • 5000W • BASIC CBS



Measure of a great Radio Station

Represented by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK, BOSTON, CHICAGO, DETROIT, SAN FRANCISCO

MASSACHUSETTS— SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Boston	18	2,991.3	1.9042	863.1	2,721.0	5,472,790	2.0605	1,830	6,341
Brockton	20	208.0	.1254	63.8	122.3	323,203	.1217	1,554	5,068
Fall River-New Bedford	48	402.2	.2428	121.8	347.1	588,348	.2215	1,463	4,830
Pittsfield	109	138.8	.0835	41.6	108.7	223,229	.0841	1,611	5,366
Springfield-Holyoke	141	494.2	.2980	142.4	412.8	843,219	.3175	1,706	5,921
Worcester	164	580.2	.3499	168.6	441.0	927,233	.3492	1,598	5,500
Total Above Areas		4,814.5	2.0938	1,401.3	4,152.9	8,378,022	3.1545	1,740	5,979

RETAIL SALES— SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Boston	18	3,782,881	2.0388	4,383	2.0027	111	113	927,203	293,706	615,729	279,367	165,570	596,532	157,363	178,340	114,673
Brockton	20	242,125	.1304	3,798	.1251	100	104	63,871	17,886	21,642	14,492	9,306	42,263	13,614	16,656	7,854
Fall River-New Bedford	48	410,141	.2210	3,367	.2256	93	91	104,716	29,378	33,099	37,428	23,499	70,621	21,617	21,905	12,609
Pittsfield	109	159,960	.0862	3,648	.0846	101	103	39,341	10,107	18,470	11,890	8,183	29,899	8,244	9,055	4,381
Springfield-Holyoke	141	567,528	.3059	3,985	.3101	104	103	126,004	38,294	69,799	40,268	29,366	102,613	25,959	44,774	18,675
Worcester	164	624,927	.3366	3,707	.3457	99	98	152,138	43,713	59,020	44,670	33,586	116,188	37,592	41,158	18,899
Total Above Areas		5,787,262	3.1191	4,130	3.0938	107	107	1,413,271	433,084	817,759	428,112	269,510	958,096	264,389	311,888	177,091

© SM, 1956.

Before using these figures, see explanation page 11.

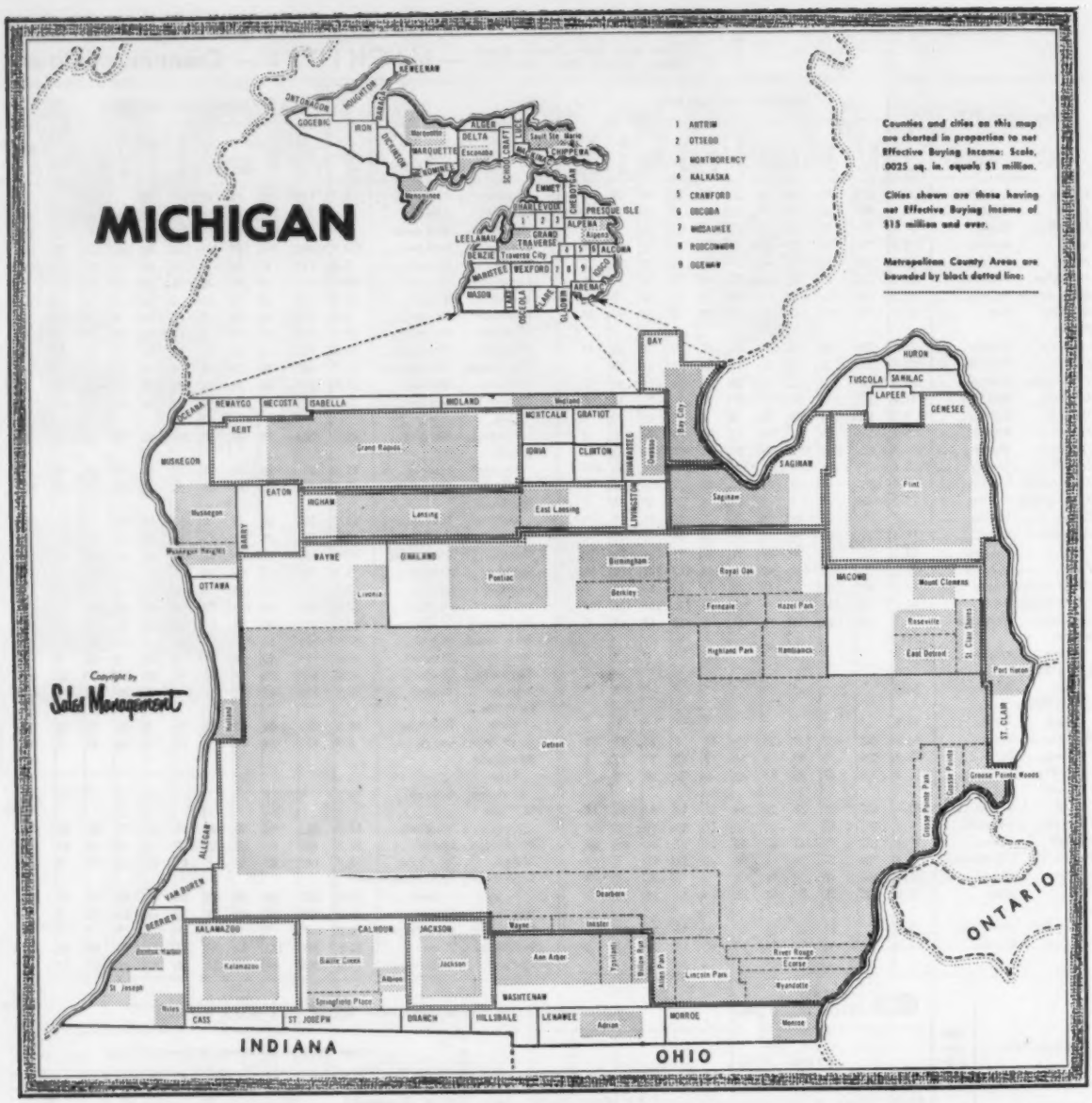
To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

Map, page 488 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Adrian	Lenawee	21.3	279	41	39	26	32	19	22	36	20	5
Albion	Calhoun	12.0	139	21	31	4	15	11	11	16	11	4
Allen Park	Wayne	34.2	131	27	15	17	11	9	0	21	11	7
Alma	Gratiot	8.9	123	21	15	12	12	13	12	11	10	3
Alpena	Alpena	13.8	224	44	40	23	17	9	18	17	17	8
Ann Arbor	Washtenaw	50.5	523	67	85	40	71	42	26	61	17	21
Battle Creek	Calhoun	52.9	665	124	112	48	69	40	33	88	28	30
Bay City	Bay	57.0	743	165	142	55	79	49	29	69	44	29
Benton Harbor	Berrien	22.4	365	59	63	20	41	37	27	38	25	14
Berkley	Oakland	22.8	163	31	23	22	11	10	1	21	13	5
Birmingham	Oakland	23.5	246	40	20	23	34	25	10	24	16	13
Cadillac	Wexford	11.5	167	33	14	14	17	18	10	17	13	6
Charlotte	Eaton	7.5	135	31	21	12	9	8	8	13	13	5
Coldwater	Branch	9.6	185	30	22	19	13	12	17	30	15	4
Dearborn	Wayne	124.1	1,023	202	237	78	92	67	44	128	39	44
Detroit	Wayne	1925.8	18023	4,449	4204	1416	1393	839	574	1674	693	773
East Detroit	Macomb	33.0	268	67	48	26	13	12	7	37	25	9
East Lansing	Ingham	25.2	95	9	9	9	14	2	5	19	5	7
Ecorse	Wayne	19.3	168	31	48	9	8	2	15	21	10	5
Escanaba	Delta	15.4	235	48	54	14	21	18	16	25	19	8
Ferndale	Oakland	33.2	290	62	36	22	31	27	13	34	16	12
Flint	Genesee	190.0	1,964	325	421	149	160	143	112	241	100	90
Grand Haven	Ottawa	10.3	165	25	25	13	13	13	14	12	19	5
Grand Rapids	Kent	188.7	2,295	438	364	216	181	159	120	255	136	111
Greenville	Montcalm	7.7	124	23	13	9	12	9	10	11	14	5
Grosse Pointe	Wayne	6.9	•	•	•	•	•	•	•	•	•	•
Grosse Pointe Park	Wayne	14.9	•	•	•	•	•	•	•	•	•	•
Grosse Pointe Woods	Wayne	18.1	•	•	•	•	•	•	•	•	•	•
Hamtramck	Wayne	43.1	506	137	127	24	72	31	7	25	17	16
Hastings	Barry	6.7	126	19	15	9	10	9	13	13	12	4
Hazel Park	Oakland	23.9	176	44	36	14	10	8	12	19	16	7
Highland Park	Wayne	46.8	417	91	87	24	49	21	17	30	15	18
Hillsdale	Hillsdale	7.6	141	18	18	12	10	18	13	15	10	4
Holland	Ottawa	16.7	298	49	33	21	40	24	21	36	24	8
Howell	Livingston	4.8	102	16	13	6	12	6	11	16	9	3
Inkster	Wayne	31.8	150	42	26	14	6	8	3	26	8	3
Ionia	Ionia	6.6	148	26	15	11	9	17	15	20	13	3
Iron Mountain	Dickinson	9.2	177	27	31	12	21	9	13	22	16	5
Ironwood	Gogebic	11.0	201	44	37	14	14	14	16	24	19	3
Ishpeming	Marquette	9.7	123	22	22	12	10	13	7	16	6	3
Jackson	Jackson	53.8	744	135	162	30	67	40	46	68	38	32
Kalamazoo	Kalamazoo	59.9	883	151	142	54	82	59	41	110	46	37
Lansing	Ingham	102.3	1,094	208	197	63	104	60	62	135	69	53
Lapeer	Lapeer	6.8	124	17	14	5	11	10	8	20	14	5
Lincoln Park	Wayne	48.0	301	63	52	23	21	26	29	41	11	7
Livonia	Wayne	34.4	165	39	30	10	4	10	2	34	13	7
Ludington	Mason	9.8	162	40	26	8	16	15	8	15	12	4
Manistee	Manistee	10.0	164	35	29	7	12	10	10	21	9	5
Marquette	Marquette	18.1	192	49	31	11	15	12	8	24	14	5
Menominee	Menominee	11.7	141	36	34	5	4	6	10	20	7	3
Midland	Midland	21.9	254	58	35	19	26	20	21	26	19	3
Monroe	Monroe	23.7	291	56	60	20	35	18	17	31	17	7
Mount Clemens	Macomb	20.5	353	70	68	29	37	16	28	45	18	8
Mount Pleasant	Isabella	12.5	183	29	35	11	17	11	19	25	16	4
Muskegon	Muskegon	50.2	727	157	105	45	89	45	58	98	54	27
Muskegon Heights	Muskegon	20.6	184	34	34	9	12	14	11	14	11	5
Niles	Berrien	15.0	210	39	41	12	16	15	16	27	13	5
Owosso	Shiawassee	17.0	232	42	28	15	25	15	18	35	18	6
Petoskey	Emmet	6.7	158	32	18	10	23	11	8	14	9	3
Plymouth	Wayne	8.1	140	32	20	8	12	11	8	21	13	5
Pontiac	Oakland	83.4	884	148	164	73	81	47	55	105	64	27
Port Huron	St. Clair	37.5	487	89	78	28	45	32	29	78	26	11
River Rouge	Wayne	21.1	202	56	38	11	22	4	10	13	10	8
Roseville	Macomb	38.3	175	40	25	16	8	12	8	25	9	8
Royal Oak	Oakland	67.0	547	103	72	84	46	38	32	67	32	17
Saginaw	Saginaw	98.4	1,110	242	195	61	122	64	53	98	74	43
Sault Ste. Marie	Chippewa	19.3	200	40	41	13	14	9	12	17	10	7
South Haven	Van Buren	8.3	111	24	14	4	14	8	15	11	7	3
Springfield Place-Lakeview	Calhoun	19.8	•	•	•	•	•	•	•	•	•	•
St. Claire Shores	Macomb	52.0	242	50	49	25	11	12	10	26	21	7
St. Joseph	Berrien	12.3	150	19	33	10	19	8	8	17	13	6
Sturgis	St. Joseph	8.3	140	23	23	8	17	10	8	17	9	5
Traverse City	Grand Traverse	18.6	295	56	39	25	29	18	25	31	24	11
Wayne	Wayne	12.2	236	62	43	21	16	15	14	30	8	6
Willow Run	Washtenaw	15.2	•	•	•	•	•	•	•	•	•	•
Wyandotte	Wayne	39.8	521	133	87	33	47	38	34	60	22	20
Ypsilanti	Washtenaw	20.9	248	40	41	10	25	13	26	37	19	7

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Alcona		5.8	.0035	1.6		5,149	.0019	888	3,218	1,802	1.6	3,132	43.4	20.7	36.0	39.6	17.3	29.5	3.3	10.2
Alger		9.5	.0057	2.7	4.2	11,859	.0045	1,248	4,392	1,160	3.1	3,870	35.9	13.9	30.4	27.0	26.2	36.1	7.5	23.0
Allegan		51.3	.0309	15.5	12.7	66,555	.0250	1,297	4,294	20,063	16.4	4,322	30.4	10.5	27.5	22.0	32.9	40.5	9.2	27.0
Alpena		23.3	.0141	6.8	13.5	28,643	.0108	1,229	4,340	2,826	7.1	4,012	33.1	12.3	27.0	23.3	32.6	43.2	7.3	21.2
Alpena		13.8	.0083	4.0		20,027	.0075	1,451	5,007		4.7	4,279	29.5	10.3	25.9	20.9	36.1	44.9	8.5	23.9
Antrim		11.0	.0066	3.4		10,109	.0038	919	2,973	3,803	3.3	3,103	46.0	22.2	34.3	38.1	16.5	28.4	3.2	11.3
Arenac		9.9	.0060	2.8		10,551	.0040	1,066	3,788	3,384	3.0	3,513	40.6	17.2	31.7	31.2	21.8	33.1	5.9	18.5
Baraga		7.8	.0047	2.3		7,540	.0028	967	3,278	1,043	2.4	3,138	43.8	20.9	35.0	38.4	16.2	30.9	3.0	9.8
Barry		29.1	.0175	9.0	6.7	39,056	.0147	1,342	4,340	8,953	9.8	4,110	33.4	12.1	28.2	23.6	29.5	38.3	6.9	26.0
Hastings		6.7	.0040	3.2		11,764	.0044	1,756	5,347		2.4	4,835	27.1	8.4	26.0	18.5	33.5	36.9	13.4	36.2
Bay	14	96.4	.0594	28.2	63.0	152,106	.0573	1,846	5,394	12,698	29.7	5,123	21.7	6.3	23.8	16.0	40.0	41.6	14.5	36.1
▲Bay City		57.0	.0344	16.9		97,207	.0366	1,705	5,752		18.5	5,246	21.2	6.0	23.4	15.4	40.0	40.6	15.4	38.0
Benzie		6.1	.0049	2.5		8,207	.0031	1,013	3,283	1,941	2.4	3,387	40.4	17.8	31.1	31.7	24.7	38.9	3.8	11.6
Berrien		136.6	.0824	42.2	69.8	214,654	.0808	1,571	5,067	23,492	45.2	4,752	26.4	8.3	25.3	16.5	35.4	39.6	12.9	33.6
Benton Harbor-St. Joseph		*54.7*	.0333	*20.9*		*87,349*	.0359	*1,929*	*6,151*											
Benton Harbor		22.4	.0135	7.0		39,874	.0150	1,780	5,696		8.5	4,673	26.6	8.5	26.1	19.3	34.9	39.7	12.4	32.5
Niles		15.0	.0090	4.8		26,280	.0106	1,885	5,892		5.3	5,358	20.3	5.7	22.3	14.3	40.1	39.7	17.3	40.3
St. Joseph		12.3	.0074	3.9		27,175	.0102	2,209	6,968		4.8	5,710	21.0	5.5	22.5	13.6	37.1	34.6	19.4	46.3

▲ and △ See end of state for SM Metropolitan County Areas. *Not Available. Before using these figures, see explanation page 11.

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MICHIGAN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Branch		33.7	.0203	9.9	9.6	44,206	.0166	1,312	4,465	11,947	10.5	4,204	33.2	11.8	29.9	24.5	27.1	34.4	9.8	29.3
Coldwater		9.6	.0058	3.1		15,446	.0058	1,609	4,983		3.3	4,647	28.0	9.0	29.8	23.1	30.1	34.5	12.1	34.4
Calhoun	178	138.7	.0836	40.6	95.8	237,411	.0894	1,712	5,848	13,489	50.1	4,743	27.2	9.8	23.4	17.0	36.1	40.5	13.3	33.9
△Battle Creek		82.9	.0319	16.6		101,564	.0382	1,930	6,118		20.7	4,910	24.4	7.4	24.0	16.9	37.1	40.2	14.5	35.5
Albion		12.0	.0072	3.4		19,830	.0075	1,653	5,832		5.0	3,964	39.7	15.0	23.7	20.6	28.2	37.8	8.4	26.6
Springfield Place-Lakeview		19.8	.0119	5.9		36,948	.0139	1,866	6,262		6.3	5,835	17.8	4.6	18.4	10.8	43.9	40.2	19.9	44.4
Cass		33.6	.0199	10.4	7.8	43,686	.0165	1,324	4,201	8,488	10.9	4,017	33.9	12.6	28.0	24.1	29.2	38.7	8.9	24.6
Charlevoix		13.7	.0083	3.9	6.0	13,495	.0051	985	3,469	2,396	4.2	3,249	43.9	20.2	32.5	34.8	19.5	31.9	4.1	13.3
Cheboygan		13.0	.0078	3.7	5.5	11,899	.0044	915	3,216	1,615	3.8	3,152	47.0	22.3	31.4	34.3	17.4	29.4	4.2	14.0
Chippewa		30.8	.0186	8.6	19.3	38,814	.0147	1,260	4,513	2,632	9.2	4,202	29.8	10.6	29.5	24.2	31.8	40.3	8.9	24.9
Sault Ste. Marie		19.3	.0116	5.4		27,821	.0105	1,442	5,152		6.1	4,552	25.1	8.3	28.5	21.5	35.7	41.8	10.7	28.4

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Detroit Means Business in billions!

When Detroit's business leaders talk business, they talk of multi-billion dollar sales, billion-dollar payrolls, billion-dollar expansion plans.

That's why Detroit workers earn the highest factory wages of any market in the nation, and its stores do 5-billion dollars in retail sales annually.

Detroit is a whopping big market. It can be sold economically and effectively through its one *big* medium The Detroit News—*with a circulation now at its peak.* On weekdays and Sundays, more people buy The Detroit News than any other Michigan newspaper—and its total advertising linage is DOUBLE that of any other Detroit newspaper! The News carries over 50% of all advertising, the Free Press 25% and the Times 24%.

There's no market like the Detroit market, and nothing sells it like The Detroit News.

Largest Weekday and Sunday Circulation of all Michigan Newspapers (ABC 9-30-55)
Weekday 452,721—Sunday 557,740

The Detroit News THE HOME NEWSPAPER

Eastern Office: 110 E. 42nd St., New York 17
Chicago Office: 435 N. Michigan Ave., Tribune Tower
Pacific Coast: 785 Market Street, San Francisco, Calif.
Miami Beach, Florida: The Leonard Co., 311 Lincoln Road



MICHIGAN — Counties and Cities — (Continued)

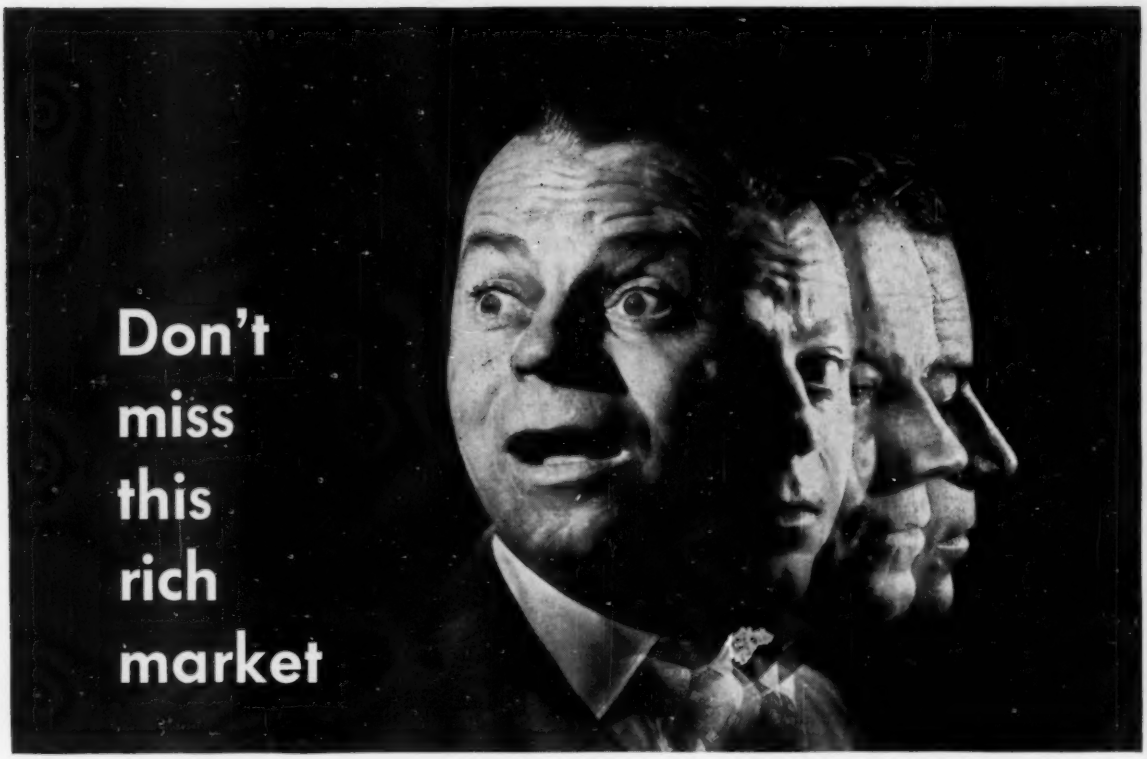
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Clare		11.6	.0070	3.4		13,948	.0052	1,202	4,102	2,757	3.7	3,752	38.3	15.2	28.1	25.8	26.6	37.8	7.0	21.2
Clinton		34.2	.0208	9.6	7.4	43,541	.0164	1,273	4,536	13,866	10.3	4,217	29.8	10.6	27.7	22.6	33.5	42.3	9.0	24.5
Crawford		4.1	.0025	1.3		3,918	.0015	956	3,014	117	1.2	3,381	35.3	15.6	37.8	38.6	23.5	37.0	3.4	8.8
Delta		32.4	.0195	9.4	20.0	37,675	.0142	1,163	4,006	3,992	9.9	3,793	34.5	13.6	32.2	29.3	27.0	37.9	6.3	19.2
Escanaba		15.4	.0093	4.6		21,364	.0080	1,387	4,644		5.2	4,099	29.8	10.9	30.7	25.8	32.1	41.7	7.4	21.6
Dickinson		23.9	.0145	7.5	17.6	29,437	.0110	1,232	3,925	1,473	7.7	3,845	29.6	11.5	36.8	33.1	27.8	38.5	5.8	16.9
Iron Mountain-Kingsford		*14.1*	*.0085*	*4.2*		*19,618*	*.0074*	*1,391*	*4,671*											
Iron Mountain		9.2	.0055	2.7		12,916	.0049	1,404	4,784		3.2	4,057	27.9	10.3	36.4	31.0	28.5	37.3	7.2	21.4
Eaton		44.3	.0267	13.5	17.1	61,535	.0232	1,389	4,558	13,107	13.9	4,437	29.5	9.9	26.3	20.5	33.9	40.7	10.3	28.9
Charlotte		7.5	.0045	2.3		12,773	.0048	1,703	5,553		2.8	4,585	27.6	9.0	27.8	20.9	33.7	39.2	10.9	30.9
Emmet		16.8	.0101	4.8	6.7	20,006	.0075	1,191	4,168	1,959	5.3	3,749	39.9	15.9	30.8	26.3	22.4	31.9	6.9	23.9
Petoskey		6.7	.0040	2.1		9,628	.0036	1,437	4,585		2.2	4,323	32.8	11.3	27.9	22.4	28.7	35.3	10.6	31.0
Genesee	49	330.0	.1990	97.2	249.8	851,865	.2455	1,975	6,706	11,177	107.0	6,091	14.8	3.6	16.4	9.3	47.1	41.2	21.7	45.9
▲Flint		190.0	.1146	57.0		409,344	.1541	2,154	7,181		65.9	6,210	14.9	3.6	16.4	9.2	46.0	39.4	22.7	47.8
Gladwin		9.2	.0056	2.5		8,951	.0033	973	3,580	3,056	2.7	3,324	44.4	20.0	27.0	27.9	24.8	39.8	3.8	12.3
Gogebic		26.3	.0158	8.0	18.0	31,758	.0120	1,208	3,970	883	8.3	3,829	31.8	12.4	33.0	29.7	29.2	40.6	6.0	17.3
Ironwood		11.0	.0066	3.4		14,716	.0055	1,338	4,328		3.6	4,098	29.4	10.7	30.4	25.6	32.2	41.8	8.0	21.9
Grand Traverse		31.7	.0192	8.5	16.6	39,178	.0147	1,236	4,609	6,670	9.2	4,269	32.9	11.5	30.8	24.9	26.7	33.3	9.6	30.3
Traverse City		18.6	.0112	4.7		23,754	.0089	1,277	5,054		5.4	4,402	31.9	10.8	29.2	22.8	28.2	34.2	10.7	32.2
Gratiot		34.6	.0208	10.1	12.4	41,749	.0158	1,207	4,134	16,450	10.8	3,852	35.1	13.6	31.3	28.0	26.4	36.5	7.2	21.9
Alma		8.9	.0054	2.7		13,411	.0050	1,507	4,967		3.3	4,015	34.6	12.9	29.0	24.8	29.0	38.5	7.4	23.8
Hillsdale		38.7	.0234	11.9	7.6	47,110	.0177	1,217	3,959	13,699	12.8	3,668	40.6	16.5	28.1	26.5	24.6	35.7	6.7	21.3
Hillsdale		7.6	.0046	2.5		13,027	.0049	1,714	5,211		3.2	4,113	37.8	13.7	24.3	20.5	28.6	37.0	9.3	28.8
Houghton		36.6	.0220	11.1	11.4	41,121	.0155	1,124	3,705	3,533	12.4	3,313	43.3	19.5	34.5	36.0	17.6	28.3	4.6	16.2
Huron		33.8	.0204	9.3	3.1	37,938	.0143	1,122	4,079	22,156	9.5	4,010	36.5	13.6	30.9	26.6	23.7	31.5	8.9	28.3
Ingham	76	202.4	.1221	59.6	161.1	410,408	.1545	2,028	6,886	12,351	76.0	5,399	24.9	6.9	20.2	12.9	35.7	36.2	18.2	44.0
▲Lansing		102.3	.0617	32.2		219,432	.0826	2,145	6,815		37.1	5,919	16.8	4.2	19.8	11.5	42.3	38.1	21.1	46.2
East Lansing		25.2	.0152	4.6		69,118	.0260	2,743	15,026		15.8	4,364	46.7	16.0	19.2	15.2	20.4	24.9	13.7	43.9
Ionia		39.9	.0241	11.3	14.5	48,287	.0174	1,160	4,096	12,573	11.9	3,882	35.0	13.5	29.4	26.1	27.9	36.3	7.7	22.1
Ionia		6.6	.0040	2.2		10,684	.0040	1,619	4,856		2.5	4,312	29.3	10.2	27.7	22.1	32.3	39.9	10.7	27.8
Iosco		12.5	.0075	3.8		14,707	.0056	1,177	3,870	1,574	3.8	3,822	38.3	15.4	25.9	23.4	28.1	39.1	8.7	22.1
Iron		18.0	.0108	5.5	4.2	23,657	.0089	1,314	4,301	1,203	6.1	3,897	32.8	12.6	28.7	25.5	32.1	43.8	6.4	18.1
Isabella		30.1	.0182	8.1	12.5	40,695	.0153	1,352	5,024	9,901	10.3	3,951	38.4	14.5	27.3	23.8	25.8	34.5	8.7	27.2
Mount Pleasant		12.5	.0075	3.3		22,289	.0084	1,783	6,754		5.4	4,106	41.0	14.9	24.2	20.4	24.4	31.6	10.4	33.1
Jackson	67	120.6	.0727	35.3	69.7	199,416	.0751	1,654	5,649	12,780	39.4	5,066	23.9	7.0	23.3	15.9	37.6	39.6	15.2	37.5
▲Jackson		53.8	.0324	17.0		106,047	.0399	1,971	6,238		20.0	5,300	24.1	6.8	21.8	14.2	37.2	37.4	16.9	41.6
Kalamazoo	71	146.0	.0881	43.7	97.7	262,282	.0987	1,796	6,001	11,307	50.6	5,182	23.8	6.9	23.2	15.5	37.1	38.1	15.9	39.5
▲Kalamazoo		71.9	.0434	21.8		141,168	.0532	1,963	6,566		28.0	5,050	26.1	7.7	23.7	16.2	35.1	37.0	15.1	39.1
Kalkaska		4.3	.0026	1.4		3,723	.0014	866	2,659	1,084	1.2	2,992	50.5	25.2	29.1	33.4	17.3	30.8	3.1	10.6
Kent	66	323.4	.1950	96.8	258.7	589,545	.2220	1,823	5,967	18,471	100.8	5,420	21.8	6.0	21.8	13.9	39.2	38.5	17.2	41.6
▲Grand Rapids		158.7	.1138	58.9		361,837	.1362	1,918	6,143		67.8	5,335	22.5	6.3	21.9	14.1	38.7	38.6	16.9	41.0

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



It's bigger than many entire states!



IN 1955 . . . 8 Booth Michigan Newspaper markets had more income than any one of 30 states.

8 Booth Michigan Newspaper markets had more retail sales than any one of 34 states.

IN 1956 . . . the figures may be even more startling.

In their markets, the 8 Booth Newspapers are strong, vital forces. They carry your advertising into homes with the friendly authority that is a special quality of the respected newspaper.

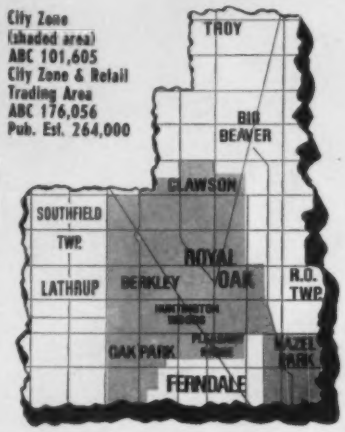
Don't miss this rich, rewarding market. Call in the Booth Michigan Newspaper representative today!

"the best of Michigan"

BOOTH NEWSPAPERS

THE BAY CITY TIMES
THE SAGINAW NEWS
THE KALAMAZOO GAZETTE
JACKSON CITIZEN PATRIOT
THE FLINT JOURNAL
THE ANN ARBOR NEWS
THE GRAND RAPIDS PRESS
THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd St., New York 17, Oxford 7-1280; Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, Superior 7-4680; Brice McQuillen, 785 Market St., San Francisco 3, Sutter 1-3401; William Shurtliff, 1612 Ford Bldg., Detroit 26, Woodward 1-0972.



The ROYAL OAK-FERNDALE Market More Important to You Every Day

The Market and Its Newspaper Growing at Top Speed

The Royal Oak-Ferndale market is made up of 264,000 people in one of Michigan's richest sections. Royal Oak, for example, has a family income of $7,733, Ferndale $7,328, Berkley $8,075, Hazel Park $7,046.

Income $545,359,000 — Retail Sales $361,573,000 — Sales Per Family $4,987

The Daily Tribune, with more than 155% circulation increase in 11 years, is the home newspaper. It's south Oakland County's own daily.

Circulation: 36,405 ABC 9/30/55

Total income is over a half-billion dollars—$545,359,000. Retail sales of $361,573,000 average $4,987 per family. That's $1,169 above the national family average . . . even with local families spending only 66% of their income against 70% spent nationally!

The Royal Oak-Ferndale market offers you a tremendous advertising return now — increasingly greater returns as it keeps on growing—fast. Its mounting potential is paralleled only by the fast-growing Daily Tribune—south Oakland County's only daily.

THE DAILY TRIBUNE

ROYAL OAK, MICH.

Represented by The Julius Mathews Special Agency, Inc.

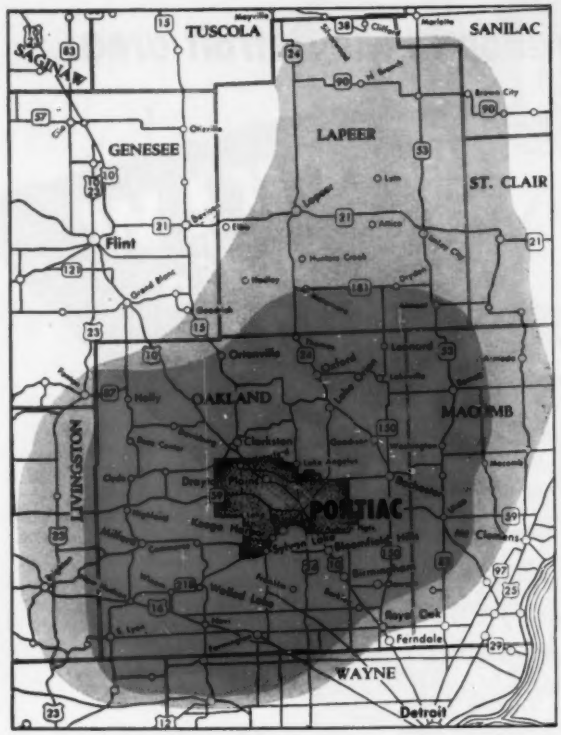
MICHIGAN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Keweenaw		2.4	.0015	.7		2,449	.0009	1,020	3,499	68	.8	3,252	41.3	19.0	40.9	43.4	14.3	23.5	3.5	14.1
Lake		5.2	.0031	1.8		4,664	.0018	897	2,591	873	1.6	2,946	52.6	28.7	27.1	31.8	16.6	29.9	3.7	11.6
Lapeer		41.1	.0248	10.4	6.8	46,097	.0173	1,122	4,432	14,819	10.7	4,321	30.7	10.6	29.2	23.3	30.2	37.2	9.9	28.9
Lapeer		6.8	.0041	1.6		8,245	.0031	1,213	5,153		1.8	4,540	29.5	9.7	26.7	20.3	32.2	37.8	11.6	32.2
Leelanau		8.9	.0054	2.5		10,915	.0041	1,226	4,366	3,928	2.8	3,962	35.4	13.3	34.2	29.9	22.7	30.5	7.7	26.3
Lenawee		73.3	.0442	21.8	29.0	115,193	.0434	1,572	5,284	23,688	24.5	4,701	27.2	8.6	25.1	18.5	35.5	40.2	12.2	32.7
Adrian		21.3	.0128	6.5		40,429	.0152	1,898	6,220		8.2	4,914	25.3	7.7	24.2	17.0	36.8	39.8	13.7	35.5
Livingston		30.6	.0184	9.0	4.8	47,183	.0177	1,541	5,246	8,500	9.4	5,005	25.5	7.6	26.1	18.0	34.1	36.3	14.3	38.1
Howell		4.8	.0029	1.4		8,843	.0033	1,842	6,316		1.6	5,379	21.5	6.0	25.9	16.6	37.5	37.1	15.1	40.3
Luce		8.1	.0049	1.6	2.9	7,564	.0029	934	4,728	558	1.9	3,885	32.2	12.4	35.7	31.7	23.8	32.6	8.3	23.3
Mackinac		9.0	.0054	2.6	2.9	9,298	.0035	1,033	3,576	838	2.7	3,457	39.7	17.2	33.2	33.1	22.9	35.2	4.2	14.5
Macomb	41	254.1	.1533	70.0	170.6	437,790	.1648	1,723	6,254	14,882	75.8	5,778	15.8	4.1	16.7	11.2	45.6	42.0	19.9	42.7
Mount Clemens		20.5	.0124	5.8		36,660	.0138	1,788	6,321		7.0	5,266	21.1	6.0	21.6	14.2	41.3	41.7	16.0	38.1
East Detroit		33.0	.0199	8.5		57,226	.0215	1,734	6,732		9.1	6,322	10.6	2.5	15.0	8.2	50.1	42.2	24.3	47.1
Roseville		35.3	.0213	9.3		59,106	.0223	1,674	6,355		10.3	5,730	14.4	3.8	19.8	11.9	46.7	43.4	19.1	40.9
St. Clair Shores		52.0	.0314	14.2		92,567	.0349	1,780	6,519		15.1	6,132	14.1	3.4	17.0	9.6	46.1	40.0	22.8	47.0
Manistee		20.4	.0123	6.3	10.0	23,453	.0089	1,150	3,723	2,560	6.5	3,595	37.2	15.5	31.5	30.2	26.3	38.9	5.0	15.4
Manistee		10.0	.0060	3.2		13,280	.0050	1,328	4,150		3.4	3,936	31.1	11.8	31.2	27.3	31.3	42.4	6.4	18.5
Marquette		51.9	.0313	14.8	36.2	68,002	.0258	1,310	4,595	1,503	16.1	4,213	30.1	10.7	28.7	23.5	33.1	41.9	8.1	23.9
Marquette		18.1	.0109	4.8		24,957	.0094	1,379	5,199		5.6	4,461	30.7	10.3	26.5	20.5	32.2	38.5	10.6	30.7
Ishpeming		9.7	.0059	3.0		14,081	.0053	1,452	4,694		3.1	4,486	24.8	8.2	28.1	21.7	38.1	45.2	9.0	24.9
Mason		20.8	.0125	6.5	9.8	26,570	.0100	1,277	4,088	5,243	6.9	3,829	35.6	13.9	30.3	27.3	27.4	38.1	6.7	20.7
Ludington		9.8	.0059	3.2		14,280	.0054	1,457	4,463		3.4	4,150	30.1	10.8	29.7	24.7	32.5	41.8	7.7	22.7
Menista		18.3	.0111	5.6	6.7	20,556	.0077	1,123	3,671	5,246	6.3	3,280	46.5	21.2	30.2	31.8	18.1	29.4	5.2	17.6
Menominee		26.2	.0158	7.6	11.7	30,983	.0117	1,183	4,077	6,141	8.0	3,868	34.9	13.5	32.6	29.1	25.1	34.8	7.4	22.8
Menominee		11.7	.0071	3.4		17,358	.0065	1,484	5,105		3.8	4,552	24.9	8.2	31.1	23.5	32.7	38.3	11.3	30.0

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Before using these figures, see explanation page 11.



SOLID AREA: ABC City and Retail Trading Zone: Population 276,449

PONTIAC, MICHIGAN

IN U. S.	
162nd in Population	83,400
112th in Retail Sales	$162,848,000
102nd in Food Sales	$ 36,870,000
118th in Drug Sales	$ 5,119,000
113th in Auto Sales	$ 31,166,000
107th in Family Buy. Income	$ 6,992

OAKLAND COUNTY

42nd in Population	542,800
37th in Retail Sales	$729,607,000
33rd in Food Sales	$168,715,000
34th in Drug Sales	$ 24,956,000
31st in Auto Sales	$161,555,000
24th in Family Buy. Income	$ 7,112

Sales Management
200 Leading Cities and Counties

City and Retail Trading Zone, population 276,449, includes the major portion of Oakland county, second largest in Michigan. Here the Pontiac Press gives adequate and highly exclusive coverage, for 7 out of 10 Press homes take no other daily newspaper.

ABC NET PAID 54,797

PONTIAC PRESS

PONTIAC • MICHIGAN

7 out of 10 Press Homes Take No Other Daily Newspaper

NEW YORK OFFICE: 45 W. 45th Street

Phone JUdson 2-4297

San Francisco: Brice McQuillin

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MICHIGAN — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Midland		41.5	.0250	11.6	21.9	65,115	.0245	1,569	5,613	5,045	11.9	5,486	20.5	5.6	18.1	11.4	43.7	42.4	17.7	40.6
Midland		21.9	.0132	6.2		40,419	.0152	1,846	6,519		6.8	5,947	18.3	4.6	16.4	9.6	44.2	39.5	21.1	46.3
Missaukee		7.7	.0046	2.1		7,496	.0028	974	3,570	3,510	2.2	3,380	39.4	17.4	34.0	34.7	22.6	35.7	4.0	12.2
Monroe		88.3	.0533	25.1	26.3	135,587	.0511	1,536	5,402	17,235	25.9	5,229	21.8	6.2	21.7	14.4	40.0	40.7	16.5	38.7
Monroe		23.7	.0143	6.8		46,715	.0176	1,971	6,870		8.1	5,755	20.7	5.4	19.5	11.7	39.6	36.6	20.2	46.3
Montcalm		33.3	.0201	10.5	7.7	42,672	.0160	1,281	4,064	11,765	11.4	3,735	37.1	14.8	30.9	28.5	24.9	35.6	7.1	21.1
Greenville		7.7	.0046	2.6		12,898	.0049	1,675	4,961		3.0	4,369	27.1	9.3	29.9	23.5	33.2	40.5	9.8	26.7
Montmorency		4.4	.0026	1.2		4,459	.0017	1,013	3,716	858	1.4	3,196	50.9	23.8	28.9	31.2	15.6	26.0	4.6	19.0
Muskegon	230	139.0	.0839	41.3	99.0	212,508	.0800	1,529	5,145	4,941	44.8	4,741	24.1	7.6	26.4	19.2	37.6	42.2	11.9	31.0
△Muskegon		50.2	.0303	15.6		84,731	.0319	1,688	5,431		17.7	4,797	24.7	7.7	25.3	18.2	37.2	41.3	12.8	32.8
Muskegon Heights		20.6	.0124	5.8		32,988	.0124	1,601	5,688		6.9	4,783	22.6	7.1	26.7	19.2	38.8	43.2	11.9	30.5
Newaygo		22.9	.0138	6.9	3.3	26,411	.0100	1,153	3,828	6,412	6.8	3,890	35.1	13.5	29.5	26.3	27.8	38.0	7.6	22.2
Oakland	41	542.8	.3273	154.6	400.0	1,099,577	.4139	2,026	7,112	12,749	164.9	6,667	14.2	3.2	16.7	8.6	43.8	35.0	25.3	53.2
Pontiac		83.4	.0503	23.2		162,206	.0611	1,945	6,992		28.3	5,723	17.6	4.6	20.0	12.1	43.3	40.3	19.1	43.0
Royal Oak		67.0	.0404	18.8		145,384	.0547	2,170	7,733		20.0	7,270	11.2	2.3	13.7	6.5	44.9	32.9	30.2	58.3
Ferndale		33.2	.0200	9.4		68,885	.0259	2,075	7,328		10.1	6,825	10.3	2.3	13.7	6.9	47.7	37.2	28.3	53.6
Birmingham		23.5	.0142	7.3		72,147	.0272	3,070	9,883		7.6	9,536	13.2	2.1	13.5	4.9	33.9	18.9	39.4	74.1
Hazel Park		23.9	.0144	6.4		45,095	.0170	1,887	7,046		7.2	6,282	10.9	2.6	16.4	9.1	50.2	42.5	22.5	45.8
Berkley		22.6	.0136	5.9		47,535	.0179	2,103	8,057		6.6	7,177	8.5	1.8	12.5	6.0	49.0	36.3	30.0	55.9
Oceana		17.5	.0106	5.1		17,735	.0067	1,013	3,477	7,308	5.0	3,515	41.0	17.4	32.6	32.1	20.9	31.6	5.5	18.9
Ogemaw		9.6	.0058	2.7		9,084	.0034	946	3,384	2,438	2.7	3,335	46.1	20.7	29.6	39.6	19.1	30.4	5.2	18.3
Ontonagon		10.1	.0061	2.9		10,113	.0039	1,001	3,487	1,751	3.1	3,288	42.7	19.4	35.6	37.4	17.7	28.7	4.0	14.5
Osceola		14.7	.0088	4.1		14,204	.0053	966	3,464	4,172	4.1	3,497	43.3	18.5	28.9	28.5	21.8	33.1	6.0	19.9
Oscoda		3.6	.0022	1.0		3,616	.0011	838	3,616	716	1.1	2,866	51.8	27.6	32.5	40.0	13.7	26.0	2.0	6.4
Otsego		6.4	.0039	1.7		6,130	.0023	958	3,606	1,204	1.8	3,376	39.5	17.5	35.3	36.2	21.3	33.5	3.9	12.8

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



MICHIGAN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Ottawa		84.1	.0507	24.8	36.2	120,892	.0456	1,437	4,875	15,372	25.6	4,728	24.4	7.7	27.7	20.2	36.1	40.7	11.8	31.4
Holland		16.7	.0101	5.0		25,757	.0097	1,542	5,151		5.7	4,494	29.6	9.9	25.8	19.8	33.2	39.3	11.4	31.0
Grand Haven		10.3	.0062	3.2		18,697	.0070	1,815	5,843		3.6	5,262	19.9	5.6	25.6	16.9	39.0	39.4	15.5	38.1
Presque Isle		11.8	.0071	2.9	3.9	11,328	.0042	960	3,906	3,579	3.0	3,760	38.9	15.5	25.6	23.4	28.7	40.7	6.8	20.4
Roscommon		7.6	.0046	2.5		9,721	.0037	1,279	3,888	208	2.7	3,575	41.3	17.2	30.8	29.8	21.8	32.4	6.1	20.6
Saginaw	122	170.1	.1026	49.1	119.2	280,631	.1056	1,650	5,715	21,253	53.6	5,236	21.3	6.1	22.1	14.6	40.7	41.4	15.9	37.9
▲Saginaw		98.4	.0593	28.8		178,656	.0673	1,816	6,203		33.2	5,388	20.4	5.7	21.4	13.7	41.1	40.6	17.1	40.0
St. Clair	240	103.1	.0621	30.7	56.4	158,342	.0597	1,536	5,158	13,417	32.6	4,860	25.3	7.8	24.1	17.2	37.3	40.8	13.3	34.2
△Port Huron		37.5	.0226	11.4		64,320	.0242	1,715	5,642		12.7	5,082	23.2	6.8	23.0	15.7	39.1	40.9	14.7	36.6
St. Joseph		37.8	.0228	12.2	16.0	55,482	.0209	1,468	4,548	9,206	12.6	4,408	29.9	10.1	28.2	22.1	31.1	37.6	10.8	30.2
Sturgis		8.3	.0050	2.6		15,304	.0058	1,844	5,886		2.9	5,283	21.2	6.0	26.6	17.3	36.5	36.8	15.7	39.9
Sanilac		31.5	.0190	9.3		37,646	.0141	1,195	4,048	24,051	9.7	3,898	37.0	14.2	30.2	26.8	24.2	33.0	8.6	26.0
Schoolcraft		8.9	.0054	2.5	5.0	9,731	.0037	1,093	3,892	606	2.7	3,568	37.8	15.8	32.9	31.8	24.2	36.2	5.1	16.2
Shiawassee		49.4	.0298	14.9	20.9	74,688	.0281	1,512	5,013	12,904	15.9	4,705	25.9	8.2	26.2	19.2	35.9	40.7	12.0	31.9
Owosso		17.0	.0103	5.4		30,235	.0114	1,779	5,599		6.0	5,021	24.4	7.2	25.7	17.7	36.3	38.5	13.6	36.6
Tuscola		41.1	.0248	11.6	6.5	50,003	.0188	1,217	4,311	21,291	12.3	4,057	35.4	13.0	30.3	25.9	24.6	32.2	9.7	28.9
Van Buren		43.0	.0259	13.9	6.3	59,223	.0223	1,377	4,261	13,924	14.9	3,962	36.1	13.6	30.1	26.1	26.2	35.3	7.6	25.0
South Haven		6.3	.0038	2.2		10,312	.0039	1,637	4,687		2.3	4,573	31.2	10.2	29.9	22.5	27.7	32.3	11.2	35.0
Washtenaw	170	155.6	.0939	41.5	101.8	279,259	.1052	1,795	6,729	16,104	63.2	4,419	36.8	12.4	23.7	18.6	27.0	32.5	12.5	36.5
△Ann Arbor		50.5	.0305	12.5		117,091	.0441	2,319	9,367		28.9	4,054	46.1	17.0	21.9	18.6	20.7	27.2	11.3	37.2
Ypsilanti		20.9	.0126	5.7		39,900	.0150	1,909	7,000		8.7	4,571	35.3	11.5	23.2	17.5	28.2	32.9	13.3	38.1
Willow Run		15.2	.0092	4.1		18,446	.0069	1,214	4,499		4.2	4,357	20.9	7.2	33.6	26.6	37.0	45.2	8.5	21.0
Wayne	41	2,721.7	1.6414	784.5	2,680.9	5,849,579	2.2024	2,149	7,456	8,257	934.4	6,260	16.3	3.9	19.1	10.5	41.4	35.2	23.2	50.4
▲Detroit		1,925.8	1.1614	546.2		4,184,003	1.5753	2,173	7,660		680.8	6,146	17.2	4.2	19.6	11.1	40.6	35.1	22.6	49.6
Dearborn		124.1	.0748	35.6		290,529	.1094	2,341	8,161		40.2	7,224	10.6	2.2	13.9	6.6	45.3	33.4	30.2	57.8
Highland Park		46.8	.0282	14.8		119,611	.0450	2,556	8,082		20.0	5,972	17.1	4.3	21.5	12.4	40.5	36.1	20.9	47.2
Hamtramck		43.1	.0260	11.9		85,041	.0320	1,973	7,146		14.5	5,852	16.0	4.1	18.8	11.1	44.3	40.3	20.9	44.5
Wyandotte		39.8	.0240	11.2		82,477	.0311	2,072	7,364		12.4	6,670	12.2	2.7	14.1	7.4	48.4	38.6	25.3	51.3
Lincoln Park		48.0	.0289	13.3		93,893	.0354	1,956	7,060		14.2	6,609	10.4	2.3	14.6	7.7	49.4	39.8	25.6	50.2
River Rouge		21.1	.0127	5.7		33,936	.0128	1,608	5,954		6.3	5,375	16.7	4.6	20.9	13.5	47.2	46.7	15.2	35.2

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

they buy **BIG** *in Detroit . . .*
. . . and the WWJ stations are your **BIG BUYS**

Detroit area sales are **UP 41%** since 1948

RETAIL SALES IN THE DETROIT STANDARD METROPOLITAN AREA

GROUP	1954	1948	% Change +
Food Group	978,844,000	626,307,000	56
Eating, Drinking Places	327,044,000	245,614,000	33
General Merchandise	510,944,000	435,666,000	17
Apparel, Accessories	270,739,000	241,663,000	12
Furniture, Home Furnishings, Appliances	206,877,000	132,361,000	56
Automotive Group	877,056,000	615,090,000	43
Gasoline Service Stations	260,718,000	146,880,000	78
Lbr., Bldg. Matls., Hdwe., Farm Equip.	237,230,000	174,089,000	36
Drug, Proprietary Stores	173,970,000	128,709,000	35
Other Retail Stores	234,164,000	201,487,000	16
Nonstore Retailers	106,788,000	25,204,000	324
TOTAL	4,184,374,000	2,973,070,000	41

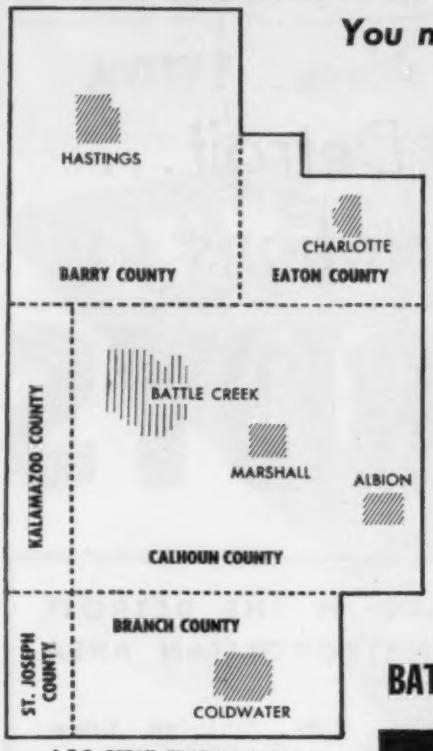
SOURCE: U. S. Census of Business, 1954 and 1948

Serving over 1,700,000 radio and television homes, the WWJ stations can tell your sales message to most of Michigan's big spending buyers.

WWJ AM FM · WWJ-TV
NBC AFFILIATES

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS

National Representatives: PETERS, GRIFFIN, WOODWARD INC.



You need this important segment of Michigan

BATTLE CREEK RETAIL TRADING AREA

The ABC Battle Creek Trading Area consists of all or part of six Michigan counties. This important area, lying halfway between Detroit and Chicago, is within the fastest-growing portion of the state. It is a proven market offering outstanding sales opportunities.

Population	Retail Sales
223,390	$268,880,000
Buying Income	**Food Sales**
$353,981,000	$70,395,000
Drug Sales	**Automotive Sales**
$9,295,000	$63,737,000

NEWSPAPER COVERAGE: More than 61% of the families in this six-county area are Enquirer and News subscribers. Ninety-five per cent of the newspaper's circulation is carrier delivered to the home. No other advertising medium gives such complete and economical coverage of this big market.

BATTLE CREEK MICHIGAN
Cereal Food Capital of the World

ENQUIRER AND NEWS
Member of Federated Publications

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER COMPANY

MICHIGAN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Wayne		12.2	.0074	3.3		24,307	.0092	1,992	7,366		4.0	6,087	14.1	3.5	17.5	9.9	46.2	40.4	22.2	46.2
Plymouth		8.1	.0049	2.6		17,083	.0064	2,109	6,570		2.7	6,315	17.1	4.0	17.6	9.7	41.4	34.9	23.9	51.4
Grosse Pointe		6.9	.0042	1.9		36,698	.0138	5,319	19,315		2.7	13,642	13.9	1.5	12.3	3.1	22.5	8.8	51.3	86.6
Grosse Pointe Park		14.9	.0090	4.4		59,021	.0222	3,961	13,414		5.2	11,302	14.1	1.9	13.9	4.2	28.2	13.3	43.8	80.6
Ecorse		19.3	.0116	5.0		36,009	.0136	1,866	7,202		6.6	5,492	15.4	4.2	21.3	13.4	46.2	44.8	17.1	37.6
Allen Park		34.2	.0206	8.5		65,221	.0246	1,907	7,673		9.7	6,757	12.2	2.7	15.1	7.7	46.2	36.4	26.5	53.2
Grosse Pointe Woods		18.1	.0109	5.0		46,668	.0176	2,578	9,334		5.0	9,290	10.2	1.6	11.5	4.3	36.4	20.9	41.9	73.2
Inkster		31.8	.0192	7.5		49,698	.0187	1,563	6,636		8.7	5,708	16.8	4.4	20.9	12.6	44.1	41.1	18.2	41.9
Livonia		34.4	.0207	9.3		64,645	.0243	1,879	6,951		10.4	6,227	13.2	3.2	17.5	9.6	46.6	39.9	22.7	47.3
Westland		19.6	.0118	5.8	11.5	23,748	.0089	1,212	4,094	1,753	6.3	3,763	36.8	14.6	31.8	29.2	24.4	34.5	7.0	21.7
Cadillac		11.5	.0069	3.5		16,624	.0063	1,446	4,750		4.0	4,131	31.3	11.3	31.4	26.2	28.4	36.6	8.9	25.9
Total Above Cities		4,308.6	2.5980	1,238.4		8,867,661	3.3347	2,056	7,153		1,507.3	5,877	19.3	4.9	20.2	11.9	39.9	36.2	20.6	47.0
State Total		7,256.5	4.3763	2,107.7	5,245.5	13,169,455	4.9583	1,815	6,248	648,715	2,394.9	5,499	22.0	6.0	21.9	13.7	33.1	36.9	18.0	43.4

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Alcona		6,758	.0036	4,224	.0027	77	103	1,654	425	284	38	60	2,745	367	710	412
Alger		8,380	.0045	3,086	.0047	82	79	2,912	669	996	427	184	1,281	701	289	221
Allegan		46,455	.0251	2,997	.0282	95	81	10,652	3,240	2,902	1,124	1,624	11,950	3,271	6,531	941
Alpena		27,297	.0147	4,139	.0127	90	104	7,232	2,025	3,484	1,312	1,180	5,206	1,319	2,250	934
Alpena		23,702	.0128		.0093	112	154	6,280	1,350	3,078	1,266	1,089	4,781	1,261	2,043	934

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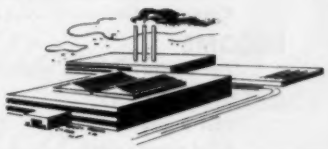
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FLINT...
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General Motors
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now
MICHIGAN'S
2nd
market
A county population of 330,000 with a per family Effective Buying Income of $6,706.00

Sell it over
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the NBC affiliate in Flint represented nationally by the Katz Agency



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MICHIGAN — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Antrim		**8,594**	**.0046**	**2,528**	**.0046**	**70**	**70**	**2,755**	**692**	**387**	**101**	**144**	**478**	**1,064**	**1,716**	**366**
Arenac		**11,137**	**.0060**	**3,978**	**.0050**	**83**	**100**	**2,333**	**1,318**	**754**	**165**	**411**	**2,905**	**892**	**1,519**	**283**
Baraga		**4,831**	**.0026**	**2,100**	**.0031**	**66**	**55**	**1,650**	**482**	**399**	**63**	**52**	**820**	**439**	**581**	**249**
Barry		**28,190**	**.0152**	**3,132**	**.0154**	**88**	**87**	**6,690**	**1,375**	**1,374**	**916**	**1,298**	**6,578**	**2,170**	**4,342**	**1,013**
Hastings		18,323	.0099		.0060	130	248	3,959	558	1,137	851	955	5,461	1,044	2,226	689
Bay	14	**109,864**	**.0592**	**3,896**	**.0583**	**98**	**100**	**25,151**	**7,685**	**12,902**	**6,350**	**9,580**	**21,766**	**7,531**	**9,603**	**3,912**
▲Bay City		88,517	.0477		.0395	115	139	18,220	5,673	12,138	6,201	7,853	17,918	5,731	6,761	3,368
Benzie		**8,384**	**.0045**	**3,354**	**.0039**	**80**	**92**	**2,220**	**589**	**715**	**154**	**136**	**1,558**	**771**	**1,099**	**392**
Berrien		**167,953**	**.0906**	**3,980**	**.0840**	**102**	**110**	**41,240**	**12,275**	**15,203**	**7,778**	**8,203**	**32,281**	**12,372**	**19,684**	**6,520**
Benton Harbor-St. Joseph		*72,099*	*.0589*		*.0884*	*136*	*186*	*15,784*	*4,339*	*9,854*	*6,007*	*4,408*	*13,669*	*4,913*	*5,899*	*3,547*
Benton Harbor		50,227	.0271		.0183	136	201	10,133	2,688	6,199	4,489	3,051	10,340	2,722	4,490	2,297
Niles		27,465	.0148		.0115	128	164	6,243	2,532	2,509	1,040	1,290	7,660	2,640	1,861	597
St. Joseph		21,872	.0118		.0101	136	159	5,651	1,651	3,055	1,518	1,351	3,329	1,491	1,409	1,250
Branch		**37,070**	**.0199**	**3,744**	**.0184**	**91**	**96**	**8,153**	**1,798**	**2,730**	**1,001**	**1,276**	**9,424**	**3,160**	**4,380**	**1,050**
Coldwater		22,749	.0123		.0078	134	212	4,400	779	2,007	724	904	6,545	1,572	2,524	628
Calhoun	176	**153,422**	**.0827**	**3,779**	**.0862**	**103**	**99**	**38,159**	**10,038**	**16,760**	**8,989**	**8,489**	**29,812**	**13,277**	**10,963**	**5,592**
△Battle Creek		96,209	.0519		.0411	129	163	23,992	5,128	14,230	7,057	5,634	17,762	7,169	5,020	3,474
Albion		18,682	.0101		.0082	114	140	3,556	1,067	1,007	831	1,119	5,760	1,553	1,388	527
Springfield Place-Lakeview		6,307	.0034		.0104	87	29	2,010	493	223	87	315	655	932	777	265
Cass		**24,374**	**.0132**	**2,344**	**.0162**	**81**	**66**	**7,138**	**2,003**	**592**	**943**	**948**	**5,387**	**2,012**	**2,422**	**796**
Charlevoix		**16,040**	**.0086**	**4,113**	**.0068**	**82**	**104**	**3,654**	**925**	**764**	**488**	**554**	**2,714**	**1,687**	**1,572**	**422**
Cheboygan		**15,954**	**.0086**	**4,312**	**.0063**	**81**	**110**	**3,780**	**1,887**	**864**	**560**	**287**	**3,019**	**2,246**	**1,653**	**683**
Chippewa		**34,501**	**.0186**	**4,012**	**.0167**	**90**	**100**	**9,228**	**3,397**	**4,992**	**1,085**	**1,056**	**6,760**	**2,789**	**2,298**	**635**
Sault Ste. Marie		28,051	.0151		.0121	104	130	7,170	1,994	4,637	1,085	1,036	6,545	1,447	1,521	635
Clare		**14,502**	**.0078**	**4,265**	**.0063**	**90**	**111**	**3,063**	**1,241**	**1,179**	**178**	**833**	**2,736**	**1,729**	**2,316**	**602**
Clinton		**28,931**	**.0156**	**3,014**	**.0170**	**83**	**76**	**6,461**	**1,391**	**1,435**	**807**	**943**	**7,882**	**2,956**	**5,322**	**599**
Crawford		**5,592**	**.0030**	**4,302**	**.0021**	**84**	**120**	**1,163**	**798**	**120**	**212**	**25**	**1,446**	**965**	**430**	**196**
Delta		**37,538**	**.0203**	**3,993**	**.0171**	**88**	**104**	**10,000**	**2,843**	**4,951**	**2,176**	**2,033**	**6,328**	**2,429**	**3,398**	**958**
Escanaba		25,313	.0136		.0099	106	146	6,422	1,452	3,456	1,939	1,703	4,766	1,290	2,222	708
Dickinson		**25,496**	**.0137**	**3,399**	**.0125**	**86**	**94**	**6,396**	**1,336**	**3,398**	**1,644**	**1,200**	**5,357**	**1,986**	**2,026**	**568**
Iron Mountain-Kingsford		*20,189*	*.0108*		*.0086*	*101*	*127*	*4,751*	*845*	*2,893*	*1,604*	*811*	*4,578*	*1,184*	*1,824*	*429*
Iron Mountain		17,322	.0093		.0063	115	169	3,966	739	2,870	1,604	732	3,659	948	1,497	377
Eaton		**41,530**	**.0224**	**3,076**	**.0237**	**89**	**84**	**10,834**	**2,120**	**2,282**	**1,144**	**2,288**	**10,978**	**3,668**	**4,974**	**1,381**
Charlotte		15,453	.0083		.0058	129	184	3,208	533	1,061	508	787	5,748	1,057	1,600	586
Emmet		**23,728**	**.0128**	**4,943**	**.0096**	**95**	**127**	**4,705**	**1,387**	**3,054**	**1,764**	**968**	**4,689**	**2,191**	**2,479**	**688**
Petoskey		18,578	.0100		.0056	140	250	3,340	698	2,775	1,699	918	3,934	1,632	1,756	528
Genesee	49	**503,160**	**.2712**	**5,177**	**.2439**	**123**	**136**	**107,548**	**30,093**	**48,168**	**32,152**	**34,751**	**128,181**	**35,697**	**44,123**	**18,709**
▲Flint		396,949	.2139		.1641	143	187	79,258	25,119	44,486	29,084	31,685	101,028	22,154	29,741	15,578
Gladwin		**10,282**	**.0055**	**4,113**	**.0044**	**79**	**96**	**2,495**	**667**	**641**	**296**	**484**	**2,540**	**1,025**	**1,452**	**281**
Gogebic		**26,410**	**.0142**	**3,301**	**.0135**	**85**	**90**	**7,210**	**1,821**	**3,215**	**1,448**	**1,963**	**4,022**	**2,160**	**2,841**	**640**
Ironwood		19,062	.0103		.0072	109	156	5,284	889	2,622	1,199	1,883	2,955	1,171	1,949	354
Grand Traverse		**48,344**	**.0261**	**5,688**	**.0190**	**99**	**136**	**9,551**	**2,657**	**5,628**	**4,087**	**2,799**	**9,849**	**2,970**	**5,533**	**1,360**
Traverse City		44,745	.0241		.0139	124	215	8,638	2,126	5,185	4,039	2,515	9,739	2,420	5,137	1,302
Gratiot		**38,850**	**.0209**	**3,847**	**.0183**	**88**	**100**	**8,219**	**1,675**	**2,701**	**1,287**	**1,775**	**8,876**	**4,782**	**7,080**	**919**
Alma		16,186	.0087		.0062	115	161	3,653	495	1,738	703	1,056	4,436	1,022	1,976	489
Hillsdale		**38,484**	**.0197**	**3,066**	**.0195**	**83**	**84**	**7,634**	**1,478**	**2,689**	**888**	**2,476**	**7,108**	**3,136**	**6,379**	**671**
Hillsdale		20,039	.0108		.0066	143	235	4,554	684	2,145	688	1,727	5,411	922	1,841	441

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

LANSING, MICHIGAN

A Juicy Plum—Getting Juicier Every Day



POPULATION*

Metropolitan County Area.....202,400
Corporate City.....102,300

INCOME*

Per Capita—$2,145 highest in out-state Michigan

RETAIL SALES**

(1st 9 months, 1955)

total retail sales.....13% GAIN
automotive.....41% GAIN
dept. store.....23% GAIN
groceries and meats.....18% GAIN

. . . and so Easy to Pick

THE STATE JOURNAL and only The State Journal delivers this rich market going into 67,000 homes daily.

*Sales Management
**Mich. Dept. Revenue

LANSING
MICHIGAN
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MICHIGAN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Houghton		34,357	.0185	3,095	.0177	80	84	11,793	2,732	3,727	1,222	1,520	5,647	2,549	2,523	839
Huron		41,000	.0221	4,409	.0178	87	106	7,602	2,380	2,846	1,603	1,135	11,402	4,378	7,156	1,203
Ingham	76	285,208	.1537	4,785	.1478	121	126	57,287	16,488	41,077	16,870	10,610	67,972	18,855	24,098	9,122
▲Lansing		222,669	.1200		.0896	145	194	39,794	13,222	38,744	13,885	7,972	56,811	10,474	17,666	6,592
East Lansing		15,647	.0084		.0186	122	55	4,474	548	624	2,051	126	388	4,351	257	1,226
Ionia		44,256	.0239	3,917	.0207	86	99	9,276	2,374	2,239	1,156	1,549	16,263	3,307	5,803	1,199
Ionia		19,055	.0103		.0059	148	258	4,066	545	1,095	672	737	8,011	1,130	1,046	505
Iosco		19,785	.0106	5,207	.0075	100	141	4,992	1,827	1,205	623	903	3,658	2,502	2,399	1,010
Iron		16,906	.0091	3,074	.0093	86	84	4,680	1,055	2,255	546	62	3,438	1,086	2,684	521
Isabella		29,601	.0160	3,654	.0161	88	88	6,419	2,041	1,892	1,142	1,428	8,112	2,749	3,903	671
Mount Pleasant		22,886	.0123		.0094	125	164	4,990	1,073	1,549	986	899	7,650	1,664	2,427	599
Jackson	67	148,193	.0799	4,196	.0761	105	110	32,355	10,754	16,607	9,852	7,475	31,500	10,611	12,158	5,266
▲Jackson		113,787	.0613		.0448	138	189	24,123	7,468	15,938	9,525	5,424	25,454	7,206	4,851	4,638
Kalamazoo	71	183,948	.0991	4,209	.0967	110	112	37,717	11,027	18,067	10,648	12,300	40,806	12,044	18,651	7,509
▲Kalamazoo		145,191	.0783		.0588	135	180	25,024	7,972	16,808	10,278	10,518	34,586	8,584	12,962	5,941
Kalkaska		3,541	.0019	2,529	.0017	65	73	1,013	349	224	120	33	811	495	195	167
Kent	58	431,625	.2326	4,369	.2198	113	119	94,731	23,543	66,534	25,126	21,603	84,854	29,352	38,074	19,875
▲Grand Rapids		346,832	.1869		.1469	129	164	71,602	19,148	63,588	23,514	18,719	65,836	20,754	23,274	16,413
Keweenaw		1,407	.0008	2,010	.0010	67	53	722	206	10	...	61	...	157	...	...
Lake		4,204	.0023	2,336	.0022	71	74	1,332	777	288	...	75	203	459	649	185
Lapeer		41,223	.0222	3,964	.0203	82	90	8,301	1,753	2,751	1,920	1,133	12,800	3,430	5,356	1,233
Lapeer		19,660	.0106		.0056	137	259	4,340	590	1,136	1,425	754	5,333	1,855	2,154	636
Leelanau		5,930	.0032	2,372	.0041	76	59	1,039	425	390	50	429	341	803	543	238
Lenawee		88,500	.0477	4,060	.0448	101	108	19,359	5,742	7,408	3,743	3,505	22,294	7,457	11,302	2,473
Adrian		42,223	.0228		.0170	133	178	9,325	1,758	5,488	2,378	2,163	10,198	3,333	3,447	1,180
Livingston		36,944	.0199	4,105	.0185	101	108	7,897	2,798	1,242	1,351	1,601	10,056	4,637	4,993	848
Howell		14,654	.0079		.0045	159	272	3,466	548	113	830	564	5,575	1,273	1,250	372
Luce		6,159	.0033	3,849	.0035	71	67	1,569	525	206	350	195	1,786	316	594	381
Mackinac		11,454	.0062	4,405	.0046	85	115	3,869	1,839	640	441	475	1,039	1,222	961	84

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



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the Dominant Medium IN A GROWING BILLION DOLLAR MARKET

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- Diversified industry;
- Balanced employment as between manufacturing and non-manufacturing;
- 69% home-ownership factor.



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The furniture business is booming more than ever but a new bonus "baby" has been added to this phenomenal market. Metal manufacturers of all types and varieties are in full swing, making Grand Rapids a city with over six hundred different manufacturers.

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MICHIGAN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Macomb	41	300,830	.1621	4,296	.1617	105	106	88,846	20,331	17,872	11,392	11,247	66,667	25,206	36,659	9,384
Mount Clemens		60,600	.0327		.0192	155	264	14,418	3,402	6,537	3,157	2,057	17,024	4,043	4,499	2,031
East Detroit		44,671	.0241		.0220	111	121	15,336	2,857	1,400	1,354	1,277	6,899	3,674	8,761	1,680
Roseville		29,092	.0157		.0201	94	74	13,412	1,443	1,856	1,073	1,821	2,527	2,510	1,360	1,253
St. Clair Shores		38,854	.0209		.0300	96	67	11,403	2,606	3,254	1,062	1,675	10,715	3,063	2,094	917
Manistee		17,884	.0097	2,839	.0099	80	79	4,628	1,507	1,704	720	1,014	3,212	1,685	1,625	664
Manistee		13,115	.0071		.0058	97	118	3,403	949	1,360	633	920	2,623	1,066	663	430
Marquette		47,734	.0257	3,225	.0267	85	82	16,766	3,256	5,230	2,391	2,664	6,735	3,409	3,280	905
Marquette		23,559	.0127		.0107	98	117	6,895	1,225	2,565	1,550	1,510	3,996	1,402	1,937	551
Ishpeming		11,714	.0063		.0057	97	107	3,470	842	1,557	645	976	2,240	794	329	289
Mason		24,080	.0130	3,705	.0114	91	104	6,356	1,322	1,985	947	1,413	5,000	1,464	3,228	734
Ludington		15,847	.0085		.0064	108	144	4,205	788	1,378	795	1,027	3,660	731	1,743	495
Mecosta		16,583	.0089	2,961	.0086	76	80	4,202	1,109	1,272	732	638	3,324	1,484	2,195	629
Menominee		18,751	.0101	2,467	.0120	76	64	4,860	1,437	1,521	196	737	3,469	2,221	2,005	243
Menominee		11,601	.0063		.0066	93	89	3,309	768	1,333	...	654	2,165	1,580	791	196
Midland		46,463	.0250	4,005	.0248	99	100	12,568	2,168	2,903	1,903	2,858	10,779	3,590	5,945	1,539
Midland		38,902	.0210		.0165	125	159	10,207	1,442	2,329	1,855	2,297	9,643	2,893	4,712	1,213
Missaukee		7,723	.0042	3,678	.0035	76	91	2,006	237	390	98	322	1,159	731	1,450	64
Monroe		88,767	.0478	3,537	.0306	95	90	19,451	6,418	7,388	3,790	4,329	22,843	9,025	8,873	2,191
Monroe		50,896	.0274		.0199	139	192	11,828	3,228	6,401	3,531	2,741	12,357	3,464	2,839	1,627
Montcalm		40,966	.0221	3,902	.0188	93	110	10,078	2,316	2,457	983	1,184	11,584	3,232	4,862	1,248
Greenville		13,574	.0073		.0056	122	159	3,945	503	1,154	751	481	2,944	788	1,395	629
Montmorency		5,613	.0030	4,678	.0023	88	115	1,337	606	155	...	...	574	563	2,032	310
Muskegon	230	155,769	.0840	3,772	.0820	98	100	41,196	9,042	20,168	6,746	8,318	32,904	11,006	13,038	5,803
△Muskegon		103,176	.0556		.0387	128	183	24,413	5,009	17,243	5,967	5,602	20,691	6,323	8,469	3,658
Muskegon Heights		22,780	.0123		.0124	100	99	7,364	1,072	1,660	683	2,196	5,889	1,044	1,096	884
Newaygo		20,236	.0109	2,933	.0110	80	79	5,964	1,249	1,124	915	814	3,845	1,828	3,231	617
Oakland	41	729,807	.3932	4,719	.3904	119	120	168,718	44,693	112,304	43,011	33,237	161,555	50,018	52,102	24,956
Pontiac		162,848	.0878		.0670	133	175	36,870	11,876	28,320	12,351	9,550	31,166	8,441	8,459	5,119
Royal Oak		110,946	.0598		.0534	132	148	26,100	5,191	9,208	7,548	7,031	28,058	9,259	7,085	4,160
Ferndale		72,715	.0392		.0287	144	196	12,174	2,316	12,417	3,784	4,999	22,323	3,701	3,319	1,949
Birmingham		76,518	.0412		.0288	203	290	18,372	1,080	2,857	8,181	3,277	28,992	3,065	2,699	4,178
Hazel Park		22,873	.0123		.0151	166	85	12,131	2,266	766	790	982	779	1,850	1,736	1,001
Berkley		21,379	.0115		.0151	111	85	7,252	2,547	1,099	841	861	411	2,306	2,585	1,256
Oceana		17,046	.0092	3,342	.0062	77	87	4,904	734	498	445	553	3,680	1,585	2,715	478
Ogemaw		10,261	.0056	3,800	.0046	79	97	2,528	876	1,032	385	488	2,024	825	1,461	388
Ontonagon		9,847	.0052	3,327	.0047	77	85	2,792	1,122	883	276	40	1,882	705	955	193
Oscoda		13,268	.0071	3,236	.0065	74	81	2,950	796	963	154	530	2,528	1,692	1,873	398
Otsego		4,039	.0022	4,039	.0017	77	100	901	512	129	32	110	660	471	668	101
Ottawa		10,067	.0054	5,922	.0035	90	138	2,213	774	861	310	419	1,940	866	1,566	320
		93,500	.0504	3,779	.0481	95	99	21,853	3,943	7,125	4,073	3,560	22,887	6,390	11,804	2,486
Holland		38,483	.0207		.0131	130	205	7,345	1,172	4,093	2,332	2,041	11,204	2,325	2,784	937
Grand Haven		21,651	.0117		.0083	134	189	6,164	841	1,721	1,098	645	5,530	970	2,172	679
Presque Isle		10,566	.0057	3,643	.0052	73	80	3,137	915	513	590	251	2,172	678	1,752	358
Roscommon		10,925	.0059	4,370	.0046	100	128	3,142	1,824	470	163	239	1,936	1,417	1,140	478
Saginaw	122	210,784	.1136	4,293	.1074	105	111	40,088	13,360	24,383	15,861	10,498	55,046	13,214	18,788	7,307
▲Saginaw		165,771	.0893		.0723	122	151	30,561	8,888	22,718	14,192	7,745	43,897	9,357	11,992	6,146
St. Clair	240	120,804	.0651	3,935	.0618	100	105	32,711	7,611	10,602	6,085	5,143	24,414	9,045	13,034	3,703
△Port Huron		75,605	.0407		.0288	127	180	19,333	3,618	8,684	4,906	3,797	15,910	5,087	7,610	2,008
St. Joseph		41,943	.0226	3,436	.0217	95	99	8,891	2,999	3,118	1,717	2,344	10,475	3,908	4,678	1,413
Sturgis		16,340	.0088		.0065	130	176	3,397	761	1,428	1,045	1,452	3,552	1,180	1,440	711
Sanilac		32,972	.0178	3,545	.0162	85	94	7,520	2,021	1,677	904	1,176	9,162	2,870	5,692	885
Schoolcraft		19,869	.0058	4,344	.0047	67	107	2,665	969	951	257	338	1,885	1,141	1,234	347
Shiawassee		64,710	.0349	4,343	.0305	102	117	14,717	2,784	5,460	2,892	3,585	17,192	5,107	8,549	1,552
Owosso		38,791	.0209		.0140	136	203	9,128	1,180	4,413	2,314	2,741	10,174	2,561	3,666	934
Tuscola		40,975	.0221	3,532	.0210	85	89	9,186	1,839	2,123	1,065	1,490	12,508	3,577	6,879	1,116
Van Buren		46,963	.0253	3,379	.0239	92	98	12,269	2,719	1,680	1,400	1,362	12,008	4,254	5,873	1,552
South Haven		14,068	.0076		.0050	132	200	3,321	497	495	755	323	5,382	576	887	350
Washtenaw	170	185,370	.0999	4,467	.1013	108	106	42,446	13,394	15,716	13,696	8,361	42,665	13,495	13,955	7,487
△Ann Arbor		91,582	.0494		.0430	141	162	18,101	5,198	11,454	9,964	4,996	16,059	6,177	5,740	4,688
Ypsilanti		43,868	.0236		.0171	136	187	10,616	2,428	1,562	2,861	1,966	15,103	3,107	2,514	1,374
Willow Run		7,799	.0042		.0096	72	46	2,388	1,111	439	80	211	1,477	762	760	203
Wayne	41	3,811,177	2.0541	4,858	2.0458	125	125	831,489	293,658	583,742	248,483	197,225	887,190	223,106	181,070	159,426
▲Detroit		2,866,415	1.5449		1.4834	128	133	593,108	230,319	467,687	192,858	148,460	630,608	160,061	134,260	123,234
Dearborn		203,767	.1098		.1026	137	147	40,866	17,312	27,772	14,612	17,083	47,383	14,001	7,843	8,694
Highland Park		105,008	.0566		.0451	160	201	4,746	5,794	28,361	6,708	4,388	43,034	2,734	2,621	3,078
Hamtramck		99,500	.0375		.0325	125	144	14,105	5,631	7,751	7,199	5,330	20,013	2,550	1,510	2,741
Wyandotte		84,576	.0456		.0340	142	190	20,794	4,329	13,635	5,935	4,036	20,153	4,765	4,132	3,783
Lincoln Park		54,016	.0291		.0322	111	101	16,880	2,711	2,015	2,660	3,284	16,244	4,178	2,422	1,374
River Rouge		26,217	.0141		.0132	104	111	7,027	1,387	764	961	472	10,460	1,236	840	1,076

▲ and △ See end of state for SM Metropolitan County Areas.

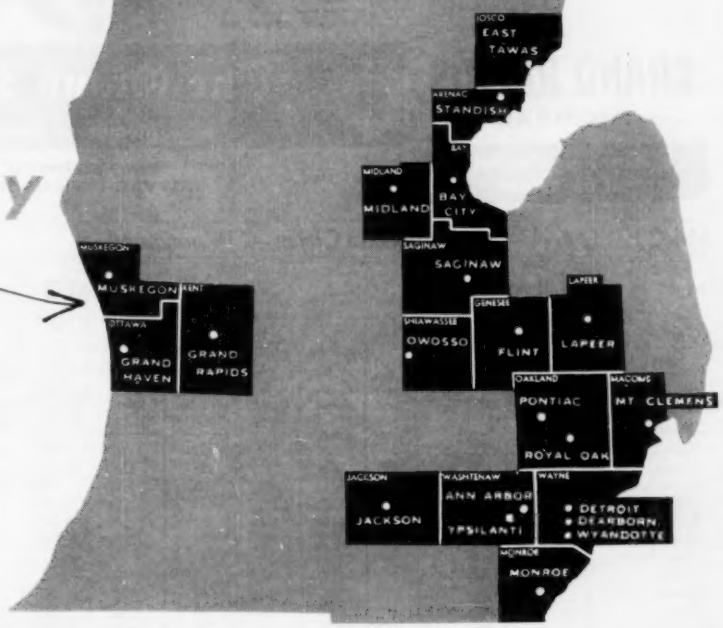
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Before using these figures, see explanation page 11.

SELL ¾ OF MICHIGAN

the pocketbook areas

for only
$186 per day



MICHIGAN IS MOTORDOM . . . THE MARKET ON WHEELS

$5,587 will buy you #50 showings of poster advertising space for a full 30 days in 53 key Michigan markets . . . comprised of 120 separate cities and towns.

In one of the most highly motorized areas in America where Outdoor Advertising is a "natural" you'll get a continuous highly localized selling campaign of 166 panels in 17 of Michigan's 83 counties which account for nearly 75% of the retail sales made in the entire State.

For only $186 per day you'll get big, colorful impact . . . and reach all your prospects in the real pocketbook areas in Michigan.

WALKER & CO.

88 CUSTER AVENUE DETROIT 2

OUTDOOR ADVERTISING THROUGHOUT MICHIGAN'S LARGEST TRADING AREAS



LOWEST COST PER THOUSAND

IN WESTERN MICHIGAN

THE HERALD'S SUNDAY - DAILY

COMBINATION RATE

130,328* CIRCULATION IMPRESSIONS FOR ONLY 28c PER LINE

Join this growing list of COMBINATION RATE national advertisers in The Herald . . . .

Banker's Life
Buick
Doan's Pills
Dodge
Dramex
GMC Trucks
Gulf Oil
Oldsmobile
Pontiac
R C Cola
Socony-Mobil
Squirt
Sunbeam
. . . and 200 other accounts

*Average Circulation, Jan. 1956 Sunday, 81,049
Daily, 49,279
130,328 combined



"By advertising Gulf products in both the Sunday and morning editions of The Herald, we reach more readers at the lowest possible cost and we rank right at the top among all gasoline newspaper advertisers" . . .

Walter E. Bruce
District Manager
Gulf Refining Co.

GRAND RAPIDS
MICHIGAN
Furniture Capital of the World

The Grand Rapids Herald
Member of Federated Publications

REPRESENTED NATIONALLY BY
SAWYER-FERGUSON-WALKER COMPANY

MICHIGAN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Wayne		42,707	.0230		.0130	176	311	11,406	2,784	2,551	1,219	2,203	15,850	2,972	550	1,380
Plymouth		26,113	.0141		.0084	171	288	6,590	1,033	2,259	2,221	1,419	7,292	1,835	1,855	744
Grosse Pointe		22,498	.0121		.0114	271	288	9,841	509	946	5,980	1,039		823	290	1,881
Grosse Pointe Park		26,350	.0142		.0172	191	158	2,953	2,180	306	88	449	17,572	1,298	500	741
Ecorse		26,773	.0144		.0134	116	124	7,788	1,962	532	485	201	11,249	1,274	462	1,135
Allen Park		26,785	.0144		.0207	100	70	12,746	993	638	1,584	1,799		2,172	1,363	1,687
Grosse Pointe Woods		7,497	.0040		.0122	112	37	4,095	372	81	146	298	496	415	587	786
Inkster		18,624	.0100		.0162	84	52	5,971	1,487	1,213	280	895	185	2,384	4,594	905
Livonia		22,939	.0124		.0200	97	60	12,372	1,427	1,259	302	545	600	2,811	2,076	1,045
Wexford		20,452	.0110	3,526	.0101	88	93	4,903	1,127	2,296	1,231	1,557	3,632	1,635	2,339	690
Cadillac		16,331	.0088		.0072	104	128	3,934	619	2,144	1,037	1,472	3,333	877	1,371	599
Total Above Cities		7,044,158	3.7963		3.3262	128	146	1,533,233	467,472	983,321	472,549	386,703	1,636,138	421,307	420,485	279,558
State Total		9,271,611	4.9970	4,399	4.8535	111	114	2,107,109	638,272	1,135,684	530,158	462,134	2,115,798	641,084	726,392	344,775

MICHIGAN — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Ann Arbor	170	155.6	.0939	41.5	101.8	279,259	.1052	1,795	6,729
△Battle Creek	176	138.7	.0836	40.6	95.8	237,411	.0894	1,712	5,848
Bay City	14	98.4	.0594	28.2	63.0	152,106	.0573	1,546	5,394
Detroit	41	3,518.6	2.1220	1,009.1	3,260.5	7,398,946	2.7811	2,099	7,329
Flint	49	330.0	.1990	97.2	249.8	651,885	.2455	1,975	6,706
Grand Rapids	56	323.4	.1950	98.8	259.7	589,545	.2220	1,823	5,967
Jackson	67	120.6	.0727	35.3	80.7	190,416	.0751	1,654	5,649
Kalamazoo	71	148.0	.0881	43.7	97.7	262,262	.0987	1,796	6,001

© SM, 1956.

Before using these figures, see explanation page 11.

*You Might Skate 100 Yards in 11.4 Seconds**—

BUT . . .

YOU NEED THE FETZER STATIONS TO BREAK RECORDS IN WESTERN MICHIGAN!



WKZO RADIO

WKZO—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan—is one of America's most obvious radio buys. Latest 6-county Pulse figures, below, prove it. WKZO leads in all 72 quarter hours—*gets more than TWICE as many listeners as the next station in 54 of the 72 quarter hours!*

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—
MARCH, 1955
SHARE OF AUDIENCE MONDAY—FRIDAY

	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
Station B	18	17	16
Station C	10	12	11
Station D	10	9	7
Station E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

WJEF RADIO

WJEF continues to be Metropolitan Grand Rapids' favorite radio station, *and best radio value.*
Latest Hoopers, below, prove that WJEF gets 20.7% more *morning* listeners than the next station . . . 13.7% more *afternoon* listeners . . . 53.3% more *nighttime* listeners!

HOOPER RADIO AUDIENCE INDEX
Grand Rapids, Mich.—November, 1954 Thru January, 1955

	7 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WJEF	26.2%	28.1%	41.7%
Station B	21.7	17.6	27.2
Sta ion C	17.5	16.4	17.6
Station D	15.3	24.7*	
Station E	15.1	11.3*	
Others	4.2	1.9	13.5

* *Adjusted to compensate for the fact that Stations D and E sign off at local sunset.*

WKZO-TV

WKZO-TV serves one of America's "top 20" TV markets—over half a million television families in 29 Western Michigan and Northern Indiana counties.
ARB figures, below, prove WKZO-TV's tremendous popularity—not only in Kalamazoo and Grand Rapids, but in Battle Creek and Muskegon, as well.

AMERICAN RESEARCH BUREAU
NOVEMBER, 1955 REPORT
GRAND RAPIDS-KALAMAZOO

	Number of Quarter Hours with Higher Ratings	
Monday thru Friday	WKZO-TV	STATION B
8:00 am to 6:00 pm	109	91
6:00 pm to 11:00 pm	80	20
Saturday and Sunday 10:00 am to 11:00 pm	87	17

NOTE: Survey based on sampling in the following proportions—Grand Rapids (44.8%), Kalamazoo (19.8%), Battle Creek (18.3%), Muskegon-Muskegon Heights (17.1%).

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

MICHIGAN— SM Metropolitan County Areas — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Lansing	76	202.4	.1221	59.6	161.1	410,408	.1545	2,028	6,886
△Muskegon	230	139.0	.0839	41.3	99.0	212,568	.0800	1,529	5,145
△Port Huron	240	103.1	.0621	30.7	56.4	158,342	.0597	1,536	5,158
Saginaw	122	170.1	.1026	49.1	119.2	280,631	.1056	1,650	5,715
Total Above Areas		5,445.9	3.2844	1,575.1	4,632.7	10,820,699	4.0741	1,987	6,870

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Ann Arbor	170	185,370	.0999	4,467	.1013	108	108	42,446	13,394	15,716	13,896	8,361	42,865	13,495	13,955	7,487
△Battle Creek	176	153,422	.0827	3,779	.0862	103	99	38,159	10,038	16,760	5,969	8,469	29,812	13,277	10,963	5,592
Bay City	14	109,864	.0592	3,896	.0583	98	100	25,151	7,695	12,902	5,350	9,580	21,766	7,531	9,603	3,912
Detroit	41	4,841,614	2.6084	4,796	2.5979	122	123	1,066,050	358,682	693,918	302,866	241,709	1,115,412	299,330	289,831	193,788
Flint	49	503,160	.2712	5,177	.2439	123	136	107,548	30,093	48,166	32,152	34,781	128,181	35,697	44,123	18,709
Grand Rapids	88	431,625	.2326	4,380	.2196	113	119	94,731	23,543	66,534	25,126	21,603	84,854	29,352	36,074	19,875
Jackson	67	148,193	.0799	4,196	.0761	105	110	32,355	10,754	16,607	9,852	7,475	31,500	10,611	12,158	5,266
Kalamazoo	71	183,948	.0991	4,209	.0967	110	112	37,717	11,027	18,067	10,648	12,300	40,806	12,044	16,681	7,509
Lansing	76	286,208	.1537	4,785	.1478	121	126	57,287	16,488	41,077	16,870	10,610	57,972	18,855	24,098	9,122
△Muskegon	230	155,769	.0840	3,772	.0829	98	100	41,196	9,042	20,168	6,746	8,318	32,904	11,006	13,038	5,803
△Port Huron	240	120,804	.0651	3,935	.0618	100	105	32,711	7,611	10,802	6,065	5,143	24,414	9,045	13,034	3,703
Saginaw	122	210,784	.1136	4,293	.1074	105	111	40,068	13,360	24,383	15,861	10,498	55,046	13,214	18,786	7,307
Total Above Areas		7,329,761	3.9504	4,654	3.8792	118	120	1,635,439	511,727	984,922	455,221	378,817	1,675,332	473,457	484,314	288,053

MINNESOTA — Counties and Cities —

(Other West North Central States: Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota.)

City	County	Map, page 506	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Albert Lea	Freeborn		14.5	280	30	52	13	15	15	20	35	31	5
Alexandria	Douglas		7.3	152	20	23	9	13	6	17	21	19	3
Austin	Mower		26.0	310	51	68	18	30	22	16	32	22	9
Bemidji	Beltrami		10.3	182	35	28	11	16	6	14	16	13	6
Brainerd	Crow Wing		13.0	246	49	35	23	15	9	23	32	14	6
Crookston	Polk		7.5	135	21	18	11	12	13	10	17	19	3
Detroit Lakes	Becker		6.3	157	23	27	10	4	6	13	24	16	4
Duluth	St. Louis		106.5	1,269	328	215	103	112	69	55	142	49	26
Fairmont	Martin		9.3	206	25	43	23	20	16	13	17	18	4
Faribault	Rice		17.0	195	38	32	18	14	11	14	23	19	5
Fergus Falls	Otter Tail		13.9	189	26	29	16	21	12	12	16	20	6
Grand Rapids	Itasca		6.9	142	18	23	7	12	10	17	19	11	3
Hibbing	St. Louis		17.6	227	51	40	16	21	10	18	20	16	4
Hopkins	Hennepin		9.6	118	15	18	8	8	8	3	15	18	3
Little Falls	Morrison		7.3	142	21	22	11	10	9	11	23	11	4
Mankato	Blue Earth		21.3	316	40	63	19	44	22	19	32	24	8
Marshall	Lyon		7.1	117	12	14	14	13	6	8	6	20	3
Minneapolis	Hennepin		534.7	5,574	1,274	1120	498	403	327	171	597	256	204
Montevideo	Chippewa		5.5	142	22	19	16	13	6	11	21	19	3
Moorhead	Clay		18.5	157	30	23	14	10	14	9	15	14	4
New Ulm	Brown		9.6	159	22	41	7	17	10	9	12	15	6
Owatonna	Steele		11.7	159	21	20	10	10	9	14	22	20	4
Pipestone	Pipestone		5.6	144	20	26	18	10	7	14	16	18	3
Red Wing	Goodhue		11.1	194	28	32	16	25	16	10	24	13	6
Richfield	Hennepin		40.2	152	25	16	20	15	8	4	25	16	5
Robbinsdale	Hennepin		16.6	82	14	9	14	3	8	2	15	5	3
Rochester	Olmsted		32.0	449	58	91	25	44	35	23	49	24	10
South St. Paul	Dakota		19.4	178	36	40	8	12	8	13	19	15	4
St. Cloud	Stearns		30.6	364	45	69	33	26	24	29	48	25	7
St. Louis Park	Hennepin		43.9	160	23	21	28	11	9	2	25	17	7
St. Paul	Ramsey		332.6	3,182	759	618	277	207	164	101	387	140	110
Stillwater	Washington		8.1	135	31	19	9	9	6	12	14	11	3
Thief River Falls	Pennington		7.5	120	20	19	10	10	9	10	10	14	4
Virginia	St. Louis		13.7	231	41	39	13	24	10	20	30	17	3
Willmar	Kandiyohi		10.6	184	26	26	23	16	7	14	19	22	5
Winona	Winona		26.3	341	51	61	31	23	26	27	28	18	6
Worthington	Nobles		9.0	157	27	24	15	13	7	12	13	17	3

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Aitkin		12.5	.0076	3.7		11,845	.0045	948	3,201	5,998	3.8	3,093	45.8	21.5	34.1	36.8	15.9	26.5	4.2	15.2
Anoka	92	52.6	.0313	14.1	28.7	69,507	.0261	1,337	4,930	6,232	14.3	4,858	19.3	5.8	24.8	17.0	42.8	45.5	13.1	31.7

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Before using these figures, see explanation page 11.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MINNESOTA — Counties and Cities — (Continued)

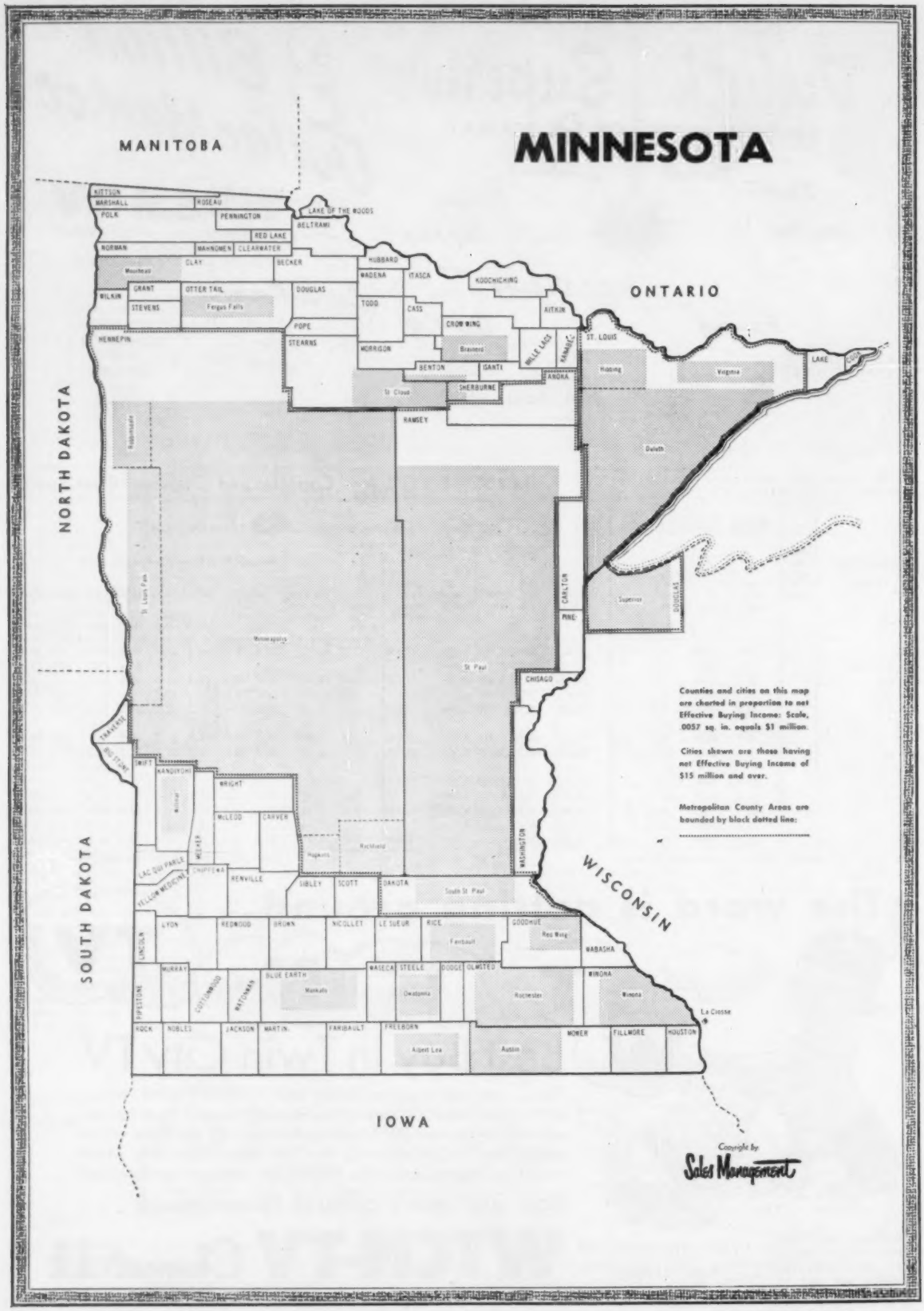
COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Becker		24.2	.0146	6.6	6.3	26,273	.0099	1,086	3,981	11,858	7.2	3,632	42.5	16.9	29.5	27.2	20.4	29.1	7.6	26.8
Detroit Lakes		6.3	.0038	1.7		9,663	.0036	1,534	5,684		2.2	4,323	34.4	11.5	28.1	21.8	26.8	32.0	10.7	34.7
Beltrami		24.8	.0150	7.0	10.3	25,050	.0095	1,010	3,579	4,077	7.4	3,381	41.6	17.8	32.2	32.0	20.8	31.7	5.4	18.5
Bemidji		10.3	.0062	3.1		14,211	.0054	1,380	4,584		3.7	3,824	36.3	13.8	31.3	27.3	24.2	32.7	8.2	26.2
Benton		15.9	.0096	4.0	6.5	15,831	.0059	996	3,958	7,480	4.2	3,775	32.0	12.3	36.3	32.2	24.8	33.9	6.9	21.6
1St. Cloud																				
Big Stone		9.1	.0055	2.5	2.5	10,127	.0038	1,113	4,051	8,083	2.5	4,079	31.0	11.0	33.5	27.7	26.2	33.1	9.2	28.2
Blue Earth		39.6	.0238	11.4	21.3	60,555	.0228	1,529	5,312	26,373	13.6	4,441	33.5	10.9	29.0	21.8	25.7	29.9	11.8	37.4
Mankato-North Mankato		*26.8*	*.0162*	*7.3*		*48,847*	*.0174*	*1,786*	*6,355*											
Mankato		21.3	.0128	6.0		37,579	.0141	1,764	6,263		8.4	4,451	34.9	11.3	27.6	20.8	25.5	29.6	12.0	38.3
Brown		26.5	.0160	7.5	15.8	32,995	.0125	1,245	4,399	21,468	8.0	4,150	31.2	10.9	30.4	24.5	28.5	35.5	9.9	29.1
New Ulm		9.6	.0058	2.9		12,539	.0047	1,306	4,324		3.1	3,986	33.7	12.2	29.6	24.8	28.5	37.0	8.2	26.0
Carlton		25.1	.0152	6.7	8.0	30,939	.0116	1,233	4,618	5,629	7.3	4,251	26.5	9.0	26.5	22.5	35.3	42.8	9.7	25.7

1. St. Cloud is in Benton, Sherburne and Stearns Counties.

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Before using these figures, see explanation page 11.




MINNESOTA
MANITOBA
ONTARIO
NORTH DAKOTA
SOUTH DAKOTA
IOWA
WISCONSIN
LAKE
KITTSON
MARSHALL
ROSEAU
POLK
PENNINGTON
LAKE OF THE WOODS
BELTRAMI
RED LAKE
NORMAN
MAHNOMEN
CLEARWATER
HUBBARD
CLAY
BECKER
WADENA
ITASCA
KOOCHICHING
WILKIN
GRANT
OTTER TAIL
DOUGLAS
TODD
CASS
AITKIN
STEVENS
POPE
CROW WING
HENNEPIN
STEARNS
MORRISON
MILLE LACS
KANABEC
ST. LOUIS
BENTON
ISANTI
ANOKA
SHERBURNE
WRIGHT
HUBBARD
CARLTON
PINE
CHISAGO
WASHINGTON
TRAVERSE
BIG STONE
SWIFT
KANDIYOHI
MEEKER
McLEOD
CARVER
LAC QUI PARLE
CHIPPEWA
RENVILLE
SIBLEY
SCOTT
DAKOTA
YELLOW MEDICINE
LINCOLN
LYON
REDWOOD
BROWN
NICOLLET
LE SUEUR
RICE
GOODHUE
WABASHA
MURRAY
COTTONWOOD
WATONWAN
BLUE EARTH
WASECA
STEELE
DODGE
OLMSTED
WINONA
PIPESTONE
ROCK
NOBLES
JACKSON
MARTIN
FARIBAULT
FREEBORN
MOWER
FILLMORE
HOUSTON
La Crosse
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0057 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
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STARS...mean
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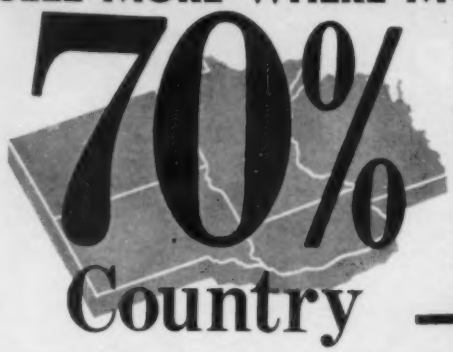
50,000 WATTS 100,000 WATTS

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THERE'S A GOOD SALES MARKET!

Total "Upper Midwest" Retail Sales $5,587,861,000 (100%)
"70% Country" Retail Sales 4,036,401,000 (72.2%)
(S.M. Survey of Buying Power)

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MINNESOTA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Carver		18.7	.0112	5.1		25,008	.0094	1,337	4,904	15,047	5.4	4,646	28.3	8.8	28.9	20.9	30.2	33.6	12.6	36.7
Cass		19.3	.0117	5.3		15,772	.0060	817	2,976	4,457	5.3	2,961	48.5	23.7	31.7	35.8	16.5	28.8	3.3	11.7
Chippewa		19.7	.0100	4.8	6.3	21,884	.0082	1,309	4,585	17,761	5.1	4,304	26.0	9.4	31.6	24.6	29.8	35.8	10.6	30.2
Montevideo		5.8	.0035	1.7		8,822	.0033	1,521	5,189		2.0	4,372	26.1	8.7	29.8	22.7	33.9	40.1	10.2	28.5
Chisago		12.6	.0076	3.8		14,944	.0056	1,186	3,933	8,752	4.2	3,558	40.2	16.4	29.4	27.8	23.3	33.9	7.1	22.1
Clay		36.8	.0222	9.6	18.5	55,325	.0208	1,503	5,763	21,034	12.4	4,476	30.8	10.0	28.2	19.6	31.1	35.9	11.9	34.5
Moorhead		18.5	.0112	5.0		30,855	.0116	1,668	6,171		7.0	4,357	32.0	10.6	24.4	18.7	32.4	38.1	11.2	32.6
Clearwater		9.7	.0059	2.6		7,968	.0030	821	3,065	4,173	2.8	2,870	50.6	25.6	30.3	35.2	16.0	28.8	3.1	10.4
Cook		2.9	.0017	.9		3,157	.0012	1,089	3,508	81	.9	3,447	39.3	16.5	33.0	32.0	22.8	34.2	4.9	17.3
Cottonwood		15.9	.0096	4.6	3.2	23,602	.0089	1,484	5,131	23,349	4.8	4,925	25.5	7.5	31.7	21.5	28.9	39.3	13.9	40.7
Crow Wing		31.1	.0188	9.4	15.7	37,721	.0142	1,213	4,013	3,862	9.5	3,970	31.4	11.5	31.6	26.6	29.4	38.2	7.6	23.7
Brainerd		13.0	.0078	3.9		19,314	.0073	1,486	4,952		4.3	4,452	24.8	8.1	28.7	21.6	36.7	42.6	9.8	27.7
Dakota	92	57.8	.0348	15.5	37.5	82,136	.0309	1,421	5,299	15,314	15.8	5,186	20.0	5.6	24.4	15.7	39.5	39.4	16.1	39.3
South St. Paul		19.4	.0117	5.4		31,468	.0118	1,622	5,827		5.7	5,495	16.6	4.4	21.5	13.1	43.9	41.3	18.0	41.2
Dodge		12.6	.0076	3.5		13,929	.0053	1,105	3,980	14,664	3.7	3,796	34.7	13.2	31.0	27.4	26.2	35.7	8.1	23.7
Douglas		21.7	.0131	6.3	7.3	24,124	.0091	1,112	3,829	13,212	6.8	3,533	35.4	14.5	35.7	33.9	23.0	33.6	5.9	18.0
Alexandria		7.3	.0044	2.4		9,971	.0038	1,366	4,155		2.6	3,892	32.1	11.9	33.7	29.0	26.1	34.7	8.1	24.4
Faribault		24.4	.0147	7.0	4.0	33,604	.0126	1,377	4,801	28,532	7.2	4,696	27.1	8.4	30.8	21.9	29.1	32.0	13.0	37.7
Fillmore		24.3	.0147	7.2		27,198	.0103	1,119	3,777	23,084	7.3	3,746	37.0	14.3	32.4	29.0	22.7	31.3	7.9	25.4
Freeborn		35.8	.0216	10.4	14.5	50,544	.0190	1,412	4,860	29,674	10.9	4,620	24.9	7.8	30.0	21.7	32.8	36.7	12.3	33.8
Albert Lea		14.5	.0087	4.6		23,803	.0090	1,642	5,175		5.2	4,599	23.4	7.4	28.7	20.9	36.7	41.2	11.2	30.5
Goodhue		33.8	.0204	9.9	11.1	44,577	.0168	1,319	4,503	20,455	10.6	4,199	29.6	10.2	30.8	24.6	29.9	35.8	9.7	28.4
Red Wing		11.1	.0067	3.4		18,285	.0069	1,647	5,378		4.0	4,628	22.2	7.0	29.9	21.5	36.3	40.6	11.6	30.9
Grant		9.4	.0056	2.7		10,788	.0040	1,148	3,996	11,016	2.8	3,914	33.9	12.5	33.4	28.6	25.1	33.1	7.6	25.8
Hennepin	92	749.3	.4519	230.1	670.6	1,489,818	.5610	1,988	6,475	15,224	272.2	5,474	22.0	5.8	22.8	13.9	37.0	34.9	18.2	45.4
▲Minneapolis		534.7	.3225	168.5		1,081,050	.4070	2,022	6,416		205.1	5,271	23.4	6.4	23.6	15.0	35.8	35.1	17.2	43.5
Hopkins		9.6	.0058	2.7		17,815	.0067	1,856	6,598		2.9	6,236	13.6	3.2	21.0	11.2	43.9	36.4	21.5	49.2
Richfield		40.2	.0242	10.4		70,780	.0266	1,761	6,806		11.7	6,039	15.4	3.7	19.1	10.6	44.3	37.9	21.2	47.8
Robbinsdale		16.6	.0100	4.4		27,492	.0104	1,656	6,248		4.4	6,210	15.0	3.5	16.5	8.9	46.0	38.3	22.5	49.3
St. Louis Park		43.9	.0265	12.6		90,538	.0341	2,062	7,186		13.1	6,925	14.5	3.0	16.7	8.1	42.2	31.5	26.6	57.4
Houston		14.4	.0087	4.1		17,281	.0065	1,200	4,215	12,421	4.4	3,973	34.9	12.7	31.0	26.2	24.5	31.8	9.6	29.3
Hubbard		11.2	.0068	3.2	3.1	10,715	.0040	957	3,348	3,045	3.4	3,190	44.4	20.2	33.7	35.3	16.7	27.1	5.2	17.4
Isanti		10.8	.0064	2.7	2.8	10,209	.0038	963	3,781	6,857	3.1	3,287	40.9	18.0	34.3	35.0	19.8	31.1	5.0	15.9
Itasca		40.4	.0243	11.8	6.9	49,235	.0186	1,219	4,244	3,368	12.4	3,981	28.7	10.5	31.9	26.8	32.0	41.5	7.4	21.2
Grand Rapids		6.9	.0042	2.0		10,900	.0041	1,580	5,450		2.4	4,603	22.6	7.1	29.8	21.7	36.4	40.8	11.2	30.4
Jackson		15.8	.0096	4.5	3.3	21,809	.0082	1,380	4,846	28,064	4.6	4,695	26.4	8.2	32.7	23.3	27.2	29.9	13.7	38.6
Kanabec		8.4	.0050	2.4		8,562	.0032	1,019	3,568	5,549	2.6	3,282	40.5	17.9	34.2	34.9	20.7	32.6	4.6	14.6
Kandiyohi		30.9	.0187	8.2	10.6	36,191	.0136	1,171	4,414	22,734	9.0	4,019	31.6	11.4	29.4	24.4	30.5	39.2	8.5	25.0
Willmar		10.6	.0064	3.5		17,256	.0065	1,628	4,930		3.8	4,523	24.3	7.8	25.9	19.2	38.5	44.0	11.3	29.0
Kittson		9.0	.0054	2.5		12,448	.0047	1,383	4,978	12,468	2.6	4,740	33.9	10.4	27.9	19.6	24.9	27.2	13.3	42.8
Koochiching		10.9	.0102	4.9	6.4	22,112	.0084	1,308	4,513	2,024	5.5	4,051	31.1	11.1	26.6	22.0	33.8	43.1	8.5	23.8
Lac Qui Parle		14.0	.0084	3.8		17,958	.0067	1,283	4,726	19,401	4.2	4,272	28.7	9.7	33.1	26.0	28.2	34.1	10.0	30.2
Lake		11.6	.0070	3.8	6.6	17,906	.0068	1,544	4,712	338	4.0	4,513	24.0	7.7	24.1	17.8	40.4	46.3	11.5	28.2
Lake of the Woods		4.4	.0027	1.2		4,466	.0016	1,015	3,722	2,523	1.4	3,255	42.2	18.6	33.8	34.7	18.6	29.5	5.4	17.0

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Le Sueur		19.7	.0119	5.9	2.9	23,647	.0089	1,200	4,077	14,344	5.8	4,052	31.3	11.2	32.1	26.4	27.3	34.9	9.3	27.5
Lincoln		10.3	.0062	2.9		14,261	.0054	1,385	4,918	13,785	3.1	4,587	28.7	9.1	31.5	23.0	27.7	31.2	12.1	36.7
Lyon		22.7	.0137	6.5	9.2	32,314	.0122	1,424	4,971	23,167	7.1	4,578	26.8	8.5	30.5	22.3	30.6	34.5	12.1	34.7
Marshall		7.1	.0043	2.1		11,294	.0043	1,591	5,378		2.3	4,843	22.9	6.9	30.1	20.6	33.1	35.4	13.9	37.1
McLeod		24.3	.0146	6.9	8.3	31,172	.0117	1,283	4,518	19,497	7.6	4,124	31.6	11.1	31.9	25.8	26.8	33.6	9.7	29.5
Mahnomen		8.6	.0040	1.5		5,683	.0022	861	3,789	4,028	1.7	3,405	45.2	19.3	29.5	29.0	19.5	29.5	5.8	22.2
Marshall		15.4	.0093	4.1		15,245	.0057	990	3,718	16,006	4.1	3,718	38.3	14.9	34.1	30.7	19.8	27.5	7.8	26.9
Martin		27.0	.0163	7.8	9.3	38,879	.0146	1,440	4,984	30,754	8.1	4,783	23.7	7.2	29.5	20.6	33.2	35.8	13.6	36.4
Fairmont		9.3	.0056	2.9		15,410	.0058	1,657	5,314		3.2	4,771	23.0	7.0	27.4	19.2	36.7	39.8	12.9	34.0
Meeker		19.1	.0115	5.3	4.7	22,042	.0083	1,154	4,159	18,359	5.6	3,921	36.2	13.4	30.0	25.5	25.2	33.2	8.6	27.9
Mille Lacs		17.1	.0103	4.9		17,399	.0066	1,017	3,551	7,278	5.0	3,457	40.4	16.9	29.6	28.6	24.3	38.3	5.7	18.2
Morrison		26.3	.0159	6.8	7.3	24,648	.0093	937	3,625	11,979	7.4	3,337	43.0	18.7	30.3	30.5	21.7	33.5	5.0	17.3
Little Falls		7.3	.0044	1.9		9,890	.0037	1,355	5,205		2.6	3,742	37.5	14.5	28.8	25.8	27.4	37.8	6.3	21.9
Mower		45.0	.0271	12.6	26.0	72,551	.0273	1,612	5,758	23,671	13.4	5,419	20.7	5.5	20.4	12.6	40.8	38.9	18.1	43.0
Austin		26.0	.0157	7.6		49,840	.0188	1,917	6,558		8.5	5,861	17.4	4.3	16.4	9.4	45.0	39.6	21.2	46.7
Murray		16.8	.0101	4.4		21,199	.0080	1,262	4,818	23,773	4.6	4,645	24.5	7.6	32.5	23.4	29.4	32.7	13.6	36.3
Nicollet		23.0	.0139	5.4	14.1	29,162	.0109	1,268	5,400	15,179	7.1	4,121	34.9	12.3	27.0	21.9	27.8	34.8	10.3	31.0
See Mankato-North Mankato																				
Nobles		23.4	.0141	6.5	9.0	33,733	.0127	1,442	5,190	26,728	7.1	4,766	27.1	8.3	28.7	20.0	30.2	32.8	14.0	38.9
Worthington		9.0	.0054	2.9		14,537	.0055	1,615	5,013		3.0	4,913	26.5	7.8	26.8	18.3	31.8	33.4	14.9	40.5
Norman		11.9	.0072	3.2		13,363	.0051	1,123	4,176	13,314	3.5	3,786	38.6	14.9	32.4	28.7	20.4	28.0	8.6	28.4
Olmsted		49.1	.0296	13.6	32.0	79,014	.0297	1,609	5,810	19,460	16.5	4,793	26.6	8.0	27.4	19.1	32.8	35.4	13.2	37.5
Rochester		32.0	.0193	9.0		59,150	.0223	1,848	6,572		11.9	4,967	26.2	7.7	26.4	17.8	33.2	34.5	14.2	40.0
Otter Tail		49.6	.0299	13.3	13.9	52,480	.0198	1,058	3,946	34,481	13.7	3,842	36.1	13.6	31.8	27.7	24.0	32.3	8.1	26.4
Fergus Falls		13.9	.0084	3.5		17,550	.0066	1,263	5,014		3.9	4,466	29.2	9.5	29.3	21.9	30.4	35.2	11.1	33.4
Pennington		13.1	.0079	3.6	7.5	15,825	.0059	1,208	4,396	4,617	4.0	3,940	34.1	12.5	28.9	24.7	28.2	36.9	8.8	25.9
Thief River Falls		7.5	.0045	2.3		10,866	.0041	1,449	4,724		2.6	4,207	29.3	10.1	28.3	22.5	32.1	39.4	10.3	28.0
Pine		17.0	.0103	4.8		16,504	.0063	971	3,438	9,349	5.0	3,318	41.3	18.0	31.5	31.8	22.4	34.8	4.8	15.4
Pipestone		15.6	.0094	4.2	5.6	19,618	.0073	1,258	4,671	15,898	4.6	4,259	28.1	9.5	31.4	24.8	29.7	36.0	10.8	29.7
Pipestone		5.6	.0034	1.6		7,786	.0029	1,390	4,866		1.8	4,227	26.3	9.0	31.3	24.9	32.7	39.9	9.7	26.2
Polk		36.7	.0221	10.2	12.8	47,169	.0178	1,285	4,624	29,727	11.3	4,193	33.2	11.5	30.0	24.0	26.3	32.4	10.5	32.1
Crookston		7.5	.0045	2.2		11,832	.0045	1,578	5,378		2.6	4,547	28.8	9.2	27.2	19.9	32.2	36.6	11.8	34.3
Pope		12.3	.0074	3.4	2.8	13,248	.0050	1,077	3,896	12,306	3.6	3,653	37.3	14.8	30.7	28.1	24.8	34.8	7.4	22.3
Ramsey	92	388.5	.2343	117.3	368.0	720,202	.2711	1,854	6,140	4,049	132.6	5,433	21.2	5.7	21.8	13.4	39.0	37.1	18.0	43.8
▲St. Paul		332.6	.2006	102.3		633,936	.2387	1,906	6,197		116.7	5,432	21.5	5.7	21.8	13.5	38.7	36.8	18.0	44.0
Red Lake		6.8	.0041	1.6		5,989	.0023	878	3,731	4,070	1.8	3,316	43.3	18.9	26.6	26.8	24.7	38.5	5.4	15.8
Redwood		22.3	.0135	6.3	3.9	29,959	.0113	1,343	4,755	28,392	6.8	4,513	26.6	8.5	32.2	24.0	28.4	32.5	12.8	35.0
Renville		24.1	.0145	6.7		32,194	.0121	1,336	4,805	33,298	7.1	4,523	27.3	8.8	32.3	23.8	28.4	32.5	12.0	34.9
Rice		39.6	.0239	9.5	26.1	48,915	.0184	1,235	5,149	16,795	13.6	3,609	41.4	16.6	27.5	25.5	23.9	34.2	7.2	23.7
Faribault		17.0	.0103	3.8		20,397	.0077	1,200	5,368		4.6	4,409	27.2	8.9	30.7	23.4	31.3	36.6	10.8	31.1
Rock		9.8	.0059	2.8	3.2	15,935	.0060	1,626	5,691	18,257	3.1	5,114	23.4	6.6	29.1	19.1	31.7	32.0	15.8	42.3
Roseau		14.5	.0088	3.8		13,973	.0053	964	3,677	9,660	3.9	3,590	40.5	16.4	31.4	29.1	21.7	31.3	6.4	23.2
St. Louis	43	217.3	.1310	67.1	165.4	341,834	.1287	1,573	5,094	8,301	73.5	4,648	24.8	7.7	26.8	19.3	36.1	40.1	12.3	32.9
▲Duluth		106.5	.0642	32.8		186,460	.0702	1,751	5,685		38.0	4,903	24.3	7.2	24.9	17.0	36.5	38.4	14.3	37.4
Hibbing		17.6	.0106	5.4		30,209	.0114	1,716	5,594		5.9	5,131	17.8	5.0	23.5	15.3	44.6	44.9	14.1	34.8
Virginia		13.7	.0083	4.4		22,592	.0085	1,649	5,135		4.9	4,597	23.0	7.2	28.6	20.8	37.3	41.9	11.1	30.1
Scott		17.0	.0103	4.4	3.3	19,863	.0075	1,168	4,514	11,005	4.7	4,211	30.5	10.5	30.4	24.1	28.9	35.5	10.2	29.9
Sherburne		9.6	.0058	2.4	2.6	9,808	.0038	1,022	4,087	5,382	2.5	3,866	33.2	12.4	29.9	25.9	29.1	38.9	7.8	22.8
1St. Cloud																				
Sibley		13.9	.0083	3.8		17,538	.0066	1,262	4,615	20,655	4.2	4,155	31.7	11.1	33.4	26.8	24.5	30.5	10.4	31.6
Stearns		78.7	.0475	18.6	28.4	94,230	.0355	1,197	5,066	29,071	23.4	4,024	37.7	13.6	26.6	22.2	25.8	33.1	9.9	31.1
1St. Cloud		30.6	.0185	7.8		46,559	.0175	1,522	5,969		10.4	4,479	32.4	10.5	24.9	18.6	30.3	34.9	12.4	36.0
Steele		20.2	.0122	5.9	11.7	26,817	.0101	1,328	4,545	16,259	6.2	4,357	29.3	9.8	30.1	23.0	30.7	36.4	9.9	30.8
Owatonna		11.7	.0071	3.4		17,181	.0065	1,468	5,053		3.9	4,445	27.6	9.0	29.5	22.2	32.9	38.2	10.0	30.6
Stevens		11.0	.0066	2.9	3.9	15,722	.0059	1,429	5,421	11,967	3.3	4,720	26.5	8.1	32.2	22.9	27.9	30.5	13.4	36.5
Swift		15.4	.0093	4.3	3.4	19,165	.0073	1,244	4,457	16,315	4.5	4,261	30.3	10.3	31.8	25.0	27.5	33.3	10.4	31.4
Todd		24.6	.0148	6.7	2.6	22,928	.0086	932	3,422	16,469	7.2	3,195	43.6	19.8	30.7	32.1	21.4	34.6	4.3	13.5
Traverse		7.4	.0045	2.1		9,068	.0034	1,225	4,318	10,661	2.1	4,415	32.9	10.8	32.8	24.9	22.6	26.4	11.7	37.9
Wabasha		17.0	.0103	4.8	3.5	18,573	.0070	1,093	3,869	13,178	5.2	3,544	37.5	15.3	29.7	28.1	26.8	39.0	6.0	17.6
Wadena		12.6	.0076	3.4	4.0	13,088	.0049	1,031	3,849	5,248	3.8	3,431	39.6	16.7	35.9	35.1	18.7	28.1	5.8	20.1
Waseca		16.1	.0097	4.8	5.4	21,194	.0080	1,316	4,415	14,226	4.9	4,389	29.3	9.7	31.7	24.3	28.0	33.1	11.0	32.9

1 St. Cloud is in Benton, Sherburne and Stearns Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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MINNESOTA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Washington		39.8	.0240	11.1	16.7	54,100	.0204	1,359	4,874	11,111	11.2	4,832	21.7	6.5	25.9	17.9	38.8	41.5	13.6	34.1
Stillwater		8.1	.0049	2.5		11,877	.0045	1,466	4,751		2.5	4,711	22.3	6.9	25.8	18.3	38.6	42.3	13.3	32.5
Watonwan		14.0	.0085	4.0	3.9	19,041	.0071	1,360	4,760	16,062	4.5	4,253	29.1	9.9	29.5	23.2	31.1	37.8	10.3	29.1
Wilkin		9.4	.0056	2.4	3.3	12,700	.0048	1,351	5,292	12,151	2.7	4,692	27.1	8.4	27.1	19.3	32.5	35.8	13.3	36.5
Winona		40.4	.0244	11.5	26.3	53,300	.0201	1,319	4,593	14,378	13.8	3,863	35.3	13.2	29.5	25.6	27.3	36.5	7.9	24.7
Winona		26.3	.0159	7.8		38,047	.0143	1,447	4,878		9.6	3,961	34.7	12.7	28.3	23.9	28.6	37.3	8.4	26.1
Wright		28.2	.0170	7.8		29,337	.0110	1,040	3,761	22,063	8.1	3,608	37.1	14.9	34.0	31.6	22.7	32.4	6.2	21.1
Yellow Medicine		16.2	.0098	4.6	2.0	20,056	.0076	1,238	4,360	21,917	4.8	4,173	28.4	9.9	33.4	26.8	29.1	36.0	9.1	27.3
Total Above Cities		1,488.9	.8981	450.4		2,747,754	1.0347	1,845	6,101		530.8	5,177	23.5	6.6	23.9	15.3	36.4	36.4	16.2	41.7
State Total		3,166.6	1.9096	913.5	1788.6	4,818,753	1.8143	1,522	5,275	1,284,296	1,022.1	4,715	27.4	8.4	26.6	18.9	32.6	35.7	13.4	37.0

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
					SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Aitkin		10,027	.0054	2,710	.0054	71	71	2,548	565	694	290	97	1,897	798	1,379	216
Anoka	92	27,995	.0151	1,983	.0238	76	48	8,790	2,182	2,444	770	1,011	4,108	2,773	2,789	937
Becker		21,221	.0114	3,215	.0113	77	79	4,677	2,212	1,537	939	342	3,952	2,376	3,117	389
Detroit Lakes		15,602	.0084		.0051	134	221	2,575	1,779	1,235	837	207	3,564	1,518	2,037	333
Beltrami		25,037	.0135	3,577	.0118	79	90	5,065	1,412	1,758	1,314	306	5,665	1,064	2,955	789
Bemidji		21,016	.0113		.0073	118	182	4,077	918	1,317	1,230	295	4,736	792	2,509	725
Benton		15,899	.0086	3,975	.0074	77	90	3,800	1,110	837	189	461	817	2,241	3,909	351
St. Cloud																
Big Stone		9,795	.0052	3,918	.0046	84	95	1,861	646	914	209	305	1,145	788	2,768	219
Blue Earth		59,382	.0321	5,210	.0258	108	135	10,769	3,099	6,243	4,784	3,420	11,150	4,292	7,887	1,452
Mankato-North Mankato		*49,191*	*.0265*		*.0199*	*123*	*164*	*8,851*	*2,957*	*5,853*	*4,615*	*3,248*	*9,400*	*3,822*	*4,803*	*1,349*
Mankato		46,795	.0252		.0172	134	197	8,117	2,438	5,677	4,615	3,248	9,053	3,475	4,589	1,290
Brown		34,215	.0184	4,582	.0150	94	115	5,431	2,497	2,726	1,859	1,282	7,111	1,610	7,360	1,076
New Ulm		17,338	.0093		.0063	109	160	2,902	1,314	2,009	1,100	559	3,694	737	3,660	580
Carlton		23,678	.0129	3,564	.0127	84	85	6,568	1,355	2,821	513	1,129	5,719	1,637	2,201	554
Carver		18,132	.0097	3,555	.0098	88	87	3,375	1,611	1,043	300	629	2,808	2,022	3,071	418
Cass		13,879	.0074	2,581	.0076	65	63	3,560	1,182	1,157	200	97	2,483	1,157	1,945	351
Chippewa		22,239	.0120	4,633	.0097	97	120	3,512	1,093	1,830	1,075	596	3,789	1,886	4,629	416
Montevideo		14,565	.0078		.0047	134	223	2,386	584	1,626	996	518	3,299	1,366	2,307	313
Chisago		12,410	.0067	3,286	.0063	83	88	2,493	1,144	536	210	317	2,860	846	1,939	274
Clay		32,651	.0176	3,401	.0201	91	79	5,674	3,433	1,342	1,527	1,781	6,780	3,128	5,485	701
Moorhead		22,919	.0124		.0118	105	111	3,930	2,136	755	1,121	1,550	5,523	1,867	3,168	539
Clearwater		7,718	.0041	2,968	.0039	66	69	1,060	357	1,077	91	370	1,159	661	625	167
Cook		4,061	.0022	4,534	.0016	94	129	1,227	437	337	89	83	685	588	173	138
Cottonwood		19,899	.0107	4,282	.0096	100	111	2,070	881	1,768	939	465	4,667	1,173	4,454	392
Crow Wing		34,998	.0187	3,691	.0165	88	99	8,636	2,906	3,817	724	1,022	6,887	3,625	3,544	731
Brainerd		24,339	.0131		.0091	117	168	5,475	1,338	3,032	614	842	5,513	2,495	2,134	494
Dakota	92	54,765	.0295	3,533	.0312	90	85	9,862	4,249	1,144	1,062	2,279	18,316	3,486	8,980	1,126
South St. Paul		27,197	.0147		.0127	109	126	3,404	1,409	355	599	796	14,621	1,154	3,048	400
Dodge		12,291	.0066	3,512	.0062	82	87	2,002	834	820	200	139	2,206	843	3,270	352
Douglas		23,827	.0128	3,782	.0110	84	98	3,670	1,543	2,399	669	889	3,963	2,388	4,253	388
Alexandria		16,009	.0086		.0054	123	195	2,644	756	1,546	538	674	3,548	1,497	2,509	304
Faribault		37,244	.0201	5,321	.0153	104	137	5,542	1,960	1,842	837	932	4,749	2,031	9,348	613
Fillmore		24,557	.0132	3,411	.0120	82	90	4,432	1,332	923	755	854	4,934	1,759	5,541	483
Freeborn		38,107	.0206	3,664	.0200	93	95	5,319	2,289	6,251	1,584	907	7,021	2,710	7,084	756
Albert Lea		25,247	.0136		.0103	118	156	3,893	1,661	5,095	1,584	816	4,625	1,991	3,062	756
Goodhue		38,390	.0207	3,678	.0187	92	101	6,668	2,358	3,283	1,588	1,725	8,436	2,282	5,995	856
Red Wing		18,130	.0098		.0077	115	146	3,726	1,137	1,892	989	1,200	4,072	1,109	1,728	431
Grant		10,789	.0058	3,996	.0049	88	104	1,380	594	729	245	164	2,372	1,012	3,187	185
Hennepin	92	1,065,916	.5745	4,632	.5432	120	127	209,703	81,007	217,014	76,130	55,847	188,405	56,098	72,250	34,905
‡▲Minneapolis		916,800	.4942		.4163	129	153	163,636	69,869	210,913	69,953	51,087	166,179	43,880	50,282	28,660
Hopkins		24,861	.0134		.0085	147	231	4,690	1,438	155	731	684	11,525	1,040	3,007	446
Richfield		20,490	.0110		.0214	88	45	7,933	539	1,849	1,355	731	1,801	1,357	2,075	1,446
Robbinsdale		9,365	.0050		.0087	87	50	3,971	353	283	89	491	192	971	1,875	410
St. Louis Park		21,921	.0118		.0259	98	45	5,011	2,424	2,059	1,640	880	541	1,849	4,002	1,838

1 St. Cloud is in Benton, Sherburne and Stearns Counties.
‡ General merchandise sales include sales of "non-store retailers" This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order".

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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in Minnesota
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western Wisconsin

* *New York*
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Minneapolis Star and Tribune

EVENING — MORNING AND SUNDAY

MORE THAN 625,000 SUNDAY • 495,000 DAILY

John Cowles, *President*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Houston		12,328	.0066	3,006	.0070	80	76	2,492	1,237	797	30	373	2,508	1,128	2,384	247
Hubbard		9,236	.0050	2,886	.0048	71	74	2,452	689	343	480	320	1,359	1,047	1,377	192
Isanti		11,922	.0064	4,416	.0051	80	100	1,930	438	1,295	96	232	1,990	817	2,231	345
Itasca		36,961	.0199	3,186	.0202	83	82	8,748	2,211	4,124	1,316	1,248	7,081	3,456	3,304	1,007
Grand Rapids		19,073	.0103		.0060	143	245	4,007	942	1,609	983	488	5,006	1,848	2,155	594
Jackson		17,086	.0092	3,797	.0087	91	96	3,361	733	1,485	566	443	3,194	601	4,143	407
Kanabec		6,952	.0038	2,897	.0038	76	76	1,208	353	237	456	241	2,273	461	853	167
Kandiyohi		36,111	.0195	4,404	.0164	88	104	8,514	1,608	3,004	1,885	1,120	7,021	2,244	6,655	622
Willmar		22,818	.0123		.0082	128	192	3,945	914	2,074	1,392	1,079	5,702	1,517	3,202	441
Kittson		9,927	.0053	3,971	.0050	93	98	905	613	1,487	99	440	2,712	550	2,186	182
Koochiching		17,527	.0095	3,577	.0091	89	93	4,560	1,429	1,861	777	744	3,149	1,429	1,775	433
Lac Qui Parle		12,931	.0069	3,403	.0071	85	82	2,363	704	706	527	434	2,475	783	3,788	257
Lake		10,873	.0059	2,861	.0086	94	84	2,402	1,064	1,036	503	163	2,038	1,060	675	242
Lake of the Woods		4,128	.0022	3,440	.0020	74	81	701	483	335	120	...	474	272	1,099	143
Le Sueur		23,097	.0125	3,962	.0105	88	105	3,912	1,781	884	611	872	5,151	2,158	4,484	434
Lincoln		9,646	.0052	3,326	.0055	89	84	1,277	522	896	107	143	1,624	727	2,891	363
Lyon		30,092	.0162	4,630	.0137	100	118	5,314	1,321	2,255	1,481	1,248	5,700	1,164	6,856	719
Marshall		11,672	.0063		.0049	114	147	2,258	479	1,035	1,051	499	2,431	237	2,172	410
McLeod		31,234	.0168	4,527	.0138	95	115	4,761	1,905	2,048	1,009	924	6,157	2,243	7,538	686
Mahnomen		5,026	.0027	3,351	.0028	70	68	951	368	323	58	...	1,485	364	644	148
Marshall		12,788	.0069	3,119	.0067	72	74	1,728	888	526	413	156	2,663	943	4,198	164
Martin		36,688	.0198	4,701	.0165	101	121	6,351	1,915	4,016	1,787	1,332	6,918	1,961	6,899	835
Fairmont		24,163	.0130		.0079	141	232	4,194	1,333	3,725	1,670	1,447	4,751	1,301	2,585	466
Meeker		19,189	.0103	3,617	.0096	83	90	2,801	978	1,660	399	141	3,508	1,247	4,997	482
Mille Lacs		15,472	.0083	3,158	.0078	76	81	2,547	1,047	962	412	251	3,107	1,317	2,236	291
Morrison		22,182	.0120	3,262	.0115	72	75	3,665	1,874	2,061	825	598	2,962	2,347	3,348	661
Little Falls		13,421	.0072		.0049	111	164	2,367	948	912	814	525	1,881	1,379	1,611	583
Mower		51,958	.0280	4,124	.0274	101	103	8,636	3,357	3,818	2,626	2,965	10,456	2,777	8,595	1,236
Austin		35,805	.0193		.0183	117	123	7,068	2,468	3,289	2,568	2,080	9,187	1,708	3,253	1,098
Murray		13,741	.0074	3,123	.0083	82	73	2,417	965	1,079	187	253	2,144	808	3,221	231
Nicollet		14,765	.0080	2,734	.0106	78	58	3,165	1,638	1,085	296	698	2,037	1,105	2,817	609
See Mankato-North Mankato																
Nobles		35,008	.0188	5,386	.0148	105	133	6,067	1,429	2,506	1,744	708	5,846	2,423	6,296	447
Worthington		22,419	.0121		.0075	139	224	4,392	741	2,101	1,704	633	5,285	1,430	3,522	368
Norman		11,154	.0060	3,486	.0058	81	83	1,921	863	937	217	189	2,261	670	2,813	187
Olmsted		70,386	.0380	5,175	.0322	109	128	9,243	5,440	9,169	5,752	4,749	13,681	4,085	6,586	3,136
Rochester		62,792	.0338		.0252	131	175	8,526	4,885	8,571	5,718	4,353	13,362	3,619	4,201	3,047
Otter Tail		44,056	.0237	3,312	.0230	77	79	7,341	2,778	3,170	2,741	1,881	7,441	3,380	6,846	1,230
Fergus Falls		21,623	.0117		.0085	101	139	3,483	1,092	2,370	2,144	1,336	5,108	1,560	2,260	594
Pennington		16,807	.0091	4,669	.0072	91	115	2,876	755	1,810	863	1,001	3,849	773	2,230	578
Thief River Falls		16,259	.0088		.0056	124	196	2,846	638	1,601	863	1,001	3,849	672	2,230	578
Pine		14,545	.0078	3,030	.0076	74	76	2,427	1,053	768	241	348	2,418	1,417	3,388	265
Pipestone		20,932	.0113	4,984	.0089	95	120	3,374	931	1,796	535	698	5,253	1,109	4,920	299
Pipestone		14,230	.0077		.0044	129	226	1,704	641	1,387	472	658	4,482	683	2,749	275
Polk		38,216	.0206	3,747	.0195	88	93	7,740	3,191	2,684	1,197	1,692	6,241	3,881	6,978	872
Crookston		14,861	.0080		.0056	124	178	2,373	916	1,152	727	1,301	3,350	1,269	2,635	461
Pope		8,545	.0046	2,513	.0053	72	62	1,891	583	655	348	20	1,754	460	1,813	215
Ramsey	92	508,703	.2742	4,337	.2647	113	117	109,331	33,213	120,139	33,617	25,956	79,617	28,273	25,805	17,042
‡▲St. Paul		484,470	.2611		.2378	119	130	100,237	31,001	119,190	32,965	25,101	78,734	25,811	21,887	16,119
Red Lake		6,092	.0033	3,808	.0030	73	80	965	434	271	216	149	696	463	1,859	...
Redwood		28,454	.0153	4,518	.0129	96	113	3,789	1,334	2,611	882	773	5,509	1,620	6,724	547
Renville		28,557	.0154	4,262	.0136	94	106	4,018	1,464	1,195	456	589	6,009	2,186	7,634	482
Rice		32,775	.0176	3,450	.0192	80	74	6,367	2,156	2,945	1,870	1,313	7,159	2,693	4,978	889
Faribault		20,328	.0110		.0092	89	107	3,849	1,321	2,453	1,040	892	5,151	1,786	2,295	531
Rock		14,209	.0077	5,075	.0065	110	131	1,787	581	1,616	536	526	2,632	1,103	2,586	171
Roseau		11,485	.0062	3,022	.0063	72	70	1,996	652	775	464	263	1,600	720	3,016	251

‡ General Merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order".

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

THIS TWIN IS GOING UP - UP - UP!



Things are really moving in the right direction in the St. Paul "half"* of the giant Twin Cities market . . . and that direction is straight UP!

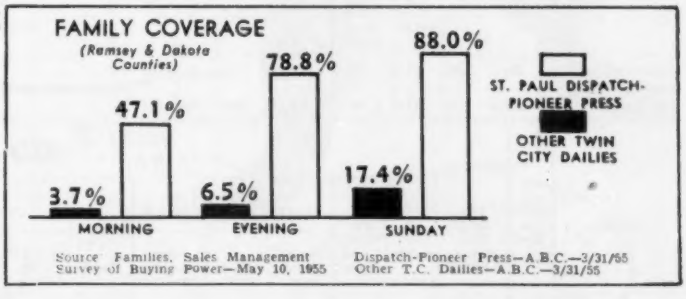
Population is UP . . . to 446,300. Effective buying income is UP . . . to better than $802 million. Average family income is UP . . . to more than $5,700.

And if there's any one thing St. Paul people like to do, it's SPEND MONEY from their fatter-than-ever pay envelopes.

But most important of all, when they DO all that heavy spending, it's through the advertising columns of the St. Paul Dispatch-Pioneer Press . . . the ONLY newspapers to blanket every prosperous inch of the big-buying St. Paul market.

Want your SALES to climb right up along with everything else in and around St. Paul? We'd be happy to show you how to send 'em soaring. Just write Dept. L, St. Paul Dispatch-Pioneer Press.

*Ramsey & Dakota counties
Source: May 10, 1956 Sales Management Survey of Buying Power



Source: Families, Sales Management Survey of Buying Power—May 10, 1955
Dispatch-Pioneer Press—A.B.C.—3/31/55
Other T.C. Dailies—A.B.C.—3/31/55

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

REPRESENTATIVES
RIDDER-JOHNS, INC.
NEW YORK - CHICAGO - DETROIT
SAN FRANCISCO - LOS ANGELES
ST. PAUL - MINNEAPOLIS

MINNESOTA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
St. Louis	43	247,717	.1338	3,692	.1206	180	192	59,737	17,485	37,990	17,685	12,578	47,485	14,753	13,963	8,786
▲Duluth		144,157	.0777		.0713	111	121	32,249	9,839	27,171	11,780	7,589	25,249	8,733	4,939	4,412
Hibbing		27,704	.0149		.0123	116	141	7,103	1,301	3,229	1,892	1,611	7,176	925	1,959	611
Virginia		26,143	.0141		.0101	122	170	6,358	1,519	2,349	2,870	1,651	5,749	1,706	1,979	622
Scott		19,314	.0104	4,390	.0089	86	101	2,874	1,731	3,536	200	419	3,861	1,224	2,500	324
Sherburne		9,087	.0049	3,796	.0045	78	94	1,452	490	183	218	168	2,273	1,070	1,599	201
1St. Cloud																
Sibley		15,121	.0082	3,979	.0074	89	99	1,969	1,309	1,403	110	175	3,338	786	3,927	386
Stearns		78,690	.0424	4,231	.0400	84	89	11,419	5,177	11,487	3,807	2,582	17,173	4,177	12,394	2,596
1St. Cloud		51,115	.0275		.0207	112	149	6,286	2,642	8,370	3,248	2,237	11,961	3,130	7,269	2,019
Steele		28,224	.0152	4,784	.0120	96	125	5,060	1,545	1,814	849	954	6,048	3,096	4,896	639
Owatonna		18,436	.0099		.0076	107	139	2,628	835	1,610	812	635	4,761	1,942	2,924	474
Stevens		12,894	.0068	4,343	.0063	95	103	2,004	781	1,147	464	498	3,002	600	2,688	253
Swift		20,305	.0109	4,722	.0088	95	117	3,073	901	1,361	489	443	3,781	1,738	4,776	309
Todd		19,115	.0103	2,853	.0103	70	70	3,630	1,247	1,153	614	302	3,670	1,380	3,123	421
Traverse		10,026	.0054	4,774	.0043	96	120	1,512	472	708	279	189	1,195	731	2,919	186
Wabasha		17,894	.0097	3,726	.0064	82	94	3,548	1,316	802	732	220	3,091	672	4,724	384
Wadena		18,948	.0102	5,573	.0071	93	134	2,506	961	1,938	433	392	4,635	887	4,009	294
Waseca		16,975	.0091	3,536	.0088	89	94	2,907	1,229	1,247	539	549	2,805	1,308	4,775	347
Washington		32,721	.0177	2,948	.0203	85	74	8,091	3,125	2,091	587	818	6,450	2,793	5,415	884
Stillwater		15,948	.0086		.0058	118	176	4,075	757	1,373	504	530	3,700	947	2,324	532
Watonwan		17,058	.0092	4,265	.0091	95	108	3,080	876	1,305	347	627	2,531	1,224	4,704	442
Wilkin		9,423	.0050	3,926	.0050	89	89	2,084	832	305	239	283	1,415	808	2,314	273
Winona		40,869	.0221	3,523	.0215	89	91	7,457	3,670	4,687	2,176	1,784	9,630	1,665	4,483	969
Winona		32,969	.0178		.0157	99	112	5,720	2,584	4,232	2,077	1,565	8,168	1,353	2,968	879
Wright		28,493	.0153	3,683	.0135	79	90	5,366	2,001	2,139	521	866	6,257	1,649	5,561	548
Yellow Medicine		15,706	.0085	3,427	.0083	85	87	3,187	1,149	600	825	232	2,736	1,005	4,335	396
Total Above Cities		2,343,089	1.2627		1.0759	120	141	444,037	158,009	439,392	165,275	121,888	457,529	130,654	172,829	74,079
State Total		3,718,743	2.0042	4,071	1.8903	99	105	715,064	258,704	534,142	198,786	158,248	687,389	234,963	457,801	103,423

MINNESOTA— SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Duluth-Superior	43	284.2	.1593	81.2	201.6	411,543	.1550	1,558	5,068
Minneapolis-St. Paul	92	1,247.6	.7523	377.0	1,112.8	2,361,663	.8891	1,893	6,264
Total Above Areas		1,511.8	.9116	458.2	1,314.4	2,773,206	1.0441	1,834	6,052

AREAS	Area No.	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Duluth-Superior	43	293,262	.1581	3,612	.1568	98	99	72,209	22,805	42,152	19,971	14,927	56,866	17,800	16,425	8,193
Minneapolis-St. Paul	92	1,657,379	.8933	4,396	.8629	115	119	337,686	120,651	340,741	111,779	85,093	290,446	90,340	109,824	54,010
Total Above Areas		1,950,641	1.0514	4,257	1.0197	112	115	409,895	143,456	382,893	131,750	100,020	347,312	108,340	126,249	62,203

1 St. Cloud is in Benton, Sherburne and Stearns Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

Get Your Share of . . .

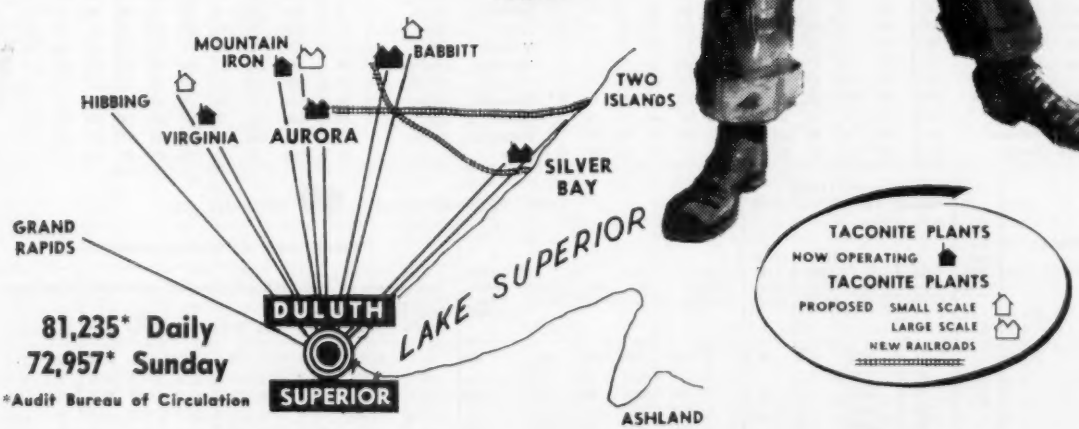
DULUTH'S BOOMING

New TACONITE MARKETS

More than a Billion Dollars has been invested in the development of Duluth's great Taconite area . . . thousands of new families . . new towns . millions of dollars in new payrolls . making Duluth the center of one of the midwest's most active markets.

The Duluth Herald and News-Tribune are read every day by more than 81,000—and on Sunday by more than 72,000—families in this vital market.





81,235* Daily
72,957* Sunday
*Audit Bureau of Circulation

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MISSISSIPPI'S SECOND LARGEST—AND FASTEST GROWING MARKET—IS

America's 9th Fastest Growing Market!

BILOXI-GULFPORT



1945-1954 Figures Sales Management November 10, 1955

9th in the entire U. S. in POPULATION INCREASE!
3rd in the entire U. S. in RETAIL SALES INCREASE!
3rd in the entire U. S. in FOOD SALES INCREASE!
8th in the entire U. S. in DRUG SALES INCREASE!

Covered Only by **The BILOXI-GULFPORT DAILY HERALD**

95% Carrier Home Delivered in Harrison County. 93% Carrier Home Delivered in Total Circulation.

REPRESENTED NATIONALLY BY **NEWSPAPERS SOUTH, Inc.**

MEMPHIS-NEW YORK-CHICAGO
ATLANTA-NEW ORLEANS

MISSISSIPPI — Counties and Cities — (Other East South Central States: Alabama, Kentucky, Tennessee.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Map, page 518 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drug
Biloxi	Harrison	55.0	417	93	114	10	38	29	28	41	17	13
Brookhaven	Lincoln	10.3	185	52	16	17	21	14	19	19	8	5
Clarksdale	Coahoma	20.0	299	70	36	26	32	21	18	25	16	12
Cleveland	Bolivar	8.2	150	30	23	17	10	9	10	21	11	3
Columbus	Lowndes	19.4	273	89	37	22	19	16	18	19	13	9
Corinth	Alcorn	10.7	270	67	31	9	27	17	24	26	21	11
Greenville	Washington	34.9	374	134	49	29	35	22	14	33	17	10
Greenwood	Leflore	19.5	287	65	32	18	29	25	15	34	17	6
Gulfport	Harrison	28.7	355	86	59	27	27	25	19	46	18	11
Hattiesburg	Forrest	33.8	408	85	82	29	26	31	27	47	25	15
Jackson	Hinds	118.5	1,054	212	181	104	119	58	44	121	39	56
Kosciusko	Attala	8.3	144	38	5	12	11	10	10	20	15	5
Laurel	Jones	28.3	322	75	45	27	24	18	24	40	12	12
McComb	Pike	10.8	205	42	23	21	17	13	22	19	14	6
Meridian	Lauderdale	45.7	541	140	71	56	43	30	31	57	26	28
Natchez	Adams	26.0	298	89	57	16	31	17	17	24	7	10
Pascagoula	Jackson	18.7	175	54	45	6	15	14	10	13	6	3
Tupelo	Lee	14.6	239	57	22	14	22	14	24	28	16	7
Vicksburg	Warren	31.7	375	106	52	32	38	23	17	38	12	17
Yazoo	Yazoo	11.7	163	32	12	13	20	10	13	25	15	0

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	% Income	$2,500-3,999 % Units	% Income	$4,000-6,999 % Units	% Income	$7,000 & over % Units	% Income
Adams		34.4	.0207	9.6	26.0	42,107	.0158	1,224	4,386	1,499	11.1	3,777	41.9	15.9	26.4	23.2	22.6	30.6	9.1	30.3
Natchez		26.0	.0157	7.7		35,227	.0133	1,355	4,575		9.1	3,866	40.7	15.1	26.3	22.6	23.3	30.8	9.7	31.5
Alcorn		26.8	.0162	7.6	10.7	22,485	.0085	839	2,959	4,715	7.9	2,838	55.3	27.9	28.4	33.3	12.5	22.5	3.8	16.3
Corinth		10.7	.0065	3.4		12,875	.0048	1,203	3,787		3.8	3,396	45.5	19.2	31.0	30.2	17.4	26.3	6.1	24.3
Amite		17.5	.0105	4.3		11,514	.0043	658	2,678	4,599	4.3	2,694	62.8	33.4	23.6	29.1	9.9	18.8	3.7	18.7
Attala		24.4	.0148	6.1	8.3	16,284	.0062	667	2,670	3,828	6.5	2,504	62.9	36.1	25.0	32.9	9.5	19.5	2.6	11.5
Kosciusko		8.3	.0050	2.5		8,266	.0031	996	3,306		2.7	3,084	51.7	24.1	27.6	29.6	15.6	25.8	5.1	20.5
Benton		8.0	.0048	2.0		4,829	.0017	579	2,315	2,434	2.1	2,202	68.4	44.5	24.5	36.9	6.1	14.3	1.0	4.3
Bolivar		60.2	.0363	15.9	8.2	43,357	.0163	720	2,727	34,952	17.3	2,513	68.1	36.9	20.9	26.4	8.2	16.7	3.7	18.0
Cleveland		8.2	.0049	2.4		10,435	.0039	1,273	4,348		3.2	3,250	54.1	23.9	24.0	24.5	14.9	23.4	7.0	28.2
Calhoun		16.6	.0100	4.2		11,490	.0044	692	2,738	5,527	4.6	2,504	59.3	34.0	29.5	38.9	9.2	18.8	2.0	8.3

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Before using these figures, see explanation page 11.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Carroll		13.4	.0081	3.2		7,626	.0028	569	2,383	3,886	3.3	2,304	69.8	43.5	21.6	31.0	8.5	14.5	2.1	11.0
Chickasaw		17.4	.0105	4.4		12,000	.0048	690	2,727	4,472	4.8	2,515	64.8	37.0	23.8	31.4	8.2	16.7	3.2	14.9
Choctaw		9.7	.0058	2.5		5,702	.0021	588	2,281	1,453	2.5	2,304	68.7	42.8	22.8	32.7	6.8	15.1	1.7	9.4
Claiborne		11.0	.0067	2.7	2.7	8,932	.0034	812	3,308	2,531	3.8	2,352	70.9	43.2	19.5	27.5	6.9	15.1	2.7	14.2
Clarke		18.0	.0109	4.5		10,949	.0041	608	2,433	2,032	4.4	2,491	64.5	37.2	24.0	31.9	8.8	18.1	2.7	12.8
Clay		16.2	.0098	4.1	6.0	10,932	.0041	675	2,666	3,217	4.2	2,575	61.3	34.2	25.3	32.5	10.6	21.1	2.8	12.2
Coahoma		53.6	.0323	14.7	20.0	46,196	.0174	862	3,143	28,515	16.1	2,871	60.5	30.3	22.5	25.9	11.9	21.2	5.1	22.6
Clarksdale		20.0	.0121	6.1		24,021	.0090	1,201	3,938		7.1	3,374	50.6	21.5	24.9	24.4	17.3	26.3	7.2	27.8
Copiah		28.5	.0172	7.4	6.7	21,028	.0079	738	2,842	5,464	8.3	2,529	63.6	36.1	24.5	32.2	9.1	18.4	2.8	13.3
Covington		15.1	.0091	3.5		8,682	.0033	575	2,481	2,843	3.6	2,437	62.6	36.8	26.5	36.2	9.1	19.0	1.8	8.0
De Soto		22.5	.0136	5.6		14,006	.0053	622	2,501	12,110	5.7	2,453	68.7	40.2	19.8	26.7	8.5	17.8	3.0	15.3
Forrest		50.0	.0301	14.3	33.8	53,259	.0200	1,065	3,724	1,467	16.2	3,286	44.1	19.3	29.0	29.2	21.2	33.0	5.7	18.5
Hattiesburg		33.8	.0204	9.7		40,197	.0151	1,189	4,144		12.2	3,298	44.7	19.5	28.2	28.3	21.1	32.7	6.0	19.5
Franklin		10.0	.0061	2.6		8,041	.0030	804	3,093	1,224	2.9	2,731	53.5	28.1	29.6	36.0	14.2	26.5	2.7	9.4
George		10.7	.0064	2.6		6,350	.0024	593	2,442	1,473	2.5	2,506	57.1	32.7	31.2	41.2	10.4	21.2	1.3	4.9
Greene		7.4	.0045	1.8		4,318	.0017	584	2,398	930	1.8	2,358	64.6	39.3	25.8	36.3	8.2	17.8	1.4	6.6
Grenada		18.0	.0108	4.7	7.2	14,574	.0054	810	3,101	3,490	5.1	2,872	53.0	26.5	26.2	30.2	17.2	30.6	3.6	12.7
Hancock		11.4	.0069	3.0	4.5	10,035	.0038	880	3,345	1,113	3.5	2,848	57.5	28.9	26.0	30.3	12.1	21.8	4.4	19.0
Harrison	179	117.2	.0707	30.6	98.4	154,473	.0582	1,318	5,048	1,602	46.3	3,339	46.3	19.9	28.6	28.4	18.6	28.4	6.5	23.3
△Biloxi-Gulfport		83.7	.0505	17.4		121,456	.0458	1,451	6,980											
△Gulfport		28.7	.0173	8.2		33,127	.0125	1,154	4,040		9.0	3,684	37.5	14.6	31.1	27.9	23.8	33.1	7.6	24.4
△Biloxi		55.0	.0332	9.2		88,329	.0333	1,606	9,601		27.4	3,225	48.9	21.8	28.0	28.7	17.0	27.0	6.1	22.5
Hinds	68	163.0	.0983	44.7	120.7	217,898	.0820	1,337	4,875	7,319	54.5	3,999	39.1	14.0	28.1	23.4	22.5	28.7	10.3	33.9
▲Jackson		118.5	.0715	33.6		176,613	.0665	1,490	5,256		42.9	4,112	37.1	12.9	28.8	23.3	23.2	28.8	10.9	35.0
Holmes		29.8	.0180	7.4	2.9	18,717	.0071	628	2,529	9,988	8.1	2,317	71.4	44.2	19.5	27.9	6.6	14.6	2.5	13.3
Humphreys		21.1	.0127	5.1	3.8	12,743	.0048	604	2,499	13,026	5.6	2,278	71.3	44.9	20.5	29.9	6.1	13.6	2.1	11.6
Issaquena		4.5	.0027	1.1		2,578	.0009	573	2,344	3,328	1.3	1,982	79.5	58.2	16.0	27.0	3.3	8.5	1.2	6.3
Itawamba		15.9	.0096	4.1		10,391	.0039	654	2,534	4,820	4.2	2,459	62.0	36.2	27.0	36.4	9.1	18.9	1.9	8.5
Jackson		40.1	.0242	11.0	23.0	37,205	.0141	928	3,382	1,132	11.0	3,389	39.8	16.9	31.4	31.0	23.7	36.0	5.1	16.1
Pascagoula		18.7	.0113	5.1		18,867	.0071	1,009	3,699		5.5	3,426	38.2	16.0	31.7	30.6	24.9	37.2	5.2	16.2
Jasper		18.3	.0110	4.2		10,398	.0039	568	2,476	2,868	4.5	2,306	68.3	42.5	22.1	31.7	7.9	17.6	1.7	8.2
Jefferson		9.9	.0060	2.6		5,685	.0021	574	2,187	2,129	2.6	2,157	72.8	48.4	19.6	30.1	6.2	14.8	1.4	6.7
Jefferson Davis		15.1	.0091	3.6		8,180	.0031	542	2,272	3,212	3.6	2,258	67.4	42.8	23.7	35.0	7.6	17.1	1.3	5.1
Jones		63.3	.0382	17.1	32.2	58,231	.0219	920	3,405	4,430	18.3	3,184	47.6	21.5	30.7	31.9	16.6	26.6	5.1	20.0
Laurel		28.3	.0171	8.1		33,099	.0125	1,170	4,086		9.7	3,425	45.2	18.9	30.1	29.1	18.2	27.2	6.5	24.8
Kemper		13.8	.0083	3.1		7,310	.0028	530	2,358	2,509	3.5	2,106	74.5	50.7	19.2	30.3	4.8	11.6	1.5	7.4
Lafayette		21.7	.0131	5.2	3.8	20,522	.0077	946	3,947	4,175	7.7	2,682	63.1	33.8	23.0	28.4	9.4	18.0	4.5	19.8
Lamar		13.3	.0080	3.4		9,593	.0036	721	2,821	2,406	3.5	2,760	52.4	27.2	31.4	37.8	13.7	25.4	2.5	9.6
Lauderdale		66.9	.0404	19.8	45.7	69,234	.0261	1,035	3,497	2,950	20.7	3,352	45.7	19.6	28.8	28.3	19.4	29.7	6.1	22.4
Meridian		45.7	.0276	13.8		53,504	.0201	1,171	3,877		15.3	3,492	43.7	17.9	28.8	27.3	20.7	30.4	6.8	24.4
Lawrence		11.5	.0069	2.8		7,329	.0027	637	2,618	2,210	3.0	2,413	63.4	37.7	25.6	35.1	9.1	19.3	1.9	7.9
Leake		19.9	.0120	5.0		11,711	.0044	588	2,342	4,275	5.1	2,298	70.7	44.2	20.8	29.9	6.2	13.8	2.3	12.1
Lee		39.5	.0238	11.1	14.6	34,967	.0132	885	3,150	8,619	11.6	3,018	53.0	25.2	27.2	29.7	15.1	25.7	4.7	19.4
Tupelo		14.6	.0088	4.4		19,148	.0072	1,312	4,352		5.3	3,616	45.7	18.1	27.5	25.3	19.1	27.0	7.7	29.6
Leflore		50.2	.0303	13.1	19.5	46,137	.0174	919	3,522	23,993	14.9	3,092	58.4	27.1	22.7	24.4	12.5	20.6	6.4	27.9
Greenwood		19.5	.0118	6.1		28,123	.0106	1,442	4,610		7.3	3,854	44.5	16.6	26.7	23.1	18.9	25.0	9.9	35.3
Lincoln		27.8	.0168	7.5	10.3	24,333	.0091	875	3,244	3,263	7.4	3,274	50.3	22.1	27.8	28.1	15.9	24.8	6.0	25.0
Brookhaven		10.3	.0062	2.9		13,051	.0049	1,267	4,500		3.5	3,724	45.4	17.5	28.2	25.1	18.3	25.1	8.1	32.3
Lowndes		40.0	.0241	10.5	19.4	33,965	.0128	849	3,235	6,272	11.7	2,899	55.8	27.6	26.2	29.9	13.6	24.1	4.4	18.4
Columbus		19.4	.0117	5.4		21,011	.0079	1,083	3,891		6.9	3,061	53.0	24.9	26.8	28.9	14.8	24.8	5.4	21.4
Madison		30.9	.0186	7.4	6.5	20,603	.0078	667	2,784	7,531	8.0	2,561	66.3	37.1	21.2	27.5	8.8	17.6	3.7	17.8
Marion		22.9	.0138	6.0	6.0	17,372	.0065	759	2,895	3,776	6.3	2,764	57.4	29.8	26.7	32.0	12.2	22.6	3.7	15.6
Marshall		24.0	.0145	5.5	3.1	13,686	.0052	570	2,488	7,263	6.1	2,245	73.0	46.7	18.9	27.9	5.9	13.4	2.2	12.0
Monroe		35.1	.0212	9.5	10.1	24,513	.0092	698	2,580	8,550	9.4	2,606	60.6	33.4	25.2	32.0	11.4	22.4	2.8	12.2
Montgomery		13.5	.0081	3.5	3.2	9,243	.0035	685	2,641	2,247	3.6	2,556	60.8	34.1	24.9	32.3	11.5	23.0	2.8	10.6
Neshoba		23.5	.0142	6.1	4.2	14,353	.0055	621	2,392	4,540	6.0	2,418	65.0	38.6	23.1	31.5	9.9	21.0	2.0	8.9
Newton		21.2	.0128	5.4	2.7	14,135	.0053	667	2,618	3,746	6.0	2,363	66.0	40.1	23.8	33.3	8.1	17.5	2.1	9.1
Noxubee		17.5	.0105	4.1		10,377	.0039	593	2,531	6,281	4.5	2,319	70.0	43.3	20.0	28.5	7.3	16.1	2.7	12.1
Oktibbeha		24.8	.0150	6.1	7.3	22,561	.0065	910	3,699	4,786	8.3	2,733	62.0	32.5	21.2	25.8	12.2	22.8	4.6	18.9
Panola		28.5	.0172	7.2		18,583	.0070	652	2,581	9,119	7.4	2,504	64.3	36.8	22.8	30.2	9.9	20.3	3.0	12.7

▲ and △ See end of state for SM Metropolitan County Areas.

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MISSISSIPPI — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Pearl River		20.9	.0126	5.6	6.9	17,770	.0067	850	3,173	6,023	5.0	2,961	49.7	24.1	32.5	38.4	14.0	24.1	3.8	15.4
Perry		8.8	.0053	2.2		5,151	.0019	586	2,341	1,117	2.2	2,356	63.9	38.9	26.8	37.7	8.3	18.1	1.0	5.3
Pike		34.5	.0208	9.3	10.8	29,073	.0110	843	3,126	3,678	9.6	3,015	50.1	23.9	29.2	31.9	16.1	27.4	4.6	16.8
McComb		10.8	.0065	3.3		13,396	.0050	1,240	4,059		3.6	3,745	38.5	14.8	28.8	25.4	24.5	33.5	8.2	26.3
Pontotoc		18.4	.0111	4.9		12,122	.0045	659	2,474	6,646	4.9	2,472	62.0	36.0	26.8	35.9	9.2	19.1	2.0	9.0
Prentiss		18.8	.0112	4.9	3.1	13,491	.0051	725	2,753	5,913	5.2	2,589	57.1	31.8	31.4	40.2	9.1	18.0	2.4	10.2
Quitman		24.1	.0145	6.1		14,280	.0054	593	2,341	15,878	6.2	2,305	70.9	44.1	19.8	28.4	6.8	15.2	2.5	12.3
Rankin		23.4	.0172	5.9		18,852	.0071	804	3,195	4,887	6.0	2,787	56.8	29.2	25.7	30.6	13.4	24.7	4.1	15.5
Scott		20.3	.0122	5.1	2.7	13,144	.0049	647	2,577	4,812	5.2	2,546	60.3	34.0	27.8	36.1	9.4	18.9	2.5	11.0
Sharkey		11.6	.0070	2.8		7,700	.0029	664	2,750	6,119	3.2	2,393	68.8	41.3	21.0	29.1	7.3	15.8	2.9	14.0
Simpson		20.9	.0126	5.2		13,092	.0050	626	2,518	4,339	5.4	2,426	62.5	37.0	28.1	35.9	9.5	20.1	1.9	7.3
Smith		15.0	.0091	3.6		7,910	.0029	527	2,197	5,580	3.7	2,130	70.2	47.3	24.2	37.7	4.7	11.2	.9	3.8
Stone		6.1	.0036	1.5		5,384	.0021	883	3,589	1,152	1.8	2,991	51.2	24.6	30.2	33.4	14.3	24.4	4.3	17.6
Sunflower		52.6	.0318	12.8	4.2	32,691	.0123	622	2,554	39,789	13.5	2,428	68.0	40.2	21.3	29.1	7.6	16.0	3.1	14.7
Tallahatchie		28.1	.0169	7.1	2.4	17,618	.0066	627	2,481	16,818	7.5	2,349	69.8	42.7	20.4	28.8	7.1	15.4	2.7	13.1
Tate		16.5	.0100	4.1		11,215	.0042	680	2,735	7,184	4.5	2,503	69.9	40.1	19.4	24.3	8.2	16.6	3.5	18.8
Tippah		16.1	.0097	4.0		10,453	.0040	649	2,613	5,136	4.3	2,426	64.6	38.2	25.1	34.3	8.2	17.3	2.1	10.2

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MISSISSIPPI — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Tishomingo		14.6	.0068	3.9		9,514	.0038	652	2,439	3,813	4.0	2,406	60.7	36.2	29.2	40.3	8.7	18.4	1.4	5.1
Tunica		20.3	.0122	5.2		13,844	.0052	682	2,662	16,268	5.8	2,391	66.7	41.2	22.4	31.1	6.4	13.8	2.5	13.9
Union		19.1	.0115	5.4	3.5	13,809	.0052	723	2,557	6,000	5.4	2,562	60.3	33.8	27.3	35.3	9.6	19.1	2.8	11.8
Walthall		14.0	.0085	3.3		8,030	.0030	574	2,433	4,665	3.4	2,358	66.3	40.3	24.5	34.5	7.2	15.6	2.0	9.6
Warren		41.0	.0247	12.9	31.7	47,026	.0177	1,147	3,645	2,873	14.1	3,339	49.8	21.4	24.1	23.9	16.7	28.7	7.4	26.0
Vicksburg		31.7	.0191	10.2		39,847	.0150	1,257	3,907		11.6	3,429	48.6	20.3	24.2	23.5	19.3	28.8	7.9	27.4
Washington		74.3	.0448	21.0	37.2	67,258	.0253	905	3,203	27,088	23.0	2,926	59.0	29.0	23.6	26.7	12.2	21.3	5.2	23.0
Greenville		34.9	.0210	10.4		38,824	.0146	1,112	3,733		11.9	3,264	52.6	23.1	26.4	26.9	14.4	22.5	6.6	27.5
Wayne		16.1	.0097	3.7	3.2	9,469	.0036	588	2,559	2,020	4.0	2,345	64.7	39.6	25.2	35.6	8.8	19.1	1.3	5.7
Webster		10.2	.0062	2.6		6,741	.0025	661	2,593	2,684	2.6	2,432	65.5	38.7	23.6	32.0	8.0	16.9	2.9	12.4
Wilkinson		13.2	.0079	3.1		8,118	.0031	615	2,619	1,656	3.1	2,638	63.4	34.5	24.7	31.0	8.2	15.9	3.7	18.6
Winston		21.2	.0128	5.2	5.1	14,239	.0053	672	2,738	3,253	5.5	2,590	62.8	34.8	24.2	30.9	10.1	20.0	2.9	14.3
Yalobusha		13.9	.0084	3.6	3.0	9,358	.0036	673	2,599	3,781	3.6	2,594	62.8	34.6	23.2	29.5	10.9	21.6	3.1	14.1
Yazoo		34.6	.0209	8.7	11.7	24,078	.0090	696	2,768	11,589	9.3	2,577	65.3	36.4	21.8	28.0	9.2	18.4	3.7	17.2
Yazoo		11.7	.0071	3.5		11,696	.0044	1,000	3,342		3.9	3,027	56.4	26.8	25.1	27.5	12.6	21.2	5.9	24.5
Total Above Cities		554.8	.3348	156.0		719,656	.2708	1,297	4,613		201.8	3,566	44.5	17.9	27.9	25.9	19.8	28.4	7.8	27.8
State Total		2,178.9	1.3141	568.8	697.0	1,823,190	.6884	837	3,205	526,912	631.2	2,888	56.9	28.3	25.3	29.1	13.2	23.3	4.6	19.3

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adams		34,559	.0188	3,800	.0177	86	90	7,196	2,978	3,301	3,139	2,035	7,356	2,421	2,237	1,236
Natchez		32,211	.0174		.0150	96	111	6,470	2,381	2,847	3,139	1,990	7,356	2,001	2,129	1,236
Alcorn		21,107	.0114	2,777	.0109	67	70	3,384	658	1,263	1,580	1,386	6,764	1,450	1,951	665
Corinth		20,169	.0109		.0070	106	168	3,051	537	1,144	1,580	1,346	6,712	1,230	1,951	642
Amite		7,577	.0041	1,762	.0054	51	39	1,082	110	1,479	20	10	3,543	383	247	130
Attala		13,936	.0075	2,283	.0084	57	51	3,435	202	1,210	1,317	701	3,647	837	1,472	327
Kosciusko		12,707	.0068		.0046	92	136	2,995	175	1,037	1,317	701	3,471	770	1,382	327
Benton		997	.0005	499	.0019	40	10	186	19	239	...	43	159	99	87	42
Bolivar		33,694	.0182	2,119	.0209	58	50	7,401	1,048	3,280	1,593	958	5,583	2,928	4,867	986
Cleveland		18,408	.0099		.0059	120	202	2,633	718	1,342	875	864	3,607	1,737	3,510	413
Calhoun		6,679	.0036	1,590	.0053	53	36	1,146	48	795	261	111	1,369	699	1,112	288
Carroll		2,301	.0012	719	.0033	41	15	890	186	532	33	24	345	113	...	66
Chickasaw		7,541	.0041	1,714	.0057	54	39	1,954	64	822	498	266	1,198	449	1,316	252
Choctaw		2,735	.0015	1,094	.0028	45	26	406	24	739	61	31	860	390	129	61
Claiborne		6,055	.0032	2,243	.0040	60	48	1,435	147	386	356	340	1,124	399	329	173
Clarke		7,464	.0041	1,659	.0055	51	38	1,713	111	925	93	328	1,925	731	414	197
Clay		9,351	.0050	2,281	.0055	56	51	2,352	291	738	770	368	2,538	639	499	391

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Before using these figures, see explanation page 11.



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* Audit Bureau of Circulation September 30, 1955 Audit

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*As taken from Media Records

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MISSISSIPPI — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Coahoma		32,447	.0178	2,287	.0204	63	54	8,974	1,044	2,641	2,387	1,542	6,498	2,268	3,557	814
Clarksdale		27,369	.0149		.0114	94	122	6,938	1,034	1,563	2,261	1,465	6,498	1,802	3,221	645
Copiah		13,690	.0075	1,872	.0096	58	44	3,944	164	2,167	583	459	2,235	861	1,313	612
Covington		5,574	.0030	1,893	.0044	48	33	1,124	122	1,364	43	91	1,570	660	316	242
De Soto		7,573	.0040	1,352	.0066	49	29	1,831	180	1,072	21	68	2,359	656	828	97
Forrest		49,952	.0270	3,483	.0241	80	90	8,121	2,480	8,095	2,847	2,504	11,548	4,167	3,040	1,278
Hattiesburg		47,199	.0254		.0193	95	125	7,049	2,229	7,568	2,847	2,450	11,548	3,611	2,904	1,137
Franklin		3,846	.0020	1,479	.0033	54	33	1,057	73	654	...	42	841	278	161	189
George		7,182	.0039	2,762	.0037	58	61	1,576	188	232	381	239	2,023	614	1,116	161
Greene		2,366	.0013	1,331	.0021	47	29	786	85	356	20	97	599	275	88	110
Grenada		11,296	.0061	2,403	.0067	62	56	2,667	256	761	778	682	2,797	1,114	877	481
Hancock		7,853	.0042	2,618	.0045	65	61	2,397	591	427	182	213	1,386	1,213	955	264
Harrison	179	97,304	.0525	3,180	.0560	83	74	22,013	10,287	11,265	6,938	5,618	20,693	8,104	5,278	2,880
△*Biloxi-Gulfport*		*85,615*	*.0461*		*.0488*	*93*	*91*	*18,450*	*7,161*	*10,909*	*6,788*	*5,501*	*19,481*	*6,551*	*4,947*	*2,636*
△Gulfport		45,653	.0246		.0171	99	142	9,574	2,233	7,913	4,003	3,057	9,813	3,324	2,081	1,424
△Biloxi		39,962	.0215		.0297	89	65	8,876	4,928	2,996	2,725	2,444	9,608	3,207	2,166	1,212
Hinds	68	166,700	.0898	3,729	.0876	89	91	34,725	8,458	29,720	13,084	8,332	43,898	11,788	9,749	5,418
▲Jackson		151,294	.0815		.0720	101	114	29,245	7,443	19,601	12,901	8,259	40,329	9,638	9,370	4,965
Holmes		14,532	.0078	1,964	.0095	53	43	3,334	412	1,736	543	421	3,307	1,458	1,383	455
Humphreys		9,113	.0050	1,787	.0065	51	39	2,288	156	1,056	93	379	1,032	1,688	1,503	315
Issaquena		568	.0003	538	.0010	37	11	368	...	125	...	...	...	95	...	...
Itawamba		4,777	.0025	1,165	.0047	49	26	755	41	288	224	400	1,477	208	705	100
Jackson		31,560	.0171	2,869	.0170	70	71	9,627	2,409	2,129	1,362	1,822	5,859	2,337	1,869	1,134
Pascagoula		17,588	.0095		.0087	77	84	5,717	1,385	1,248	1,036	1,085	4,466	1,056	453	664
Jasper		6,675	.0036	1,599	.0052	47	33	1,178	118	910	...	64	1,337	420	1,007	221
Jefferson		4,341	.0023	1,670	.0029	48	38	810	122	811	...	...	1,644	261	67	133
Jefferson Davis		5,882	.0031	1,578	.0043	47	34	1,200	22	1,497	36	75	1,601	344	296	193
Jones		38,151	.0205	2,231	.0248	65	54	8,248	1,394	6,796	1,864	2,309	8,344	2,516	1,828	1,296
Laurel		34,462	.0186		.0153	89	100	6,630	1,059	6,160	1,794	2,230	8,170	2,121	1,629	1,152
Kemper		3,435	.0019	1,109	.0036	43	23	568	23	865	46	128	1,032	117	284	136
Lafayette		9,102	.0049	1,750	.0060	61	37	1,922	333	1,514	933	357	1,552	727	628	350
Lamar		4,064	.0022	1,195	.0040	50	28	1,392	193	554	47	98	348	589	37	316
Lauderdale		62,033	.0334	3,133	.0312	77	83	13,520	2,893	9,511	5,277	2,961	14,302	4,969	2,883	1,728
Meridian		57,986	.0313		.0280	91	113	12,319	2,306	8,794	5,277	2,915	14,096	4,106	2,883	1,728
Lawrence		4,940	.0027	1,764	.0035	51	39	833	96	575	227	78	1,714	484	396	232
Leake		7,708	.0041	1,542	.0058	49	34	1,182	135	1,750	396	244	2,146	207	584	233
Lee		36,745	.0198	3,310	.0173	73	83	7,460	764	4,015	2,850	1,091	9,036	3,148	3,703	1,556
Tupelo		31,213	.0168		.0104	118	191	5,766	603	2,698	2,818	998	8,429	2,406	3,287	1,476

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Leflore		42,178	.0227	3,220	.0218	71	75	7,640	1,225	3,593	2,555	1,504	8,945	6,702	4,057	989
Greenwood		35,944	.0194		.0135	114	164	6,127	991	2,682	2,497	1,504	8,786	6,125	3,090	743
Lincoln		19,280	.0104	2,571	.0110	65	62	4,893	370	1,598	1,513	1,160	5,562	1,035	902	681
Brookhaven		17,281	.0093		.0065	105	150	3,970	370	1,136	1,471	1,160	5,562	956	581	681
Lowndes		26,052	.0141	2,481	.0155	64	59	5,579	1,629	2,581	2,079	2,039	6,733	1,749	1,917	599
Columbus		23,001	.0124		.0100	85	106	4,990	959	2,019	2,079	2,039	6,673	1,191	1,363	565
Madison		15,715	.0065	2,124	.0102	55	46	3,024	575	1,981	1,105	893	3,728	1,250	1,112	303
Marion		15,115	.0081	2,519	.0084	61	59	2,846	389	3,709	500	620	2,825	1,448	1,012	512
Marshall		8,217	.0044	1,494	.0068	47	30	2,366	211	1,861	500	253	1,047	580	670	250
Monroe		18,084	.0098	1,904	.0118	56	46	5,143	298	1,333	1,146	620	3,942	1,574	2,035	480
Montgomery		7,703	.0041	2,201	.0046	57	51	1,854	173	858	370	197	1,686	1,017	981	78
Neshoba		9,009	.0049	1,477	.0071	50	35	1,905	85	1,587	601	387	2,081	522	867	338
Newton		11,306	.0061	2,094	.0070	55	48	2,265	295	1,368	248	389	2,560	628	1,250	326
Noxubee		7,634	.0041	1,862	.0053	50	39	1,487	22	1,591	207	434	1,308	763	732	263
Oktibbeha		11,515	.0062	1,888	.0091	61	41	2,879	257	1,032	658	750	2,266	869	1,241	399
Panola		16,161	.0087	2,245	.0095	55	51	4,226	220	1,333	591	644	4,888	1,729	1,183	453
Pearl River		16,881	.0091	3,011	.0086	68	72	3,162	428	770	708	423	5,531	1,504	1,523	514
Perry		3,636	.0020	1,653	.0026	49	38	516	23	1,215	47	47	1,171	350	89	84
Pike		28,443	.0153	3,058	.0143	69	74	6,562	1,004	2,482	1,396	1,190	6,558	2,559	2,710	861
McComb		20,311	.0109		.0071	109	168	4,353	573	1,982	1,216	1,190	5,935	1,443	1,427	611
Pontotoc		8,450	.0045	1,724	.0058	52	41	1,218	51	1,025	334	195	2,881	189	1,016	302
Prentiss		8,410	.0046	1,716	.0062	55	41	1,372	145	1,006	550	341	1,880	750	1,093	420
Quitman		9,611	.0051	1,576	.0071	49	35	2,803	131	1,364	542	284	1,776	388	1,677	276
Rankin		8,837	.0048	1,498	.0084	49	28	1,778	150	914	...	605	1,700	943	678	222
Scott		19,742	.0106	3,871	.0081	66	67	1,682	225	1,857	634	1,088	4,563	811	747	401
Sharkey		7,570	.0041	2,704	.0041	59	59	973	79	1,441	...	140	921	454	2,398	125
Simpson		10,771	.0058	2,071	.0068	54	46	1,236	202	2,189	363	276	3,756	387	735	239
Smith		4,234	.0023	1,176	.0039	43	25	635	37	484	...	92	1,621	226	285	232
Stone		5,724	.0031	3,816	.0027	75	86	1,502	130	428	27	100	2,185	614	448	187
Sunflower		25,477	.0137	1,990	.0166	52	43	4,993	857	3,349	1,248	1,024	5,663	1,382	3,601	826
Tallahatchie		8,981	.0049	1,265	.0082	49	29	2,104	93	803	707	233	1,595	863	1,445	278
Tate		11,000	.0059	2,683	.0059	59	59	2,176	145	2,876	200	323	2,910	601	719	209
Tippah		5,961	.0032	1,490	.0049	51	33	1,168	53	573	550	140	1,431	368	697	181
Tishomingo		5,962	.0032	1,529	.0045	51	36	1,284	57	674	895	128	1,385	462	670	215
Tunica		9,511	.0052	1,829	.0066	54	43	2,463	372	1,075	346	222	1,862	401	1,896	188
Union		11,100	.0059	2,056	.0066	57	51	2,366	228	799	944	674	2,897	703	853	351
Walthall		7,380	.0040	2,236	.0044	52	47	1,211	98	896	266	129	1,651	535	979	241
Warren		38,211	.0206	2,962	.0200	81	83	9,086	2,531	3,368	2,444	3,571	7,208	3,228	2,162	735
Vicksburg		35,949	.0194		.0171	90	102	8,701	2,126	3,030	2,444	3,571	7,208	3,001	2,162	735
Washington		59,108	.0319	2,815	.0312	70	71	13,768	1,811	6,673	4,566	2,929	11,380	4,021	6,809	1,383
Greenville		45,761	.0247		.0189	90	118	10,399	1,432	5,596	3,935	2,530	10,141	2,768	5,546	940
Wayne		9,771	.0052	2,641	.0053	55	54	1,553	167	737	380	758	3,455	940	853	287
Webster		8,051	.0044	3,097	.0038	61	71	1,070	71	1,019	164	122	3,059	699	371	208
Wilkinson		5,604	.0030	1,808	.0040	51	36	1,525	255	1,134	171	92	1,023	688	396	226
Winston		10,233	.0055	1,968	.0069	54	43	2,657	238	956	285	645	2,560	800	585	348
Yalobusha		6,200	.0033	1,722	.0045	54	39	1,630	97	1,434	228	145	857	476	455	250
Yazoo		18,719	.0101	2,182	.0117	56	48	3,937	353	1,560	1,468	703	4,001	2,111	2,279	689
Yazoo		16,152	.0087		.0062	87	123	2,871	272	806	1,468	680	4,001	1,630	2,279	643
Total Above Cities		730,620	.3938		.3207	96	118	148,674	33,754	82,162	57,683	42,178	182,409	54,123	53,414	21,939
State Total		1,384,942	.7464	2,435	.8300	63	57	298,697	54,475	167,113	82,342	63,421	322,240	110,510	116,008	41,852

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Before using these figures, see explanation page 11.

MONTHLY SALES FORECAST

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to changes in the making . . . each month.

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MISSISSIPPI — SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Biloxi-Gulfport	179	117.2	.0707	30.8	98.4	154,473	.0582	1,318	5,048
Jackson	68	163.0	.0983	44.7	120.7	217,896	.0820	1,337	4,875
Total Above Areas		280.2	.1690	75.3	219.1	372,369	.1402	1,329	4,945

AREAS	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production
△Biloxi-Gulfport	179	97,304	.0525	3,160	.0590	83	74
Jackson	68	166,700	.0898	3,729	.0876	89	91
Total Above Areas		264,004	.1423	3,506	.1466	87	84

AREAS	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Biloxi-Gulfport	22,013	10,287	11,265	6,938	5,618	20,693	8,104	5,278	2,880
Jackson	34,725	8,458	20,720	13,064	8,332	43,696	11,788	9,749	5,418
Total Above Areas	56,738	18,745	31,985	20,022	13,950	64,391	19,892	15,027	8,298

MISSOURI — Counties and Cities — (Other West North Central States: Iowa, Kansas, Minnesota, Nebraska, North Dakota, South Dakota.)

Map, page 532

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Cape Girardeau	Cape Girardeau	23.8	344	64	49	23	29	28	26	37	23	20
Carthage	Jasper	11.5	214	44	26	13	12	9	18	36	17	6
Chillicothe	Livingston	9.2	191	27	32	10	17	18	9	14	21	6
Clayton	St. Louis	18.2	247	23	31	28	56	21	8	13	6	13
Clinton	Henry	6.1	173	31	23	14	14	11	21	17	18	7
Columbia	Boone	34.8	340	57	71	20	29	19	18	31	20	14
Fergusen	St. Louis	15.3	109	21	12	17	6	6	6	14	6	5
Fulton	Callaway	10.7	116	14	15	17	9	8	9	10	11	4
Hannibal	Marion	20.9	357	72	69	24	30	20	21	41	19	14
Independence	Jackson	51.1	485	93	68	65	23	31	29	66	25	19
Jefferson City	Cole	30.0	369	56	55	38	29	17	31	43	25	12
Jennings	St. Louis	19.1	115	29	13	10	5	6	6	19	6	3
Joplin	Jasper	41.5	668	151	141	50	43	32	41	77	26	17
Kansas City	Jackson	489.7	5,124	826	1153	894	398	257	287	421	223	279
Kennett	Dunklin	9.5	189	43	22	9	11	9	30	17	14	7
Kirksville	Adair	11.0	206	41	30	13	22	15	21	18	16	6
Kirkwood	St. Louis	28.7	245	35	41	28	13	15	12	44	15	7
Lebanon	Laclede	9.3	223	39	28	35	17	10	24	27	16	4
Maplewood	St. Louis	13.7	200	27	33	25	33	10	20	14	11	5
Marshall	Saline	9.1	178	32	27	16	13	12	20	14	16	5
Maryville	Nodaway	7.2	140	19	15	17	10	10	12	13	11	6
Mexico	Audrain	13.2	208	44	24	17	14	13	16	27	14	5
Moberly	Randolph	13.4	217	42	32	18	19	19	14	20	16	10
Nevada	Vernon	8.5	195	31	27	13	12	15	15	25	20	8
North Kansas City	Clay	5.6	139	9	33	14	12	7	12	16	9	5
Overland	St. Louis	18.2	185	37	31	27	16	8	6	19	12	8
Poplar Bluff	Butler	17.5	290	65	49	25	18	19	28	36	17	7
Richmond Heights	St. Louis	16.4	110	21	18	13	2	7	6	21	8	5
Rolla	Phelps	13.9	149	28	24	9	14	8	19	13	8	4
Sedalia	Pettis	22.8	341	61	56	28	31	22	28	34	19	9
Sikeston	Scott	13.1	207	47	31	5	14	14	10	35	18	7
Springfield	Greene	92.0	1,147	236	169	92	83	66	107	133	75	30
St. Charles	St. Charles	16.3	216	35	48	13	15	17	16	23	15	8
St. Joseph	Buchanan	84.3	985	170	226	71	77	62	62	84	82	52
St. Louis	St. Louis	872.8	10306	2,617	2682	880	706	447	374	704	302	386

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Before using these figures, see explanation page 11.

1955
OUR FINEST YEAR...

1955 was the year of decision in St. Louis. It was the year an aroused citizenry marched to the polls, backed by leaders of industry and enthusiastically encouraged by the Globe-Democrat—and voted to spend the money needed to herald a New Era of Progress and Prosperity.

$110,639,000 was voted in the city for 23 Bond Issue Propositions. Private capital investments, dependent upon passage of these propositions, will augment this amount an *additional* $350,000,000. On the same day $16,000,000 was voted for public school improvements.

In St. Louis County voters swept to victory all eight propositions in a special $39,712,000 Bond Issue Election. This money will go for needed improvements and expansion.

Thus a Grand Total of more than $516,351,000 above and beyond the "normal" will begin to be spent in 1956 to build a NEW Greater St. Louis, creating *the midwest's most active market,* making for assured progress, prosperity and better living for all who serve, live and work in this great area.

THE
St. Louis Globe-Democrat
PROUDLY MARCHES FORWARD with ST. LOUIS

IN THIS GREAT PARADE OF PROGRESS.

Our Total Advertising Volume for 1955 was far greater than any previous year in our 103 years of publication.

NATION'S LARGEST* CITY ZONE INCREASE!*

★

ST. LOUIS NOW 1,556,964

★

138,000 NEW BUYERS
In St. Louis City Zone
MAKE THE
GLOBE-DEMOCRAT
MORE VITAL THAN EVER
TO YOUR ST. LOUIS SALES!

*See Audit Bureau of Circulation Audit Report for Sept. 30, 1955.

*According to SRDS.

FOR A YEAR OF PROGRESS AND PROSPERITY
IN THE ST. LOUIS MARKET

GO GLOBE in 1956

MISSOURI — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Trenton	Grundy	6.0	159	27	26	13	11	12	11	18	14	4
University City	St. Louis	46.6	333	59	42	76	27	27	5	28	6	20
Webster Groves	St. Louis	27.0	182	38	18	18	9	17	5	20	19	9

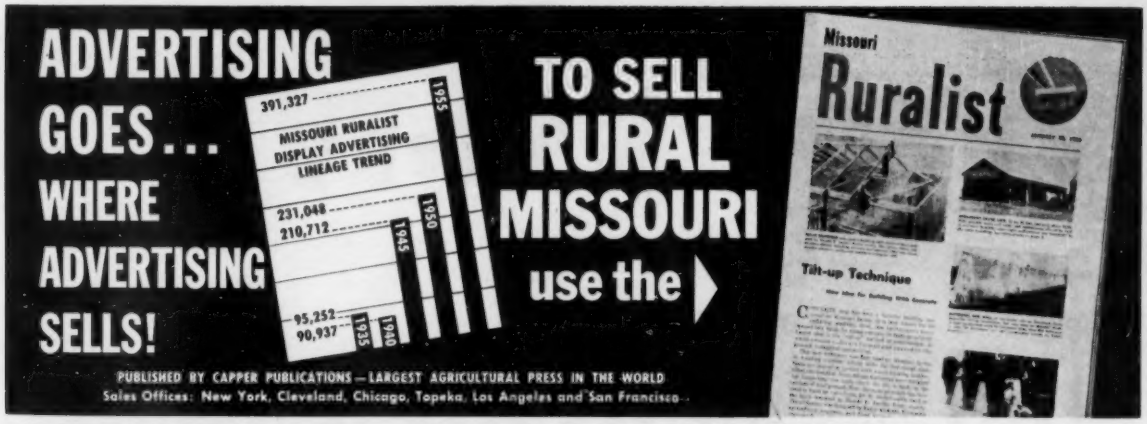
COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Adair		20.1	.0121	6.7	11.0	22,021	.0083	1,096	3,287	6,556	7.5	2,934	48.7	24.2	32.1	37.1	16.4	29.0	2.8	9.7
Kirksville		11.0	.0066	3.7		13,837	.0052	1,258	3,740		4.5	3,061	47.5	22.7	30.5	33.6	18.5	31.5	3.5	12.2
Andrew		11.4	.0069	3.9		13,515	.0051	1,186	3,465	11,679	3.8	3,544	42.3	17.5	30.4	28.9	20.7	30.4	6.6	23.2
Atchison		10.9	.0065	3.3		16,207	.0061	1,487	4,911	14,071	3.9	4,187	35.3	12.3	33.0	26.6	22.2	27.6	9.5	33.5
Audrain		25.5	.0154	8.3	15.6	37,582	.0141	1,473	4,524	12,488	9.0	4,163	30.2	10.8	31.3	25.4	29.6	37.1	8.9	26.9
Mexico		13.2	.0080	4.2		22,135	.0083	1,677	5,270		5.0	4,394	27.2	9.0	29.9	23.0	33.0	39.1	9.9	28.9
Barry		21.3	.0129	6.5	4.0	19,213	.0073	902	2,956	8,473	6.6	2,912	62.7	26.4	28.4	33.0	15.3	27.4	3.6	13.2
Barton		12.0	.0072	4.2	3.1	12,997	.0049	1,083	3,095	7,367	4.1	3,198	47.4	21.7	31.0	32.7	16.8	27.3	4.8	18.3
Bates		17.1	.0103	6.1	3.3	21,749	.0082	1,272	3,565	12,734	6.6	3,317	49.8	21.9	27.5	28.0	16.7	26.2	6.0	23.9
Benton		8.4	.0051	2.5		7,788	.0029	927	3,115	5,453	2.9	2,705	57.1	30.8	29.8	37.2	10.4	20.0	2.7	12.0
Bollinger		10.7	.0064	3.0		7,525	.0029	703	2,506	3,612	3.0	2,505	62.3	36.3	26.7	36.1	8.8	18.3	2.2	9.3
Boone		50.7	.0306	14.2	34.8	77,248	.0291	1,524	5,440	8,948	24.6	3,141	52.9	24.6	24.8	26.7	16.7	27.6	5.6	21.1
Columbia		34.8	.0210	8.8		60,195	.0227	1,730	6,840		19.4	3,108	54.2	25.5	24.1	26.2	16.1	26.9	5.6	21.4
Buchanan	123	101.8	.0614	32.2	86.7	160,801	.0606	1,580	4,994	10,374	37.5	4,293	30.7	10.5	29.0	22.7	30.3	38.8	10.0	30.0
▲St. Joseph		84.3	.0508	26.4		137,269	.0517	1,628	5,200		31.9	4,299	30.8	10.5	29.0	22.7	30.1	36.5	10.1	30.3
Butler		41.4	.0250	11.8	17.5	38,498	.0137	882	3,093	6,285	12.2	2,992	52.3	25.5	28.5	32.2	15.1	26.3	4.1	16.0
Poplar Bluff		17.5	.0106	5.4		19,082	.0072	1,090	3,531		5.6	3,395	45.1	19.4	29.1	28.9	20.0	30.7	5.8	21.0
Caldwell		9.6	.0058	3.4		10,631	.0040	1,107	3,127	8,074	3.7	2,904	49.1	24.7	33.3	38.7	14.5	26.0	3.1	10.6
Callaway		24.2	.0146	6.4	10.7	26,662	.0100	1,103	4,169	9,537	7.8	3,405	44.5	19.1	28.6	28.4	20.8	31.8	6.1	20.7
Fulton		10.7	.0065	2.2		13,485	.0051	1,260	6,130		3.7	3,608	43.5	17.6	27.8	26.0	21.4	30.9	7.3	25.5
Camden		7.5	.0045	2.4		6,433	.0025	858	2,680	2,364	2.2	2,906	56.5	28.4	25.9	31.3	12.2	21.9	4.4	18.4
Cape Girardeau		40.3	.0243	12.1	28.9	52,290	.0197	1,298	4,321	9,092	13.9	3,749	38.2	14.9	29.4	26.5	25.3	35.2	7.1	23.4
Cape Girardeau		23.6	.0142	7.1		34,174	.0129	1,448	4,813		8.7	3,911	36.9	13.8	29.1	25.1	26.1	34.8	7.9	26.3
Carroll		15.1	.0091	5.0	4.3	16,930	.0063	1,121	3,386	13,910	5.0	3,413	45.1	19.3	29.4	29.0	19.6	30.0	5.9	21.7
Carter		4.6	.0028	1.4		3,778	.0015	821	2,699	586	1.5	2,481	62.2	36.6	26.4	35.9	9.2	19.3	2.2	8.2
Cass		19.5	.0117	6.5	2.6	24,520	.0092	1,257	3,772	13,557	6.8	3,617	42.4	17.1	29.0	27.1	21.6	31.1	7.0	24.7
Cedar		10.3	.0062	3.6	2.6	8,991	.0034	873	2,496	5,028	3.5	2,556	58.7	33.6	29.4	38.7	9.9	20.1	2.0	7.6
Charlton		14.3	.0087	4.7		16,909	.0063	1,182	3,596	12,932	5.0	3,393	46.6	20.1	29.5	29.3	18.1	27.8	5.8	22.8
Christian		12.2	.0073	3.8		10,788	.0041	884	2,839	7,341	4.1	2,655	56.8	31.3	29.3	37.1	11.4	22.4	2.5	9.2
Clark		8.8	.0053	2.8		8,849	.0033	1,006	3,160	7,618	3.0	2,948	48.1	23.9	33.8	38.6	15.1	26.8	3.0	10.7
Clay	72	58.9	.0356	19.2	38.3	101,909	.0384	1,730	5,308	15,292	20.5	4,961	23.1	6.8	24.2	16.5	38.1	40.0	14.6	36.7
North Kansas City		5.6	.0034	2.2		11,091	.0042	1,981	5,041		2.2	4,978	18.9	5.5	25.4	17.4	40.8	42.6	14.9	34.5
1▲Kansas City																				
Clinton		11.3	.0068	3.8	3.4	15,135	.0057	1,339	3,983	17,975	4.1	3,651	41.8	16.7	31.9	29.5	18.8	28.8	7.5	27.0
Cole		36.8	.0222	10.1	30.0	51,679	.0196	1,404	5,117	5,383	12.0	4,293	31.4	10.7	29.9	23.6	28.1	34.0	10.6	31.7
Jefferson City		30.0	.0181	8.2		45,977	.0173	1,533	5,607		10.5	4,379	30.5	10.2	29.6	22.9	28.7	34.1	11.2	32.8
Cooper		16.2	.0097	5.1	6.7	22,324	.0084	1,378	4,377	11,576	5.9	3,778	40.3	15.6	29.3	26.2	22.2	30.6	8.2	27.6
Crawford		11.4	.0069	3.4	.4	11,321	.0042	993	3,330	3,318	3.7	3,096	60.4	23.8	30.3	33.0	15.1	25.3	4.2	17.9
Dade		9.1	.0055	2.9		8,313	.0031	914	2,867	6,611	3.3	2,555	62.3	35.6	26.1	34.5	9.0	18.4	2.6	11.5
Dallas		10.1	.0061	3.1		8,240	.0032	816	2,658	4,629	3.5	2,386	67.7	41.5	21.6	30.6	8.5	18.5	2.2	9.4
Daviess		10.9	.0066	3.6		12,173	.0045	1,117	3,381	10,123	3.9	3,066	51.6	24.4	28.1	30.7	15.2	25.7	5.1	19.2
De Kalb		7.7	.0046	2.8	.1	8,199	.0031	1,065	2,928	9,668	2.6	3,122	46.7	21.8	32.3	34.9	16.6	27.8	4.4	15.5
Dent		10.5	.0063	3.2	3.5	9,308	.0035	887	2,909	2,541	3.3	2,780	57.8	30.4	27.2	33.0	11.6	21.7	3.4	14.9
Douglas		12.4	.0075	3.5		9,267	.0035	743	2,631	4,623	3.7	2,492	62.4	36.6	27.0	36.5	8.1	16.9	2.5	10.0
Dunklin		46.4	.0280	12.8	12.6	39,589	.0150	860	3,116	25,421	13.4	2,979	54.2	26.6	28.1	31.8	13.3	23.3	4.4	18.3
Kennett		9.5	.0057	2.8		10,966	.0041	1,154	3,916		3.1	3,549	46.1	19.0	30.0	28.5	16.5	24.3	7.4	28.2
Franklin		37.9	.0229	11.8	13.3	47,542	.0179	1,255	4,099	10,804	12.5	3,800	35.2	13.5	32.2	28.7	25.4	34.8	7.2	23.0
Gasconade		12.6	.0076	4.0	2.6	13,098	.0052	1,103	3,475	3,795	4.4	3,177	42.7	19.7	33.1	35.1	20.5	33.6	3.7	11.6
Gentry		10.2	.0061	3.3		12,292	.0047	1,205	3,729	9,765	3.8	3,202	47.4	21.6	30.1	31.8	17.3	28.1	5.2	18.5
Greene	142	117.9	.0711	39.1	100.8	170,424	.0641	1,445	4,359	13,545	43.1	3,955	35.4	13.1	29.6	23.2	25.4	34.8	8.6	29.9
▲Springfield		92.0	.0555	31.2		145,643	.0548	1,583	4,668		36.3	4,013	34.9	12.7	29.2	24.6	26.9	34.9	9.0	27.8

1 Kansas City is in Clay and Jackson Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MISSOURI — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Grundy		12.9	.0078	4.4	6.0	18,025	.0061	1,242	3,642	6,670	4.6	3,478	46.2	19.4	29.3	29.4	17.7	26.8	6.8	25.6
Trenton		6.0	.0036	2.2		8,739	.0033	1,457	3,972		2.2	3,898	39.7	14.9	34.1	25.2	23.0	30.7	8.2	29.2
Harrison		13.3	.0080	4.3	2.6	14,765	.0055	1,110	3,434	12,461	4.5	3,268	44.0	19.7	32.1	33.0	18.7	29.8	5.2	17.5
Henry		19.3	.0116	6.8	6.1	22,481	.0085	1,165	3,406	9,821	7.0	3,223	47.6	21.6	29.9	31.3	17.1	27.6	5.4	19.5
Clinton		6.1	.0037	2.3		8,581	.0032	1,407	3,731		2.4	3,648	42.9	17.2	28.5	26.4	20.7	29.5	7.9	26.9
Hickory		5.2	.0032	1.8		4,040	.0015	777	2,244	3,222	1.8	2,272	69.2	44.5	23.1	34.3	6.2	14.2	1.5	7.0
Holt		9.7	.0058	3.0		12,567	.0047	1,296	4,189	9,733	3.4	3,677	44.5	17.7	30.5	28.1	16.5	23.3	8.5	30.9
Howard		11.3	.0069	3.5	3.0	15,468	.0059	1,369	4,419	8,315	4.4	3,508	48.6	20.2	27.2	26.3	16.9	25.1	7.3	28.4
Howell		23.4	.0141	7.1	5.1	21,327	.0080	911	3,004	4,679	7.5	2,852	55.3	28.3	29.1	34.6	12.0	21.8	3.6	15.3
Iron		9.1	.0055	2.4		7,284	.0027	800	3,035	1,395	2.6	2,782	64.5	28.6	30.1	36.5	12.3	23.1	3.1	11.8
Jackson	72	585.0	.3528	197.4	554.0	1,183,343	.4456	2,023	5,995	15,045	236.2	5,011	25.1	7.3	28.5	17.8	33.5	34.9	14.9	40.0
1▲Kansas City		489.7	.2953	164.2		1,026,726	.3866	2,097	6,253		204.1	5,031	25.4	7.4	26.6	17.9	33.0	34.1	15.0	40.6
Independence		51.1	.0308	16.9		88,068	.0332	1,723	5,211		18.0	4,884	23.0	6.9	24.4	16.9	38.7	41.3	13.9	34.9
Jasper	211	83.3	.0502	28.7	89.2	113,367	.0427	1,361	3,950	10,166	30.4	3,730	38.0	15.3	30.4	27.5	23.7	33.1	6.9	24.1
2△Joplin		41.5	.0250	14.6		64,801	.0244	1,561	4,438		16.1	4,017	36.3	13.2	29.4	24.7	25.6	33.2	8.7	28.9
Carthage		11.5	.0069	3.9		15,693	.0059	1,365	4,024		4.3	3,687	39.3	15.6	30.0	27.4	24.8	35.1	5.9	21.9
Jefferson		41.9	.0253	12.6	15.8	56,746	.0213	1,354	4,501	5,172	12.7	4,475	26.1	8.5	26.5	20.0	37.1	43.2	10.3	28.3
Johnson		23.7	.0143	7.7	8.0	30,245	.0114	1,276	3,928	14,504	9.6	3,151	51.1	23.7	26.8	28.7	16.8	27.8	5.3	19.8
Knox		7.0	.0042	2.5		8,394	.0032	1,199	3,358	6,839	2.5	3,397	46.3	19.9	34.1	34.0	13.5	20.7	6.1	25.4
Laclede		19.9	.0120	6.0	9.3	19,593	.0074	985	3,266	5,814	6.3	3,132	50.8	23.7	30.0	32.3	14.9	24.6	4.3	19.2
Lebanon		9.3	.0056	3.1		12,294	.0046	1,322	3,966		3.4	3,565	44.3	18.2	31.8	30.1	17.8	26.6	6.1	25.7
Lafayette		24.4	.0147	7.8	8.4	32,224	.0121	1,321	4,131	18,440	8.6	3,765	36.8	14.3	30.9	27.7	25.0	34.6	7.3	23.4
Lawrence		23.3	.0141	7.7	4.9	24,800	.0093	1,064	3,221	10,434	8.1	3,054	46.9	22.4	32.4	35.8	17.1	29.2	3.6	12.6
Lewis		10.4	.0062	3.4		12,928	.0049	1,243	3,802	8,031	4.0	3,232	48.9	22.1	27.8	29.1	17.8	28.6	5.5	20.2
Lincoln		13.4	.0081	4.8		16,127	.0061	1,204	3,380	9,651	4.8	3,372	46.0	19.9	28.9	29.1	19.2	29.6	5.9	21.4
Linn		18.5	.0112	6.5	8.9	23,987	.0090	1,297	3,690	9,826	7.0	3,403	43.3	18.6	28.0	27.7	22.9	35.1	5.8	18.6
Livingston		18.4	.0099	5.3	9.2	22,418	.0084	1,367	4,230	9,025	6.1	3,667	44.7	17.8	30.2	27.8	16.7	23.8	8.4	30.6
Chillicothe		9.2	.0055	2.9		14,254	.0054	1,549	4,915		3.7	3,853	42.7	16.2	29.6	25.9	18.5	25.0	9.3	32.9
McDonald		14.2	.0085	4.2		11,561	.0044	814	2,753	5,557	4.5	2,574	59.2	33.6	28.6	37.4	10.1	20.5	2.1	8.5
Macon		17.4	.0105	6.0	4.1	19,494	.0073	1,120	3,249	9,925	6.3	3,093	49.0	23.2	30.3	33.1	16.1	27.2	4.6	16.5
Madison		11.1	.0067	3.1	4.0	11,959	.0045	1,077	3,858	1,634	3.4	3,509	44.5	18.5	26.1	25.2	23.3	34.5	6.1	21.8
Maries		6.8	.0041	2.0		5,910	.0023	869	2,955	2,995	2.1	2,785	54.3	28.5	30.7	37.1	11.7	21.9	3.3	12.5
Marion		30.4	.0183	10.1	20.8	43,250	.0162	1,423	4,283	8,847	11.4	3,784	36.7	14.2	31.4	28.0	24.8	33.9	7.3	23.9
3Hannibal		20.9	.0126	7.2		31,484	.0119	1,506	4,373		8.2	3,859	34.7	13.1	32.1	28.1	25.9	35.0	7.3	23.8
Mercer		6.9	.0042	2.4		7,006	.0027	1,015	2,919	6,559	2.4	2,935	53.1	28.4	29.9	34.5	13.4	23.7	3.6	15.4
Miller		13.3	.0080	4.1	2.7	11,955	.0045	899	2,916	5,652	4.2	2,869	50.5	25.7	30.9	36.3	16.0	29.1	2.6	8.9
Mississippi		23.0	.0139	6.1	8.8	21,701	.0081	944	3,558	15,584	6.5	3,348	52.3	22.8	26.2	26.4	15.4	24.0	6.1	26.8
Moniteau		10.4	.0063	3.4	2.5	10,601	.0040	1,019	3,118	6,417	3.5	2,991	49.5	24.2	30.2	34.1	17.4	30.3	2.9	11.4
Monroe		11.1	.0067	3.7		13,474	.0051	1,214	3,642	10,049	3.9	3,488	44.3	18.5	31.4	30.5	18.2	27.1	6.1	23.9
Montgomery		11.3	.0068	3.8		12,411	.0047	1,098	3,286	6,681	3.8	3,248	47.3	21.3	29.8	31.0	17.3	27.7	5.6	20.0
Morgan		9.6	.0058	3.0		8,636	.0032	900	2,879	4,314	3.2	2,705	56.3	30.4	30.0	37.4	10.5	20.3	3.2	11.9
New Madrid		41.1	.0248	10.4	5.6	31,963	.0121	778	3,075	28,637	11.4	2,796	58.3	30.5	26.6	32.1	11.2	20.8	3.9	16.6
4Sikeston																				
Newton	211	29.2	.0176	9.0	7.4	31,323	.0118	1,073	3,480	7,929	9.6	3,270	48.6	21.7	28.6	29.5	16.9	28.9	5.9	21.9
2△Joplin																				
Nodaway		24.0	.0144	7.5	7.2	33,347	.0125	1,389	4,448	21,791	9.3	3,589	45.2	18.4	28.6	26.8	19.1	27.8	7.1	27.0
Maryville		7.2	.0043	2.4		13,272	.0050	1,843	5,530		3.3	3,980	41.2	15.1	26.7	22.7	23.2	30.4	8.9	31.8
Oregon		11.8	.0072	3.3		9,610	.0036	814	2,912	4,124	3.8	2,559	60.8	34.3	27.0	35.7	10.9	22.1	2.1	7.9
Osage		11.0	.0068	2.9		9,562	.0036	869	3,297	5,792	3.3	2,939	49.4	24.6	31.1	35.6	15.8	28.1	3.7	11.7
Ozark		8.6	.0052	2.3		6,033	.0023	702	2,623	2,549	2.5	2,394	68.4	41.7	22.5	31.9	7.1	15.4	2.0	11.1
Pemiscot		46.2	.0278	12.3	12.2	40,173	.0151	870	3,268	28,639	12.9	3,109	56.0	26.3	25.2	27.5	12.9	21.5	5.9	24.7
Perry		15.1	.0091	4.1	4.7	16,150	.0061	1,070	3,939	7,748	4.4	3,675	38.0	15.1	32.6	29.9	22.5	31.9	6.9	23.1

1 Kansas City is in Clay and Jackson Counties.
2 Joplin is in Jasper and Newton Counties.
3 Hannibal is in Marion and Ralls Counties.
4 Sikeston is in New Madrid and Scott Counties.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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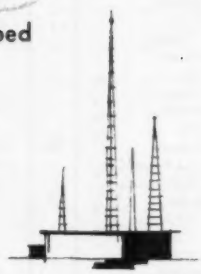
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MISSOURI — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Pettis		34.1	.0206	11.7	22.8	46,948	.0177	1,377	4,013	13,126	12.5	3,751	38.5	15.0	30.2	27.1	24.4	33.9	6.9	24.0
Sedalia		22.8	.0133	7.9		34,384	.0129	1,508	4,352		8.9	3,884	36.3	13.6	30.2	26.4	26.1	35.0	7.4	25.0
Phelps		24.6	.0148	7.2	13.9	27,574	.0104	1,121	3,830	3,656	9.0	3,061	49.9	23.8	28.3	31.2	17.5	29.8	4.3	15.2
Rolla		13.9	.0084	4.0		20,998	.0079	1,511	5,250		6.7	3,144	48.8	22.7	28.1	30.1	18.2	30.1	4.9	17.1
Pike		18.6	.0101	5.8	4.4	22,358	.0084	1,347	3,855	11,773	5.9	3,787	42.2	16.3	29.1	26.2	20.4	28.2	8.3	29.3
Platte		17.1	.0103	5.2		22,907	.0086	1,340	4,405	11,393	5.6	4,116	33.8	13.8	25.8	21.1	24.4	30.9	11.0	34.2
Polk		15.8	.0095	5.1	3.5	15,823	.0060	1,001	3,103	9,809	5.6	2,809	56.5	30.4	27.2	32.7	10.7	19.9	3.6	17.0
Pulaski		10.4	.0063	3.2		9,682	.0038	929	3,019	2,630	3.3	2,909	52.0	26.1	29.5	34.3	15.4	27.5	3.1	12.1
Putnam		8.4	.0050	2.8		8,713	.0033	1,037	3,112	6,388	3.2	2,765	54.5	28.8	30.1	36.6	12.3	23.3	3.1	11.3
Ralls		8.5	.0052	2.5	.1	10,220	.0038	1,202	4,088	7,388	3.0	3,428	44.0	18.8	32.0	31.5	17.3	26.3	6.7	23.4
3Hannibal																				
Randolph		23.2	.0140	8.1	13.4	34,550	.0131	1,489	4,266	8,704	8.7	3,973	38.9	13.6	28.4	24.0	25.7	33.7	9.0	28.7
Moberly		13.4	.0081	4.7		22,212	.0084	1,658	4,726		5.2	4,280	31.9	10.9	27.5	21.6	30.1	36.6	10.5	30.9
Ray		15.7	.0094	5.4	4.3	19,877	.0074	1,266	3,681	11,552	5.8	3,429	43.2	18.4	31.1	30.8	20.1	30.6	5.6	20.2

3 Hannibal is in Marion and Ralls Counties.

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Before using these figures, see explanation page 11.



"ISN'T EAST ST. LOUIS COVERED BY THE ST. LOUIS PAPERS?"



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Here are the facts to remember...

116,225 City Zone Population
Sept. 6 Month ABC Averages

Evening	Sunday
30,563	33,661

The East St. Louis Journal has over three times as much city zone circulation as the St. Louis Post-Dispatch and more than double that of the St. Louis Globe.

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MISSOURI — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Reynolds		6.2	.0038	1.8		4,340	.0017	700	2,713	1,312	1.8	2,377	66.8	40.9	24.1	34.1	7.8	17.2	1.6	7.8
Ripley		11.8	.0070	3.5		9,440	.0035	814	2,697	2,234	3.8	2,501	62.3	36.4	25.3	34.2	10.4	21.7	2.0	7.7
St. Charles	124	33.7	.0203	9.7	16.3	45,809	.0173	1,359	4,723	11,082	11.0	4,170	30.5	10.7	26.9	21.8	33.4	41.7	9.2	25.8
St. Charles		16.3	.0098	4.8		24,731	.0093	1,517	5,152		5.6	4,383	27.8	9.3	25.3	19.5	36.4	43.2	10.5	28.0
St. Clair		9.8	.0059	3.3		9,345	.0035	954	2,832	5,602	3.4	2,786	58.7	30.8	26.7	32.2	11.4	21.4	3.2	15.6
St. Francois		35.6	.0215	10.5	13.7	43,326	.0163	1,217	4,126	2,813	10.7	4,042	31.3	11.3	25.2	21.1	35.8	46.1	7.7	21.5
5St. Louis	124	1,387.9	.8370	428.7	1,333.5	2,628,189	.9895	1,894	6,131	11,480	506.2	5,192	24.4	6.9	24.8	16.1	34.3	34.4	16.5	42.6
▲St. Louis		872.8	.5264	271.1		1,605,587	.6045	1,840	5,922		335.5	4,785	26.0	7.9	26.8	19.0	33.3	36.2	13.9	36.9
Clayton		18.2	.0110	5.5		75,399	.0284	4,143	13,709		7.4	10,258	24.4	3.5	14.5	4.7	20.6	10.5	40.5	81.3
Maplewood		13.7	.0083	4.4		26,004	.0098	1,898	5,910		4.9	5,313	19.0	5.2	20.8	13.3	42.3	41.4	17.9	40.1
University City		45.6	.0275	13.7		114,452	.0431	2,510	8,354		15.2	7,545	17.9	3.5	16.9	7.5	34.1	23.6	31.1	65.4
Webster Groves		27.0	.0163	7.7		66,473	.0250	2,462	8,633		9.0	7,348	20.6	4.1	15.9	7.3	33.5	23.7	30.0	64.9
Kirkwood		26.7	.0161	7.7		57,518	.0217	2,154	7,470		8.7	6,610	18.3	4.1	19.1	9.7	35.9	28.3	26.7	57.9
Overland		18.2	.0110	5.1		29,945	.0113	1,645	5,872		5.5	5,445	18.1	4.9	19.8	12.3	45.1	43.1	17.0	39.7
Ferguson		15.3	.0092	4.1		26,718	.0101	1,746	6,517		4.4	6,129	13.9	3.3	17.2	9.5	45.2	38.4	23.7	48.8
Jennings		19.1	.0115	5.2		33,319	.0125	1,744	6,408		5.7	5,799	13.9	3.5	19.0	11.1	46.7	41.9	20.4	43.5
Richmond Heights		16.4	.0099	4.7		39,053	.0147	2,381	8,309		5.8	6,711	20.9	4.6	17.6	8.8	34.5	26.8	27.0	59.8
Ste. Genevieve		11.2	.0068	3.0	4.0	12,306	.0047	1,099	4,102	4,214	3.2	3,841	37.3	14.2	30.3	26.6	23.8	32.3	8.6	26.9
Saline		26.6	.0160	8.2	11.9	33,282	.0125	1,251	4,059	19,805	9.1	3,657	40.2	16.1	30.2	27.8	22.7	32.4	6.9	23.7
Marshall		9.1	.0055	2.9		14,073	.0053	1,546	4,853		3.7	3,812	37.0	14.2	31.4	27.7	24.6	33.7	7.0	24.4
Schuyler		5.5	.0033	1.8		5,708	.0021	1,037	3,170	4,114	2.0	2,689	51.3	26.0	33.1	38.6	11.9	21.5	3.7	13.9
Scotland		6.7	.0041	2.4		8,973	.0027	1,041	2,905	7,507	2.4	2,896	32.1	26.3	29.0	33.9	16.1	28.9	2.8	10.9
Scott		35.2	.0212	10.1	18.1	37,136	.0139	1,055	3,677	12,610	10.3	3,601	40.1	16.3	30.0	28.1	23.3	33.7	6.6	21.9
4Sikeston		13.1	.0079	4.0		15,722	.0059	1,200	3,931		4.2	3,744	37.9	14.8	30.0	27.0	25.1	35.0	7.0	23.2
Shannon		7.7	.0046	2.1		5,486	.0021	712	2,612	1,698	2.5	2,199	68.8	45.7	24.9	38.1	5.9	14.1	.4	2.1
Shelby		9.4	.0057	3.5		10,373	.0039	1,104	2,964	8,556	3.5	2,987	50.2	24.6	29.3	33.0	16.2	28.3	4.3	14.1
Stoddard		34.3	.0207	9.4	4.7	28,176	.0106	821	2,997	19,837	9.9	2,852	54.7	28.0	29.8	35.2	12.2	22.4	3.3	14.4
Stone		9.5	.0057	2.7		7,365	.0028	775	2,728	4,135	2.9	2,500	62.1	36.3	25.6	34.7	10.4	21.6	1.9	7.4
Sullivan		10.3	.0062	3.4		10,706	.0040	1,039	3,149	8,216	3.8	2,840	54.6	28.1	29.4	35.0	12.9	23.6	3.1	13.3
Taney		10.2	.0062	3.0		9,254	.0035	907	3,085	2,413	3.4	2,708	57.7	30.6	27.5	33.6	11.8	22.3	3.0	13.5
Texas		18.7	.0113	5.8		15,057	.0057	805	2,596	6,077	5.8	2,576	59.6	33.8	27.5	36.0	10.9	22.1	2.0	8.1
Vernon		22.4	.0135	6.8	8.5	28,541	.0096	1,140	3,756	9,470	8.0	3,203	49.5	22.6	27.0	28.5	17.9	29.1	5.6	19.8
Nevada		8.5	.0051	2.9		13,432	.0051	1,580	4,632		3.8	3,536	44.1	18.2	27.3	26.1	21.4	31.5	7.2	24.2

5 St. Louis County combined with Independent City.
4 Sikeston is in New Madrid and Scott Counties.

Before using these figures, see explanation page 11.
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For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

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MISSOURI — Counties and Cities — (Continued)

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COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/58				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$1-2,499 % Units	$1-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Warren		7.8	.0047	2.3		8,202	.0031	1,052	3,281	4,017	2.5	3,287	43.8	19.4	31.3	32.0	19.9	31.6	5.2	17.0
Washington		14.4	.0087	4.0		10,714	.0043	744	2,679	2,491	4.1	2,642	55.1	31.0	30.5	38.9	11.5	22.7	1.9	7.4
Wayne		10.4	.0062	2.7		7,905	.0030	760	2,928	1,553	3.1	2,558	58.1	33.2	29.1	38.5	11.3	23.0	1.5	5.3
Webster		14.8	.0089	4.5		12,383	.0047	837	2,753	7,005	4.6	2,676	56.9	31.1	30.3	38.3	10.1	19.6	2.7	11.0
Worth		4.9	.0030	1.6		5,048	.0019	1,030	3,155	5,131	1.6	3,097	47.7	22.5	33.2	38.2	15.0	25.2	4.1	16.1
Wright		15.5	.0094	4.8	3.1	12,829	.0048	828	2,673	5,396	5.0	2,577	63.1	35.8	24.0	31.4	10.2	20.6	2.7	12.2
Total Above Cities		2,154.8	1.2995	682.3		4,017,786	1.5129	1,865	5,889		837.0	4,800	28.2	8.6	26.5	18.6	31.5	34.2	13.8	38.6
State Total		4,178.8	2.5189	1,310.1	2,689.7	6,399,576	2.4095	1,532	4,883	974,481	1,493.3	4,285	34.7	11.8	27.1	21.4	27.1	32.9	11.1	33.9

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adair		20,213	.0108	3,017	.0096	81	90	4,429	978	2,284	1,130	1,338	4,294	1,232	2,615	512
Kirksville		17,616	.0095		.0068	103	144	3,848	860	1,790	1,130	1,302	3,945	659	2,538	516
Andrew		8,840	.0048	2,267	.0054	78	70	1,760	652	694	167	215	1,680	1,042	1,416	126
Atchison		11,898	.0064	3,605	.0063	97	98	1,847	316	323	318	331	2,820	1,127	2,603	306
Audrain		28,751	.0155	3,464	.0147	95	101	5,634	992	2,712	881	1,630	6,994	1,985	3,392	783
Mexico		19,675	.0106		.0089	111	133	4,095	639	1,873	851	797	5,819	825	1,939	610
Barry		20,270	.0109	3,116	.0095	74	84	3,686	700	1,071	1,073	898	4,313	1,238	1,619	556
Barton		11,355	.0062	2,706	.0058	81	86	2,148	325	534	312	384	2,344	506	1,835	281
Bates		15,553	.0083	2,550	.0086	83	81	3,244	638	2,066	98	293	3,388	1,881	1,761	330
Benton		6,893	.0037	2,757	.0036	71	73	880	395	806	...	299	858	475	991	177
Bollinger		5,816	.0032	1,937	.0037	58	50	1,012	98	1,416	75	510	1,038	313	761	29

▲ and △ See end of state for SM Metropolitan County Areas.

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RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Boone		45,126	.0243	3,178	.0279	91	79	9,384	3,660	3,678	3,000	2,222	8,929	3,438	4,218	1,564
Columbia		37,802	.0204		.0217	103	97	7,970	2,488	3,071	2,823	1,847	7,862	2,075	3,523	1,433
Buchanan	123	110,932	.0598	3,445	.0605	99	97	23,867	8,114	13,733	7,916	7,832	22,730	5,798	6,430	5,040
▲St. Joseph		97,252	.0524		.0517	102	103	18,569	6,629	13,686	7,815	7,436	22,360	2,935	6,078	4,951
Butler		33,072	.0178	2,803	.0172	89	71	5,579	1,896	3,788	1,861	1,487	7,962	2,847	3,331	805
Poplar Bluff		28,315	.0153		.0103	97	144	5,624	1,388	2,454	1,498	1,487	7,907	1,677	3,050	686
Caldwell		10,031	.0054	2,950	.0048	83	93	1,702	546	641	95	100	2,428	745	1,472	115
Callaway		15,826	.0082	2,473	.0105	72	58	2,781	1,026	2,029	419	581	2,798	2,148	1,569	460
Fulton		10,678	.0058		.0056	86	89	2,321	511	946	419	553	2,432	642	947	372
Camden		6,825	.0037	2,844	.0032	71	82	1,678	783	508	144	213	812	832	726	103
Cape Girardeau		49,815	.0269	4,117	.0228	94	111	9,661	1,894	6,179	3,272	3,626	10,055	3,924	4,771	1,394
Cape Girardeau		36,660	.0198		.0152	107	139	6,868	1,260	4,412	2,855	3,091	8,515	2,509	3,106	1,253
Carroll		13,110	.0070	2,622	.0071	78	77	2,674	450	574	473	582	3,068	1,016	1,934	289
Carter		2,315	.0013	1,654	.0017	61	46	428	219	562	38	80	186	530	107	57
Cass		22,371	.0120	3,442	.0105	90	103	4,826	1,134	441	703	776	3,926	2,794	3,413	949
Cedar		10,113	.0055	2,809	.0046	74	89	1,800	415	448	252	376	2,037	683	793	153
Chariton		12,450	.0067	2,849	.0089	79	77	2,312	415	1,085	322	425	2,035	1,113	1,384	253
Christian		7,103	.0038	1,869	.0047	64	82	835	342	1,055	42	92	1,289	637	781	181
Clark		7,287	.0040	2,603	.0039	74	75	1,283	302	598	49	203	1,159	1,275	1,246	111
Clay	72	124,530	.0671	6,486	.0464	130	188	17,457	6,591	40,668	3,899	2,716	21,489	7,170	13,129	5,057
North Kansas City		82,467	.0444		.0161	474	1,306	7,688	1,579	38,463	2,729	1,331	12,276	2,678	9,615	3,137
1▲Kansas City																
Clinton		17,730	.0095	4,668	.0071	104	140	3,762	509	619	671	235	3,373	700	1,815	498
Cole		43,942	.0237	4,351	.0213	96	107	9,097	2,222	4,551	2,816	2,235	9,893	2,601	4,310	1,324
Jefferson City		41,656	.0225		.0190	105	124	8,833	1,912	4,133	2,816	2,235	9,712	2,186	4,151	1,324
Cooper		14,024	.0076	2,750	.0084	87	78	2,465	753	1,343	532	1,660	2,714	1,303	1,624	502
Crawford		8,708	.0047	2,561	.0049	71	68	1,914	750	608	152	262	2,096	611	817	281
Dade		6,577	.0035	2,268	.0037	67	64	800	213	924	200	74	663	370	1,120	180
Dallas		8,140	.0044	2,626	.0041	67	72	1,133	240	792	72	582	1,786	702	804	200
Daviess		8,559	.0046	2,378	.0050	76	70	1,327	352	560	133	213	2,569	725	1,128	247
De Kalb		6,061	.0033	2,165	.0034	74	72	1,223	342	213	157	49	888	790	1,102	129
Dent		10,522	.0056	3,288	.0047	75	89	3,035	264	1,117	516	550	1,447	780	1,231	213
Douglas		6,167	.0034	1,762	.0043	57	45	823	160	885	250	...	1,193	671	308	245
Dunklin		41,007	.0221	3,204	.0197	79	79	7,564	1,475	2,158	2,739	1,252	9,888	4,679	6,256	967
Kennett		18,063	.0097		.0061	107	170	2,856	560	640	2,136	383	7,068	833	2,001	364
Franklin		39,220	.0211	3,381	.0199	87	92	9,186	2,857	3,105	1,394	1,829	8,461	3,066	3,321	1,094
Gasconade		12,496	.0067	3,124	.0061	80	88	2,544	749	1,107	248	750	1,375	1,057	3,478	473
Gentry		9,873	.0054	2,992	.0062	68	89	1,848	281	447	247	76	2,743	678	1,537	295
Greene	142	130,021	.0700	3,325	.0673	95	96	25,455	7,541	17,565	8,092	7,929	27,979	9,398	11,117	4,219
▲Springfield		117,151	.0631		.0574	103	114	24,338	6,000	15,589	8,017	7,872	26,721	5,914	10,535	4,100
Grundy		15,661	.0085	3,559	.0071	91	109	2,530	764	1,498	444	503	3,044	1,134	1,847	441
Trenton		13,545	.0073		.0046	128	203	2,177	604	1,206	444	477	3,025	912	1,626	361
Harrison		16,722	.0090	3,889	.0071	89	113	2,391	745	1,127	160	582	2,127	4,429	3,424	326
Henry		20,794	.0112	3,151	.0099	85	97	4,424	1,123	1,512	786	517	5,658	1,112	2,860	821
Clinton		14,034	.0076		.0046	124	205	2,622	645	973	583	459	4,737	478	2,033	454
Hickory		2,489	.0013	1,383	.0018	56	41	415	132	520	...	52	33	448	214	83
Holt		10,344	.0056	3,448	.0052	90	97	1,443	379	198	163	240	2,713	1,199	1,554	321
Howard		7,566	.0041	2,162	.0056	81	59	1,786	359	255	313	236	1,383	861	1,197	434
Howell		22,241	.0120	3,133	.0104	74	85	3,624	816	3,832	998	823	5,636	1,525	872	588
Iron		4,440	.0024	1,850	.0031	56	44	1,090	209	600	113	61	1,102	461	245	182
Jackson	72	980,543	.5284	4,967	.4519	128	150	188,734	65,618	252,986	70,886	45,343	185,695	42,206	64,211	49,259
1▲Kansas City		872,805	.4704		.3935	133	159	130,716	61,821	244,084	68,632	40,815	141,654	26,873	53,678	44,103
Independence		58,402	.0315		.0322	105	102	14,414	2,190	6,588	1,676	3,158	16,552	3,491	3,381	3,251
Jasper	211	100,828	.0544	3,513	.0477	95	108	21,235	5,711	12,879	4,444	3,847	23,661	8,222	7,167	2,590
2△Joplin		66,789	.0360		.0280	112	144	13,184	4,236	10,000	3,238	2,668	17,380	3,863	3,411	1,486
Carthage		17,074	.0092		.0071	103	133	3,759	639	1,701	632	549	4,633	1,628	1,326	691
Jefferson		37,998	.0205	3,018	.0219	87	81	10,659	3,076	2,892	1,154	1,472	8,193	3,631	3,896	845
Johnson		19,422	.0104	2,522	.0117	82	73	4,281	1,317	907	758	856	3,086	2,235	2,632	740

1 Kansas City is in Clay and Jackson Counties.

2 Joplin is in Jasper and Newton Counties.

‡ General Merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order".

Before using these figures, see explanation page 11.

▲ and △ See end of state for SM Metropolitan County Areas.

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Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Knox		6,038	.0033	2,415	.0034	81	79	1,080	174	210	95	242	991	491	1,642	147
Laclede		21,025	.0113	3,504	.0095	79	94	3,032	758	2,235	952	631	7,126	1,691	1,477	498
Lebanon		18,639	.0100		.0064	114	179	2,605	548	1,992	952	631	6,367	1,361	1,175	498
Lafayette		26,135	.0141	3,381	.0132	90	98	4,788	1,432	1,701	1,128	1,380	5,511	2,356	2,364	1,106
Lawrence		18,706	.0101	2,429	.0105	74	72	2,913	764	1,180	653	1,148	3,772	1,695	2,518	613
Lewis		10,528	.0057	3,096	.0054	87	92	1,432	512	664	128	273	3,064	679	1,365	132
Lincoln		18,471	.0083	3,223	.0072	89	102	2,165	651	1,651	101	318	4,732	748	2,570	191
Linn		17,567	.0095	2,707	.0096	86	85	3,888	767	1,654	519	446	4,345	1,156	1,833	624
Livingston		19,890	.0107	3,753	.0094	95	108	3,348	897	1,719	982	816	3,284	1,335	3,181	633
Chillicothe		16,743	.0090		.0065	118	164	2,871	807	1,575	982	816	3,284	1,042	1,097	633
McDonald		12,413	.0067	2,955	.0059	69	79	1,519	435	2,116	27	81	2,269	777	341	196
Macon		16,196	.0087	2,700	.0083	79	83	2,686	804	1,516	739	687	3,832	1,079	2,406	500
Madison		9,040	.0049	2,916	.0051	76	73	2,039	646	666	178	306	1,735	623	961	228
Maries		3,773	.0020	1,887	.0026	63	49	460	99	518	58	87	1,042	275	402	87
Marion		33,270	.0180	3,294	.0171	93	98	7,795	2,272	1,961	1,944	2,005	7,149	3,090	3,281	976
3Hannibal		25,684	.0138		.0126	100	110	6,546	1,609	1,911	1,765	1,858	6,450	1,641	1,790	934
Mercer		5,663	.0030	2,360	.0031	74	71	966	129	194	57	94	1,029	515	1,207	92
Miller		11,681	.0063	2,849	.0057	71	79	2,346	776	919	169	370	3,141	825	986	186
Mississippi		17,698	.0095	2,901	.0097	70	68	4,282	581	1,821	328	1,022	3,589	1,337	3,407	507
Moniteau		8,962	.0049	2,636	.0048	76	78	1,664	377	621	122	572	2,427	714	1,236	147
Monroe		10,509	.0056	2,840	.0055	82	84	1,918	339	498	354	889	2,330	600	1,674	189
Montgomery		10,698	.0058	2,815	.0055	81	85	1,634	479	901	158	254	1,866	965	1,792	364
Morgan		9,275	.0050	3,092	.0042	72	66	2,514	359	394	544	174	1,378	962	870	127
New Madrid		21,904	.0118	2,106	.0146	59	48	4,720	1,178	2,643	809	1,286	2,111	2,215	4,536	609
4Sikeston																
Newton	211	26,943	.0145	2,994	.0138	78	82	3,845	916	1,154	890	587	9,233	2,963	2,074	546
2△Joplin																
Nodaway		21,419	.0116	2,856	.0126	88	81	3,607	1,099	1,988	533	641	4,404	2,118	3,195	524
Maryville		14,358	.0077		.0057	133	179	2,351	695	1,473	506	463	3,924	562	2,102	384
Oregon		7,294	.0039	2,210	.0044	61	54	1,773	393	345	113	45	1,706	471	568	249
Osage		7,034	.0038	2,426	.0042	64	58	955	386	731	...	204	2,006	459	509	49
Ozark		3,783	.0020	1,636	.0028	54	38	822	132	988	111	373	511	283	127	111
Pemiscot		27,806	.0150	2,261	.0176	93	54	6,407	1,244	3,421	1,214	1,487	5,678	2,717	3,230	678
Perry		11,742	.0063	2,884	.0068	75	69	1,639	878	2,389	75	558	1,361	1,381	1,759	240
Pettis		39,271	.0212	3,356	.0193	94	103	7,642	2,360	3,593	2,299	2,013	9,720	2,422	3,595	1,077
Sedalia		35,634	.0192		.0150	109	129	6,672	2,015	3,609	2,299	2,005	9,559	1,518	3,204	1,008
Phelps		25,478	.0137	3,538	.0123	83	93	5,647	1,873	1,006	1,002	925	6,259	1,693	2,024	707
Rolla		18,760	.0101		.0087	104	120	4,013	1,195	637	766	764	5,598	807	1,396	520
Pike		17,557	.0097	3,079	.0091	90	95	2,983	844	1,081	331	489	2,604	2,636	2,790	325
Platte		21,647	.0116	4,163	.0090	98	113	4,337	920	386	71	102	1,179	7,516	4,013	112
Polk		13,789	.0075	2,704	.0071	75	79	1,573	314	807	399	630	2,854	825	961	250
Pulaski		15,263	.0082	4,770	.0055	87	130	3,188	1,433	1,178	713	798	2,160	1,639	1,022	785
Putnam		5,594	.0030	1,998	.0036	72	60	918	173	665	202	102	1,443	289	868	208
Ralls		4,181	.0023	1,672	.0036	89	44	996	223	289	...	98	577	268	907	151
3Hannibal																
Randolph		27,520	.0148	3,398	.0138	99	106	5,034	1,784	2,916	1,178	1,534	6,197	1,880	3,268	712
Moberly		23,087	.0124		.0095	117	153	4,253	1,161	2,710	1,176	1,455	5,936	940	2,290	609
Ray		12,311	.0066	2,280	.0076	81	70	2,424	336	828	397	649	2,686	791	1,963	521
Reynolds		3,209	.0018	2,006	.0021	55	47	519	80	683	21	...	1,073	211	109	21
Ripley		6,596	.0035	1,885	.0042	60	50	2,021	173	430	282	242	988	238	421	206
St. Charles	121	40,813	.0220	4,208	.0193	95	108	7,914	2,904	2,988	1,758	1,575	9,351	2,912	5,702	979
St. Charles		26,536	.0143		.0109	111	146	6,185	1,600	1,387	1,660	1,100	6,224	1,444	3,791	882
St. Clair		6,149	.0033	1,863	.0039	66	56	786	315	382	111	72	1,883	294	900	180
St. Francois		32,723	.0177	3,116	.0178	83	82	10,346	1,410	2,540	1,338	1,287	7,159	2,300	3,748	873
5St. Louis	124	1,719,420	.9266	4,011	.9401	112	111	391,521	134,388	300,007	95,104	93,328	328,503	100,138	86,934	59,824
▲St. Louis		1,238,043	.6673		.6077	115	127	236,327	106,990	257,662	76,784	78,809	234,145	57,266	50,976	39,826
Clayton		73,905	.0398		.0283	257	362	16,269	3,651	20,146	6,701	2,030	15,870	1,444	1,729	2,180
Maplewood		43,991	.0237		.0137	165	286	6,832	1,138	3,637	3,095	1,526	21,439	852	2,146	2,220
University City		32,611	.0176		.0323	117	64	13,040	1,807	4,224	696	1,506	3,379	2,051	832	2,410
Webster Groves		31,021	.0167		.0208	128	102	11,345	503	1,856	318	606	5,753	2,073	5,157	1,467
Kirkwood		30,970	.0167		.0191	119	104	8,087	1,379	1,697	704	655	11,016	2,502	1,788	1,415
Overland		17,728	.0096		.0107	97	87	6,360	1,041	975	1,827	600	965	1,657	2,255	723
Ferguson		20,107	.0108		.0101	110	117	9,073	508	1,729	547	780	3,536	957	766	783
Jennings		13,697	.0074		.0108	94	64	5,241	475	516	430	555	1,769	1,335	852	412
Richmond Heights		10,838	.0058		.0111	112	80	3,781	1,033	235	27	555	1,947	1,763	345	424

2 Joplin is in Jasper and Newton Counties.
3 Hannibal is in Marion and Ralls Counties.
4 Sikeston is in New Madrid and Scott Counties.
5 St. Louis County combined with Independent City.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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55 Years of Advertising Leadership



Measured in world events and Twentieth Century progress, 55 years is a long time. Through the years we trace the change from the hitching post to motor car to jet plane; from the cracker box to the super market; from cobblestones to turnpikes.

Through these years of change, one thing has remained unchanged . . the advertising leadership of the Post-Dispatch.

Measured in terms of advertising, more people live better lives because of it, and, measured in terms of advertising leadership, the fifty-fifth year is an event of conspicuous achievement for this newspaper. To maintain this standing for better than half a century, the Post-Dispatch consistently has penetrated the market, reached the buying source and produced the business for the advertiser.

1955 was our greatest advertising year. . . in round figures, more than 38,000,000 lines. Once again the choice of American business is undeniable; it considers the Post-Dispatch its staunchest support in St. Louis' ever-expanding market. Excluding all syndicated magazine advertising, it is in these basic fields that we have broken all previous advertising records for a St. Louis newspaper.

In Total Advertising
In Local Advertising
In National Advertising
In Food Advertising
(Retail and General combined)
In Rotogravure Advertising
(over a million lines)
In R.O.P. Color Advertising
In Department Store Advertising
In Real Estate Advertising
In Display Automotive Advertising

To sell the nation's 7th largest market, use the

ST. LOUIS POST-DISPATCH

The Selling Force Behind St. Louis Business

ADVERTISING OFFICES

NEW YORK 17, N. Y.
Joseph V. Ambrose, Mgr.
ST. LOUIS POST-DISPATCH
521 Fifth Ave.

CHICAGO 11, ILL.
Mr. Robert C. Bowden, Mgr.
ST. LOUIS POST-DISPATCH
1629 Tribune Tower

SAN FRANCISCO 5, CALIF.
West-Holliday Co., Inc.
625 Market St.

MIAMI BEACH, FLORIDA
Mr. Lee Adler
The Leonard Co.
311 Lincoln Road

ST. LOUIS 1, MO.
1111 Olive St.



MISSOURI — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

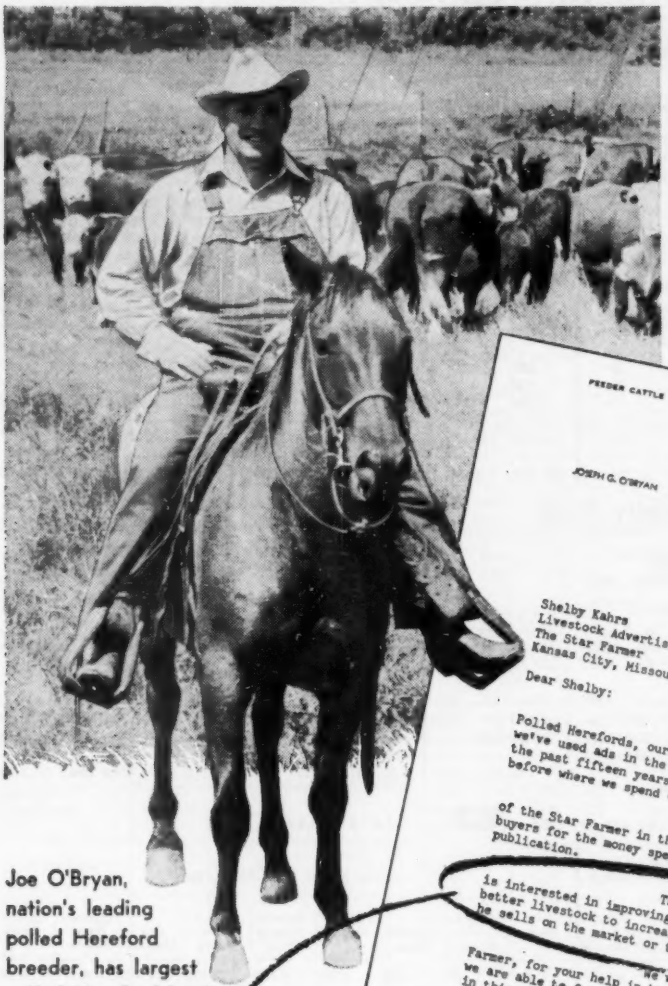
COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Ste. Genevieve		8,788	.0048	2,929	.0052	76	71	1,820	1,053	945	157	218	1,612	635	1,852	66
Saline		25,725	.0138	3,137	.0136	85	86	4,206	1,429	2,199	903	1,077	5,553	1,522	3,333	672
Marshall		15,809	.0085		.0063	115	155	2,604	660	1,419	742	663	3,353	547	2,657	443
Schuyler		7,156	.0039	3,976	.0029	88	118	1,503	149	138	42	...	2,071	435	587	283
Scotland		6,087	.0033	2,536	.0031	76	80	1,096	176	533	124	483	1,445	584	781	220
Scott		33,786	.0182	3,345	.0167	79	86	7,458	1,382	2,005	1,720	1,454	6,334	3,840	5,842	712
Sikeston[1]		25,051	.0135		.0086	109	171	4,482	686	1,103	1,674	1,166	6,132	2,775	4,616	436
Shannon		2,863	.0015	1,363	.0024	52	33	795	167	539	...	33	571	213	165	65
Shelby		9,460	.0051	2,703	.0046	81	89	1,704	286	515	491	330	1,433	1,060	1,609	193
Stoddard		23,884	.0129	2,841	.0133	84	82	4,774	885	1,885	760	1,271	5,998	1,548	4,708	378

1 Sikeston is in New Madrid and Scott Counties.

© SM, 1956.

Before using these figures, see explanation page 11.

JOE O'BRYAN GIVES YOU A GOOD STEER!



Joe O'Bryan, nation's leading polled Hereford breeder, has largest polled Hereford herd.

Says Weekly Star Farmer reaches more farm buyers than any other farm publication.

FEEDER CATTLE HAMPSHIRE HOGS STOCKER CATTLE

JOSEPH G. O'BRYAN

THE O'BRYAN RANCH
MIATTVILLE, BOURBON CO. KANSAS

January 30, 1956

Shelby Kahrs
Livestock Advertising Department
The Star Farmer
Kansas City, Missouri

Dear Shelby:

To contact buyers for our Registered Polled Herefords, our Hampshire hogs, and our commercial cattle, we've used ads in the Star Farmer in nearly every issue for the past fifteen years. Today we are more careful than ever before where we spend our advertising dollar.

And we find with the large circulation of the Star Farmer in the Mid West we are able to reach more buyers for the money spent in the Star Farmer than any other publication.

The Star Farmer gets to the man who is interested in improving his livestock and wants to raise better livestock to increase the value of his livestock whether he sells on the market or thru sales.

We want to thank you, and The Star Farmer, for your help in building our herds to a point where we are able to furnish superior livestock to the farmer market in this great Mid West.

Sincerely,
Joe O'Bryan
Joe O'Bryan

"The Star Farmer gets to the man who is interested in improving his livestock and wants to raise better livestock to increase the value of his livestock whether he sells on the market or thru sales."

Weekly Star Farmer

Largest Weekly Farm Publication in America

PUBLISHED IN KANSAS CITY, MO.

KANSAS CITY	CHICAGO	NEW YORK	SAN FRANCISCO
1729 Grand Ave.	202 S. State St.	21 E. 40th St.	625 Market St.
HArrison 1-1200	WEbster 9-0532	Murray Hill 3-6161	GArfield 1-2003

MISSOURI — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Stone		4,768	.0026	1,766	.0033	58	46	740	117	552	72	75	828	189	266	58
Sullivan		6,582	.0035	1,939	.0043	69	56	1,121	186	737	107	232	1,316	779	896	213
Taney		9,006	.0049	3,003	.0045	73	79	1,516	849	1,354	375	164	1,250	793	1,088	289
Texas		12,306	.0066	2,122	.0071	63	58	2,787	439	1,388	240	280	3,757	863	1,173	310
Vernon		18,140	.0098	2,663	.0104	77	73	3,925	931	1,710	586	1,052	3,301	1,594	2,260	524
Nevada		15,081	.0081		.0060	118	159	3,111	795	1,404	586	1,026	3,199	1,226	2,085	488
Warren		6,523	.0035	2,609	.0036	77	74	1,281	515	500	62	107	1,130	386	1,055	119
Washington		8,339	.0045	2,085	.0050	57	52	2,040	373	699	137	117	1,881	863	1,845	106
Wayne		4,339	.0023	1,807	.0035	56	37	978	284	851	121	134	1,225	525	271	87
Webster		9,461	.0051	2,102	.0056	63	57	1,409	297	631	548	308	2,619	712	916	224
Worth		4,416	.0024	2,760	.0023	77	80	836	75	321	87	712	1,094	362	512	74
Wright		12,975	.0070	2,703	.0064	68	74	1,793	347	1,879	307	389	2,318	728	885	257
Total Above Cities		3,298,276	1.7775		1.5496	119	137	621,370	224,257	663,505	212,521	175,829	662,443	145,941	205,989	127,677
State Total		4,821,612	2.5986	3,680	2.4881	99	103	961,919	310,131	776,554	249,471	229,315	939,195	319,279	393,055	169,650

MISSOURI — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Joplin	211	112.5	.0678	37.7	66.8	144,890	.0545	1,288	3,838
Kansas City	72	955.5	.5764	314.4	843.8	1,849,781	.6966	1,936	5,884
St. Joseph	123	101.8	.0614	32.2	86.7	160,801	.0606	1,580	4,994
St. Louis	124	1,849.2	1.1152	589.6	1,672.3	3,353,779	1.2627	1,814	5,688
Springfield	142	117.9	.0711	39.1	100.8	170,424	.0641	1,445	4,359
Total Above Areas		3,136.9	1.8919	993.0	2,770.2	5,679,475	2.1385	1,811	5,720

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Joplin	211	127,776	.0689	3,389	.0615	91	102	25,088	6,827	14,033	5,334	4,444	32,894	11,185	5,241	3,136
Kansas City	72	1,380,225	.7331	4,326	.6835	119	127	247,120	85,474	308,656	84,840	59,340	253,048	67,824	100,841	65,660
St. Joseph	123	110,932	.0598	3,445	.0605	90	97	23,867	8,114	13,733	7,916	7,832	22,730	5,708	6,430	5,040
St. Louis	124	1,295,732	1.1833	3,855	1.2083	108	106	512,449	179,158	339,279	119,063	117,499	428,952	134,316	127,582	72,618
Springfield	142	130,021	.0700	3,325	.0673	95	98	25,453	7,541	17,565	8,092	7,829	27,879	9,398	11,117	4,219
Total Above Areas		3,924,686	2.1151	3,952	2.0821	110	112	833,971	286,912	893,268	225,245	197,044	765,603	228,521	255,191	150,673

MONTANA — Counties and Cities — (Other Mountain States: Arizona, Colorado, Idaho, Nevada, New Mexico, Utah, Wyoming.)

Map, page 536 City	County	Pop. (thous.)	NUMBER OF OUTLETS										City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs				Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Anaconda	Deer Lodge	13.0	168	45	39	4	8	9	15	13	11	4	Helena	Lewis & Clark	18.8	287	46	55	14	25	16	24	30	15	11
Billings	Yellowstone	42.4	498	64	91	39	44	39	29	63	31	15	Kalispell	Flathead	10.6	230	38	35	19	22	15	20	27	14	5
Bozeman	Gallatin	11.9	182	23	29	13	17	14	9	25	19	6	Lewistown	Fergus	8.1	143	23	22	9	10	8	12	18	16	5
Butte	Silver Bow	35.6	606	155	195	33	42	25	26	44	18	13	Livingston	Park	8.2	158	16	42	12	13	8	5	19	12	4
Great Falls	Cascade	48.9	513	79	100	52	30	33	38	69	36	11	Miles City	Custer	11.0	140	19	28	11	11	6	10	13	10	3
Harve	Hill	10.0	142	19	32	13	7	7	12	13	16	4	Missoula	Missoula	23.7	336	49	61	35	25	20	23	43	23	13

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Before using these figures, see explanation page 11.

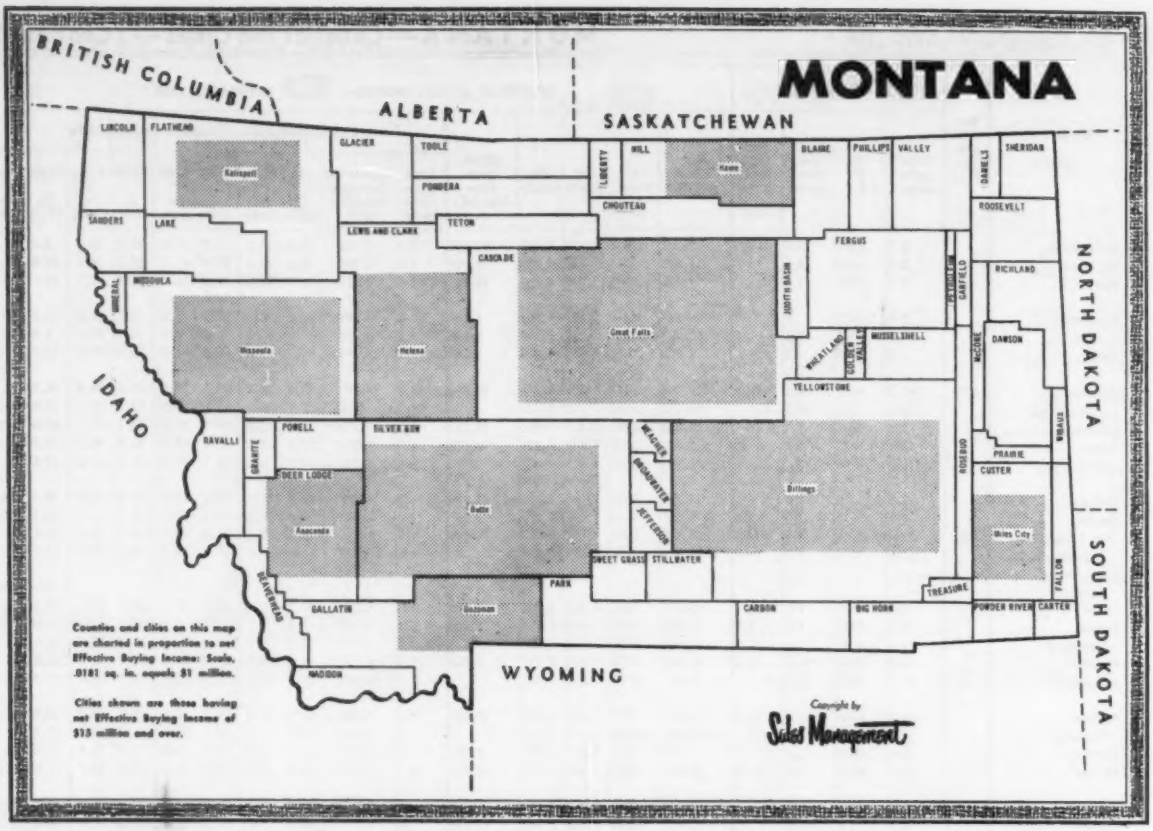
For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Beaverhead		8.2	.0037	2.5	3.1	9,507	.0038	1,533	3,803	10,806	2.5	3,832	40.2	14.8	31.7	27.0	19.3	25.3	8.8	32.9
Big Horn		9.4	.0057	2.5		11,819	.0044	1,257	4,728	12,836	2.6	4,492	34.8	10.9	29.8	21.7	22.6	25.3	12.8	42.1
Blaine		8.3	.0050	2.5		11,409	.0043	1,375	4,564	10,149	2.8	4,062	36.3	12.6	26.6	21.4	26.4	32.7	10.7	33.3
Broadwater		2.9	.0017	.9		4,324	.0016	1,491	4,804	4,584	.9	4,721	30.9	9.3	30.3	20.9	25.3	27.0	13.5	42.8
Carbon		9.8	.0059	3.3	2.7	11,254	.0043	1,148	3,410	8,428	3.0	3,708	37.8	14.4	30.5	26.8	24.1	32.7	7.6	26.1
Carter		2.4	.0015	.6		3,275	.0012	1,365	5,458	5,538	.7	4,699	33.7	10.1	35.6	24.7	16.2	17.4	14.5	47.8
Cascade	207	62.5	.0377	20.6	48.9	119,042	.0448	1,905	5,779	14,556	22.7	5,254	23.2	6.2	22.5	13.9	37.5	36.0	16.8	43.9
△Great Falls		48.9	.0295	15.5		96,435	.0363	1,972	6,223		18.2	5,310	22.4	6.0	22.0	13.5	38.4	36.4	17.2	44.1
Chouteau		7.0	.0042	2.4		16,588	.0063	2,369	6,911	18,381	2.3	7,112	23.5	4.7	24.5	11.2	24.1	17.1	27.9	67.0
Custer		13.1	.0079	4.2	11.0	20,270	.0076	1,547	4,826	6,846	4.3	4,674	27.8	8.4	25.1	17.5	33.4	36.0	13.7	38.1
Miles City		11.0	.0066	3.6		17,953	.0068	1,632	4,987		3.8	4,686	27.7	8.4	24.7	17.1	33.8	36.3	13.8	38.2
Daniels		3.4	.0020	1.0		3,732	.0014	1,098	3,732	3,875	.9	4,106	42.9	14.8	24.2	19.2	22.0	27.0	10.9	39.0
Dawson		9.7	.0059	3.0	5.7	15,827	.0060	1,632	5,276	5,991	3.3	4,849	24.4	7.1	25.3	17.1	35.2	36.5	15.1	39.3
Deer Lodge	186	19.2	.0116	5.3	13.0	28,549	.0107	1,487	5,387	1,293	5.9	4,845	18.5	5.4	21.8	14.6	47.3	49.2	12.4	30.8
△Anaconda		13.0	.0078	4.0		22,871	.0086	1,759	5,718		4.6	4,950	17.3	4.9	21.0	13.9	48.7	49.5	13.0	31.7
See Butte-Anaconda																				
Fallon		3.6	.0021	1.0		5,767	.0022	1,602	5,767	3,966	1.2	4,900	28.1	8.1	28.2	18.7	29.1	29.9	14.6	43.3
Fergus		14.5	.0088	4.8	8.1	27,607	.0104	1,904	5,751	17,906	5.1	5,407	27.0	7.1	26.8	16.1	29.2	27.2	17.0	49.6
Lewistown		8.1	.0049	2.5		15,145	.0057	1,870	6,058		3.0	4,988	28.3	8.0	27.0	17.7	29.8	30.1	14.9	44.2
Flathead		33.9	.0204	11.2	14.3	47,229	.0178	1,393	4,217	7,609	11.0	4,296	26.4	8.7	27.0	20.5	35.6	41.7	11.0	29.1
Kalispell		10.6	.0064	3.7		16,495	.0062	1,556	4,458		3.7	4,492	27.6	8.7	24.6	17.9	35.9	40.2	11.9	33.2
Gallatin		24.1	.0146	7.8	11.9	40,652	.0153	1,687	5,349	12,890	9.2	4,401	32.5	10.4	24.9	18.4	29.9	34.3	12.7	36.9
Bozeman		11.9	.0072	3.6		22,283	.0084	1,873	6,190		5.2	4,321	36.0	11.8	22.8	17.2	28.8	33.5	12.4	37.5
Garfield		2.0	.0012	.7		2,284	.0012	1,142	4,691	4,385	.7	4,931	43.7	12.5	25.6	17.0	14.9	15.2	15.8	55.3
Glacier		10.2	.0061	2.9	4.0	14,413	.0054	1,413	4,970	4,629	3.1	4,680	26.9	8.1	23.6	16.4	36.2	39.0	13.3	36.5
Golden Valley		1.4	.0009	.4		2,260	.0009	1,614	5,650	2,511	.4	5,305	34.0	9.1	28.5	16.3	22.8	21.6	16.7	53.0
Granite		2.7	.0016	1.0		3,938	.0015	1,459	3,938	1,997	.9	4,267	29.8	9.9	28.5	21.8	31.3	36.9	10.4	31.4
Hill		16.2	.0098	5.2	10.0	26,152	.0098	1,614	5,029	7,067	5.1	5,177	28.0	7.8	22.0	14.0	31.5	30.7	18.3	47.7
Havre		10.0	.0060	3.3		17,845	.0067	1,785	5,408		3.4	5,262	26.6	7.1	20.9	12.9	33.7	32.3	18.8	47.7
Jefferson		4.0	.0024	1.0		4,043	.0015	1,011	4,043	2,500	1.0	3,956	39.7	14.2	29.8	24.8	20.5	20.0	10.0	35.2
Judith Basin		3.3	.0020	.9		6,814	.0026	2,065	7,571	9,742	1.1	6,321	26.7	6.0	25.4	13.1	24.6	19.6	23.3	61.3
Lake		12.4	.0074	3.8		12,378	.0047	998	3,257	7,541	3.7	3,333	41.8	17.7	32.6	31.9	19.5	29.5	6.1	20.9
Lewis and Clark		28.9	.0163	9.1	18.8	49,220	.0185	1,830	5,409	5,557	9.7	5,080	24.7	6.8	22.3	14.3	35.7	35.4	17.3	43.4
Helena		18.8	.0113	6.2		34,878	.0131	1,855	5,625		6.8	5,152	23.1	6.3	22.4	14.2	36.7	35.9	17.8	43.6
Liberty		1.8	.0011	.4		3,725	.0014	2,069	9,313	5,484	.6	6,188	23.3	5.3	23.2	12.3	29.7	24.2	23.8	58.2
Lincoln		10.1	.0060	3.2		13,042	.0049	1,291	4,078	752	3.2	4,086	30.4	10.5	24.8	19.9	35.0	43.1	9.8	26.5
McCone		7.2	.0044	2.1		12,292	.0046	1,707	5,853	5,888	2.3	5,444	30.2	7.8	26.0	15.6	22.9	21.2	20.9	55.4
Madison		4.4	.0026	1.4		6,263	.0024	1,423	4,474	7,878	1.5	4,093	32.3	11.1	32.1	25.6	26.1	32.1	9.5	31.2
Meagher		2.1	.0013	.8		3,143	.0012	1,497	3,929	3,319	.8	3,787	36.1	13.5	36.0	31.1	19.9	26.4	8.0	29.0
Mineral		2.0	.0012	.6		2,753	.0010	1,377	4,588	209	.7	3,955	27.3	9.7	29.6	24.4	34.9	44.5	8.2	21.4
Missoula		41.7	.0252	13.8	26.8	65,814	.0248	1,578	4,839	3,151	15.6	4,231	31.7	10.6	25.9	19.9	31.1	37.0	11.3	32.5
Missoula		23.7	.0143	7.3		41,683	.0157	1,759	5,710		9.9	4,216	33.9	11.4	24.8	19.1	29.7	35.5	11.6	34.0
Musselshell		5.4	.0032	1.9	2.9	8,776	.0033	1,625	4,619	3,450	1.8	4,909	27.2	9.0	25.0	16.9	33.5	35.1	14.3	40.0
Park		12.7	.0077	4.2	8.2	20,086	.0075	1,582	4,782	6,174	4.4	4,603	24.6	7.6	26.2	18.4	36.6	40.3	12.4	33.7
Livingston		8.2	.0049	2.5		13,607	.0051	1,659	5,443		2.9	4,633	22.9	7.0	24.7	17.4	39.5	42.9	12.9	32.7
Petroleum		.9	.0005	.3		1,513	.0006	1,681	5,043	2,339	.3	4,463	30.7	9.7	21.2	15.6	36.6	41.2	11.5	33.5
Phillips		5.6	.0035	2.1		8,110	.0031	1,398	3,862	6,503	2.0	4,092	38.5	13.3	24.9	19.7	26.1	32.2	10.5	34.8
Pondera		6.4	.0039	1.8		14,526	.0055	2,270	8,069	11,148	2.1	6,839	22.6	4.7	22.9	10.9	30.3	22.3	24.2	62.1
Powder River		2.9	.0017	1.0		5,524	.0020	1,905	5,524	7,206	.9	5,877	31.2	7.5	21.7	12.0	25.2	21.6	21.9	58.9
Powell		6.3	.0038	1.8	3.8	8,601	.0033	1,365	4,778	4,310	1.9	4,445	25.4	8.1	24.1	17.7	36.7	43.8	11.8	30.4
Prairie		2.4	.0015	.8		3,735	.0014	1,556	4,669	2,972	.7	5,007	29.0	8.2	25.3	18.5	32.4	32.6	13.3	42.7
Ravalli		12.7	.0076	4.3	2.8	14,605	.0056	1,150	3,397	7,919	4.1	3,546	37.5	14.9	33.3	30.6	22.3	31.7	6.9	22.8
Richland		10.5	.0064	3.2	4.1	12,928	.0048	1,231	4,040	10,466	2.9	4,418	31.2	10.0	30.4	22.5	26.0	29.6	12.4	37.9
Roosevelt		10.1	.0061	3.0	2.7	12,757	.0049	1,263	4,252	7,428	2.8	4,605	33.2	10.2	26.8	18.9	26.6	29.1	13.4	41.8
Rosebud		6.5	.0039	1.8		9,129	.0034	1,404	5,072	8,224	2.1	4,347	36.9	12.0	26.2	19.7	25.0	28.9	11.9	39.4
Sanders		7.1	.0043	2.5		8,209	.0031	1,156	3,284	2,482	2.3	3,574	35.4	14.0	32.4	29.6	25.1	35.3	7.1	21.1
Sheridan		6.5	.0039	1.8		9,217	.0035	1,418	5,121	6,393	2.0	4,648	32.8	10.0	28.0	19.6	26.4	28.6	12.8	41.8
Silver Bow	186	55.9	.0337	20.1	41.3	92,513	.0348	1,655	4,603	1,065	20.6	4,486	25.0	7.9	22.8	16.5	40.8	45.8	11.4	29.8
△Butte-Anaconda		48.6	.0293	16.0		84,898	.0330	1,747	5,308											
△Butte		35.6	.0215	12.0		62,021	.0234	1,742	5,168		14.0	4,445	26.0	8.3	22.9	16.7	39.8	45.1	11.3	29.9
Stillwater		4.8	.0029	1.8		6,985	.0026	1,455	4,386	6,502	1.5	4,565	35.7	11.0	28.1	20.1	23.9	26.4	12.3	42.5

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MONTANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Sweet Grass		3.7	.0022	1.1		6,094	.0023	1,623	5,458	4,695	1.3	4,508	33.3	10.4	30.0	21.8	23.6	26.3	13.1	41.5
Teton		7.2	.0044	2.4		12,624	.0047	1,753	5,260	13,354	2.2	5,762	28.3	8.9	26.0	16.0	24.9	21.7	18.8	55.4
Toole		7.0	.0042	2.1	3.1	14,295	.0054	2,042	6,807	7,828	2.4	5,934	20.1	4.8	20.7	11.3	39.0	33.1	20.2	50.8
Treasure		1.4	.0008	.4		2,366	.0009	1,690	5,915	2,864	.4	5,161	21.4	4.9	26.5	14.0	33.6	27.5	18.5	53.6
Valley		10.3	.0062	3.2	3.8	15,152	.0057	1,471	4,735	9,110	3.2	4,731	27.2	8.1	26.5	18.4	32.3	34.3	14.0	39.2
Wheatland		3.4	.0021	1.1		5,913	.0022	1,739	5,375	3,868	1.2	4,919	20.8	8.3	25.6	19.1	26.5	27.1	15.9	45.5
Wibaux		1.8	.0011	.4		2,355	.0009	1,308	5,888	2,521	.6	4,251	32.3	10.7	29.4	22.6	26.4	31.2	11.9	35.5
Yellowstone	178	69.8	.0421	23.1	45.0	118,711	.0447	1,701	5,139	13,819	22.8	5,212	21.5	5.8	23.4	14.7	38.0	36.7	17.1	42.8
△Billings		42.4	.0256	13.8		81,589	.0307	1,924	5,912		15.3	5,334	21.6	5.7	23.2	14.2	37.0	34.9	18.2	45.2
Total Above Cities		242.2	.1460	78.0		442,805	.1667	1,828	5,677		90.7	4,882	25.5	7.4	23.1	15.4	36.5	37.7	14.9	39.5
State Total		639.9	.3859	206.8	296.5	1,021,016	.3844	1,596	4,944	389,385	215.4	4,739	27.8	8.3	26.3	17.4	33.0	33.0	13.9	39.3

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955						NINE STORE GROUPS (add 000)								
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Beaverhead		10,401	.0056	4,160	.0042	114	151	1,598	938	588	668	281	2,606	460	1,337	101
Big Horn		8,853	.0046	3,541	.0048	84	84	1,963	873	485	396	117	2,173	350	1,663	171
Blaine		9,950	.0052	3,980	.0047	94	104	1,884	816	417	210	115	2,312	856	2,013	130

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MONTANA — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Broadwater		2,754	.0015	3,060	.0016	94	85	463	177	67	138	53	562	248	734	91
Carbon		7,267	.0039	2,202	.0045	76	66	1,504	797	693	286	43	1,307	596	1,015	291
Carter		1,782	.0010	2,970	.0012	80	67	311	201	44	51	71	116	411	381	41
Cascade	207	90,922	.0490	4,414	.0446	118	130	15,976	8,122	12,631	5,062	6,108	18,170	5,235	8,438	2,524
△Great Falls		83,267	.0449		.0375	127	152	14,788	5,963	12,445	5,033	6,108	17,056	4,978	7,383	2,456
Chouteau		10,842	.0058	4,518	.0058	138	138	1,223	980	523	63	99	2,090	509	2,554	282
Custer		19,122	.0103	4,553	.0084	106	130	3,117	1,946	1,889	1,112	553	5,543	1,271	1,820	697
Miles City		18,232	.0098		.0077	117	148	2,938	1,620	1,853	1,112	553	5,543	944	1,820	697
Daniels		6,342	.0034	6,342	.0021	105	170	918	474	362	294	106	1,040	41	1,430	178
Dawson		15,783	.0085	5,261	.0068	115	144	2,483	1,572	1,180	599	474	3,900	936	3,253	279
Deer Lodge	186	16,668	.0090	3,145	.0103	89	78	4,788	1,536	1,611	627	658	3,576	1,410	929	374
△Anaconda		16,085	.0087		.0085	109	112	4,478	1,444	1,611	601	658	3,576	1,359	827	374
See Butte-Anaconda																
Fallon		4,395	.0024	4,395	.0023	110	114	847	439	230	232	141	1,044	361	748	221
Fergus		19,161	.0103	3,992	.0100	114	117	3,407	1,497	1,497	906	660	4,109	1,294	3,440	597
Lewistown		15,937	.0086		.0064	131	176	2,828	996	1,027	906	660	3,919	920	2,746	464
Flathead		43,766	.0236	3,908	.0201	99	116	9,505	3,713	3,864	2,060	2,212	9,944	3,643	4,009	1,143
Kalispell		30,377	.0164		.0093	145	256	6,287	1,452	3,046	1,574	1,979	8,496	1,905	2,273	824
Gallatin		29,480	.0159	3,879	.0153	105	109	5,799	2,752	2,106	1,914	888	4,882	2,588	5,065	832
Bozeman		21,178	.0114		.0091	126	158	3,803	1,430	1,810	1,666	888	4,135	1,637	3,721	693
Garfield		1,323	.0007	1,890	.0011	92	58	404	241	...	72	...	250	195	70	41
Glacier		14,652	.0079	5,052	.0063	103	130	2,884	1,387	1,603	533	474	3,632	1,284	1,758	108
Golden Valley		1,235	.0007	3,088	.0009	89	78	120	62	194	...	...	202	106	500	...
Granite		4,949	.0026	4,949	.0019	119	163	659	2,399	91	92	73	809	387	292	113
Hill		27,974	.0151	5,380	.0114	116	154	4,699	1,990	3,078	985	789	6,632	1,329	5,560	562
Havre		22,743	.0123		.0092	137	205	3,942	1,531	2,538	947	789	5,035	1,075	3,897	562
Jefferson		3,375	.0018	3,375	.0017	71	75	510	552	60	67	85	434	519	357	101
Judith Basin		2,437	.0013	2,708	.0021	105	65	488	212	123	...	...	433	328	525	108
Lake		11,316	.0061	2,978	.0057	77	82	2,221	1,150	1,136	321	233	2,543	679	1,373	231
Lewis and Clark		32,768	.0177	3,601	.0178	109	109	7,624	3,645	2,928	1,935	1,657	6,958	2,614	2,339	793
Helena		29,931	.0161		.0136	120	142	6,961	2,827	2,807	1,935	1,575	6,587	2,295	2,173	793
Liberty		3,879	.0021	9,698	.0015	136	191	435	611	87	41	...	637	357	1,421	86
Lincoln		9,088	.0049	2,840	.0052	87	82	2,110	721	1,088	226	229	1,369	1,041	1,213	226
McCone		3,550	.0019	1,690	.0037	84	43	502	388	127	78	...	752	278	1,142	44
Madison		4,629	.0025	3,306	.0025	96	96	1,167	666	278	47	103	983	311	255	159
Meagher		2,001	.0011	2,501	.0012	92	85	383	352	51	80	53	432	498	...	48
Mineral		2,202	.0012	3,670	.0011	92	100	632	622	140	...	...	156	381	174	36
Missoula		51,535	.0277	3,789	.0257	102	110	10,015	4,453	4,208	2,303	2,657	12,223	4,074	5,368	1,378
Missoula		45,818	.0247		.0181	127	173	8,864	3,251	4,012	2,259	2,519	12,223	3,050	4,192	1,378
Musselshell		5,633	.0031	2,965	.0032	100	97	1,225	522	287	158	306	1,427	413	701	223
Park		14,565	.0078	3,468	.0077	100	101	3,401	1,957	1,220	954	187	2,117	1,525	1,844	391
Livingston		12,321	.0066		.0055	112	135	2,780	1,436	1,050	954	187	2,117	962	1,479	348
Petroleum		314	.0002	1,047	.0004	80	40	60	92	...	...	...	...	40	69	...
Phillips		9,457	.0051	4,503	.0038	109	146	1,435	880	889	288	123	2,856	486	1,996	249

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MONTANA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Pondera		12,116	.0065	6,731	.0055	141	167	1,798	617	612	284	...	2,073	792	4,128	210
Powder River		1,373	.0008	1,373	.0016	94	47	323	107	62	...	48	504	199	62	...
Powell		6,999	.0037	3,888	.0035	92	97	1,791	1,004	394	258	158	1,383	560	638	270
Prairie		2,394	.0013	2,993	.0014	93	87	514	196	154	76	22	444	254	561	41
Ravalli		10,638	.0058	2,474	.0060	79	78	2,432	735	567	371	330	2,556	868	1,010	302
Richland		13,631	.0074	4,322	.0069	92	116	2,664	870	960	809	593	3,615	850	3,018	382
Roosevelt		20,201	.0109	6,734	.0069	113	179	3,018	1,792	932	544	359	4,442	1,066	5,388	616
Rosebud		5,360	.0029	2,978	.0034	87	74	1,042	524	701	148	43	1,127	606	691	76
Sanders		5,499	.0029	2,200	.0033	77	67	849	735	1,500	...	...	933	821	483	189
Sheridan		9,683	.0053	3,379	.0041	105	136	1,251	958	609	419	130	1,905	634	1,720	370
Silver Bow	186	71,963	.0386	3,565	.0357	106	115	17,306	10,976	8,821	3,775	3,920	12,652	4,419	2,374	1,557
△*Butte-Anaconda*		*84,641*	*.0456*		*.0356*	*128*	*156*	*20,855*	*11,477*	*9,657*	*4,576*	*4,578*	*16,228*	*5,681*	*3,801*	*1,931*
△Butte		68,556	.0369		.0271	126	172	16,355	10,033	8,086	3,775	3,920	12,652	4,322	2,374	1,557
Stillwater		4,972	.0027	3,108	.0027	93	93	1,038	423	293	217	48	1,135	342	781	231
Sweet Grass		3,765	.0020	3,423	.0022	100	91	637	333	326	103	86	1,124	460	190	176
Teton		9,985	.0053	4,110	.0048	109	120	1,884	777	803	98	43	1,752	322	3,002	289
Toole		13,346	.0072	6,355	.0057	136	171	2,053	1,436	884	556	102	3,849	1,227	2,772	191
Treasure		1,124	.0006	2,810	.0008	100	75	288	93	...	...	...	...	184	356	102
Valley		17,628	.0095	5,509	.0069	111	153	2,758	1,485	1,037	564	339	4,174	783	4,599	426
Wheatland		4,906	.0026	4,167	.0023	110	119	977	444	363	234	59	1,275	300	617	98
Wibaux		1,957	.0011	4,893	.0010	91	100	337	396	83	39	...	704	118	144	46
Yellowstone	178	102,717	.0553	4,447	.0474	113	131	18,641	7,706	9,876	5,763	7,040	25,534	6,506	10,462	2,994
△Billings		88,823	.0479		.0348	136	187	15,455	5,475	8,589	5,575	6,818	24,498	4,548	7,463	2,899
Total Above Cities		453,268	.2443		.1858	127	167	80,479	37,458	48,874	26,337	28,654	105,837	27,995	40,348	12,845
State Total		823,807	.4440	3,995	.4026	104	115	157,128	81,344	74,349	37,064	32,870	178,178	58,086	108,470	21,355

MONTANA — SM Metropolitan County Area

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Billings	178	89.8	.0421	23.1	46.0	118,711	.0447	1,701	5,139
Butte-Anaconda	186	75.1	.0453	25.4	54.3	121,062	.0455	1,612	4,766
△Great Falls	207	62.8	.0377	20.6	48.9	119,042	.0448	1,905	5,779
Total Above Areas		207.4	.1251	69.1	149.2	358,815	.1350	1,730	5,193

AREAS	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Billings	178	102,717	.0553	4,447	.0474	113	131	18,641	7,706	9,876	5,763	7,040	25,534	6,506	10,462	2,994
△Butte-Anaconda	186	88,329	.0476	3,478	.0480	102	105	22,096	12,512	10,432	4,402	4,578	16,228	5,829	3,303	1,931
△Great Falls	207	90,822	.0490	4,414	.0448	118	130	15,976	8,122	12,631	5,062	6,198	18,170	5,236	8,438	2,824
Total Above Areas		281,968	.1519	4,081	.1380	110	121	56,713	28,340	32,939	15,227	17,726	59,932	17,570	22,203	7,449

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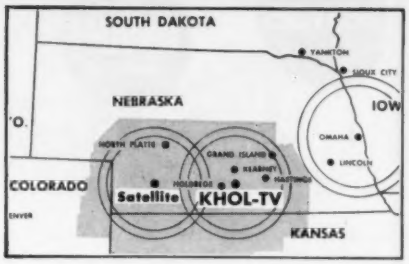
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KHOL-TV is strategically located in Nebraska's 2nd Big Market. Its signal picks up where Omaha leaves off. You buy *no duplicated* coverage.

KHOL-TV's new satellite tower was built by voluntary contributions from TV-hungry viewers. Their high per-capita income is based on ranching, irrigated farming, water power, and light industry.

Profit from the "television fever" in Nebraska's 2nd Big Market. Contact KHOL-TV or your Meeker representative today.



KHOL-TV and Satellite Station
MARKET FACTS*

Population	501,700
Homes	161,715
Effective Buying Income	$884,394,000
Total Retail Sales	$597,924,000
Farm Homes	52,710
Gross Farm Income	$538,313,000

*From SRDS "Consumers Markets, 1955"

KHOL-TV CBS ABC

CHANNEL 13 • KEARNEY, NEBRASKA

Satellite Station, Channel 6, Hayes Center, Nebr.

Owned and operated by
BI-STATES Co.

Represented nationally by
THE MEEKER COMPANY, INC.

— NEBRASKA — Counties and Cities

(Other West North Central States: Iowa, Kansas, Minnesota, Missouri, North Dakota, South Dakota.)

Map, page 547			NUMBER OF OUTLETS											NUMBER OF OUTLETS									
City	County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs	City	County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Alliance	Box Butte	8.9	138	20	20	9	10	9	11	17	16	4	Lincoln	Lancaster	120.1	1,007	146	202	73	50	60	85	146	62	43
Beatrice	Gage	12.7	209	32	31	16	14	16	14	24	24	9	McCook	Redwillow	8.7	143	21	19	9	17	10	18	9	12	4
Columbus	Platte	10.1	206	26	39	12	20	17	14	25	16	8	Nebraska City	Otoe	7.4	153	25	31	8	9	11	12	12	17	4
Fairbury	Jefferson	6.4	109	18	14	10	4	7	8	14	17	4	Norfolk	Madison	11.8	238	35	43	23	17	18	20	26	16	4
Falls City	Richardson	6.2	118	15	24	4	7	14	9	10	13	4	North Platte	Lincoln	17.4	274	31	53	25	22	19	19	36	14	10
Fremont	Dodge	17.1	258	30	46	27	25	20	18	28	17	5	Omaha	Douglas	273.1	2,641	532	619	206	170	117	113	271	122	126
Grand Island	Hall	28.9	349	45	67	28	28	33	23	34	30	13	Scottsbluff	Scotts Bluff	13.7	273	37	35	23	27	13	25	30	22	6
Hastings	Adams	23.8	299	40	56	16	22	26	20	36	18	12	Sidney	Cheyenne	8.2	139	19	23	17	8	11	12	16	13	3
Kearney	Buffalo	13.0	231	32	36	21	21	19	25	20	17	7	York	York	6.6	114	13	19	7	11	16	4	8	12	3
Lexington	Dawson	6.2	104	13	15	2	11	8	6	13	13	2													

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Adams		31.8	.0192	9.3	23.8	41,730	.0157	1,312	4,487	8,391	10.8	3,946	30.9	11.1	30.1	24.9	31.0	38.7	8.0	24.3
Hastings		23.8	.0144	7.6		34,027	.0128	1,430	4,477		8.6	3,970	30.1	10.8	30.0	24.7	31.8	40.5	8.1	24.0
Antelope		10.8	.0065	3.3		12,510	.0047	1,158	3,791	13,949	3.6	3,502	43.0	17.4	28.9	27.0	20.7	29.9	7.4	25.7
Arthur		.7	.0004	.2		1,194	.0005	1,706	5,970	2,278	.3	4,592	35.4	10.9	34.9	24.9	18.5	20.4	11.2	43.8
Banner		1.5	.0009	.5		2,875	.0011	1,917	5,750	6,124	.4	6,549	26.0	5.6	26.0	13.0	23.9	18.5	24.1	62.9
Blaine		1.0	.0006	.2		1,602	.0006	1,602	8,010	2,364	.3	5,661	26.9	6.7	27.8	16.2	28.3	25.2	17.0	51.9
Boone		10.3	.0062	3.1		11,081	.0041	1,076	3,575	10,795	3.1	3,625	40.7	15.9	33.1	30.0	18.7	26.0	7.5	28.1
Box Butte		12.7	.0077	3.7	8.9	19,672	.0074	1,549	5,317	12,949	3.7	5,267	24.1	6.5	25.1	15.8	34.4	33.0	16.4	44.7
Alliance		8.9	.0054	2.7		14,145	.0053	1,589	5,239		2.8	5,092	24.3	6.8	24.6	15.7	35.6	35.4	15.5	42.1
Boyd		4.7	.0028	1.5		5,057	.0020	1,076	3,371	4,638	1.5	3,356	42.2	17.8	30.3	29.8	21.3	32.1	6.2	20.5
Brown		4.8	.0029	1.4		7,240	.0027	1,508	5,171	4,621	1.6	4,668	30.8	9.3	30.8	21.7	25.5	27.6	12.9	41.4
Buffalo		25.8	.0156	8.2	13.0	34,983	.0132	1,356	4,267	15,692	9.0	3,889	36.4	13.3	30.1	28.3	24.9	32.4	8.6	26.0
Kearney		13.0	.0078	4.0		19,600	.0074	1,508	4,900		4.9	3,973	36.3	13.0	29.6	24.4	25.1	31.9	9.0	30.7

© SM, 1956.

Before using these figures, see explanation page 11.



BOOMING OMAHA MARKET OFFERS GROWING SALES-PROFIT POTENTIAL

BOOMTIME—Now the world's largest livestock market, rapidly expanding Omaha continues to set new records. Compared to 1954, retail sales in '55 were *up* 3.7%—wholesale trade *up* 6.1%—building permits *up* 7.1%. And now Western Electric has announced plans for a giant plant in Omaha that will create 7,000 new jobs.

LOCAL-REGIONAL LEADER—KMTV is Omaha's favorite TV station, programming top NBC-TV shows in COLOR and black-and-white. KMTV serves the strong five-state Missouri Valley market, too, selling to 362,000 set owners.

PROGRESSIVE COLOR TV LEADERSHIP—KMTV is the only TV station in the Omaha market equipped for local color production—NBC is the top network for color. KMTV now telecasts more than 100 color TV shows a month . . . 95% of all color TV in the area.

Cash in on growing Omaha—talk to the television leader. Contact KMTV or Petry today.



KMTV MARKET DATA*

Population	1,536,800
TV Homes	362,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

* Sales Management—May 10, 1955

COLOR TELEVISION CENTER

KMTV CHANNEL 3
MAY BROADCASTING CO

NBC-TV
ABC-TV
OMAHA

Represented by
Edward Petry & Co., Inc.

NEBRASKA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Burt		11.1	.0066	3.3		15,675	.0059	1,412	4,750	18,153	3.7	4,263	30.5	10.2	32.6	25.0	25.9	30.7	11.0	34.1
Butler		11.7	.0071	3.9		12,059	.0045	1,031	3,092	11,917	3.6	3,355	42.4	17.9	32.0	31.2	20.3	30.6	5.3	20.3
Cass		17.2	.0104	5.5	5.2	22,631	.0085	1,318	4,115	15,229	5.7	3,986	28.6	10.2	33.8	27.8	28.6	36.3	9.0	25.7
Cedar		13.8	.0061	3.6		15,828	.0060	1,172	4,397	20,702	3.9	4,080	33.3	11.5	31.1	24.9	26.5	32.8	9.1	30.8
Chase		4.7	.0029	1.5		6,817	.0025	1,450	4,545	5,276	1.5	4,491	32.3	10.2	29.4	21.4	25.8	29.0	12.5	39.4
Cherry		9.3	.0056	2.9	3.1	14,447	.0055	1,553	4,982	18,712	2.9	4,997	31.4	8.9	33.4	21.9	21.5	21.8	13.7	47.4
Cheyenne		16.4	.0099	4.9	8.2	31,367	.0118	1,913	6,401	17,568	5.5	5,729	22.3	5.5	27.4	15.7	31.3	27.6	19.0	51.2
Sidney		8.2	.0049	2.2		17,186	.0065	2,096	7,812		3.1	5,582	23.2	5.9	25.8	15.2	32.6	29.5	18.4	49.4
Clay		9.0	.0054	3.1		10,287	.0039	1,143	3,318	8,632	3.1	3,305	39.8	17.1	35.2	34.8	19.4	29.7	5.6	18.4
Colfax		10.4	.0063	3.3	3.0	15,254	.0057	1,467	4,622	11,698	3.7	4,123	30.1	10.4	33.9	26.9	25.6	31.4	10.4	31.3
Cuming		12.8	.0077	3.7	2.7	16,014	.0060	1,251	4,328	35,025	3.7	4,290	33.1	11.0	27.6	21.0	27.7	32.6	11.6	35.4
Custer		18.2	.0109	5.7	3.3	23,318	.0088	1,281	4,091	22,342	6.0	3,873	37.1	13.6	32.2	27.3	21.7	28.3	9.0	30.8
Dakota		11.5	.0070	3.3	6.2	14,229	.0054	1,237	4,312	7,316	3.4	4,145	28.9	9.9	30.4	23.9	30.6	37.4	10.1	28.8
Dawes		9.2	.0055	2.7	4.5	13,706	.0051	1,490	5,076	8,258	3.2	4,318	30.1	9.9	28.1	21.2	30.9	36.2	10.9	32.7
Dawson		20.3	.0123	6.5	11.7	29,165	.0110	1,437	4,487	26,996	6.5	4,506	28.2	8.9	31.5	22.9	28.3	31.7	12.0	36.5
Lexington		6.2	.0037	1.8		9,582	.0036	1,545	5,323		2.2	4,457	28.7	9.1	30.2	22.2	29.6	33.6	11.5	35.1
Deuel		3.4	.0020	1.0		5,951	.0023	1,750	5,951	5,512	1.2	5,152	25.1	6.9	27.8	17.7	31.3	30.7	15.8	44.7
Dixon		9.1	.0055	2.8		10,030	.0037	1,102	3,582	13,113	2.7	3,650	39.6	15.4	30.1	27.1	21.9	30.3	8.4	27.2
Dodge		29.0	.0175	9.3	17.1	46,603	.0176	1,607	5,011	18,619	10.4	4,488	30.3	9.6	31.5	23.0	26.9	30.2	11.3	37.2
Fremont		17.1	.0103	5.5		32,537	.0123	1,903	5,916		7.0	4,679	28.9	8.8	30.9	21.6	28.1	30.3	12.1	39.3
Douglas	103	308.6	.1861	94.7	268.6	553,540	.2085	1,795	5,849	19,389	111.7	4,961	23.5	6.7	26.0	17.3	35.1	35.7	15.4	40.3
▲Omaha		273.1	.1647	82.7		501,467	.1888	1,836	6,064		101.1	4,960	23.6	6.7	26.0	17.2	35.0	35.7	15.4	40.4
Dundy		4.1	.0025	1.2		5,393	.0021	1,315	4,494	6,065	1.2	4,513	27.9	8.8	35.1	25.4	25.4	28.5	11.6	37.3
Fillmore		9.0	.0054	3.0		10,395	.0039	1,158	3,465	10,387	3.2	3,210	43.6	19.3	33.1	33.7	18.7	29.5	4.6	17.5
Franklin		6.6	.0040	2.3		7,334	.0027	1,111	3,189	6,043	2.1	3,453	40.1	16.5	32.4	30.7	20.8	30.4	6.7	22.4
Frontier		5.1	.0031	1.4		6,648	.0025	1,304	4,749	7,845	1.6	4,088	35.8	12.4	29.4	23.5	25.1	31.1	9.7	33.0
Furnas		9.2	.0056	3.2		11,284	.0043	1,227	3,526	7,422	3.2	3,566	37.5	15.0	31.5	29.0	23.8	33.6	7.2	22.2

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

all three see EYE-TO-EYE-TO-EYE

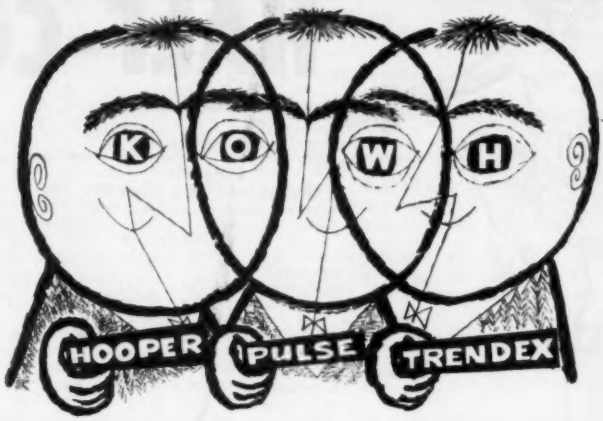
No matter who asks the questions

. . . KOWH

is the answer in

OMAHA

660 KCS . . . CLEAR CHANNEL



43.8%! That's the average share of audience latest Hooper gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . gradually increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good coverage (660 k.c.), are working hard and getting results for national and local advertisers. No matter which rating habit you have—feel secure with KOWH. *Chat with the H-R man, or KOWH General Manager Virgil Sharpe.*

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by Avery-Knodel

KOWH, Omaha
Represented by H-R Reps, Inc.

WHB, Kansas City
Represented by John Blair & Co.

WTIX, New Orleans
Represented by Adam J. Young, Jr.

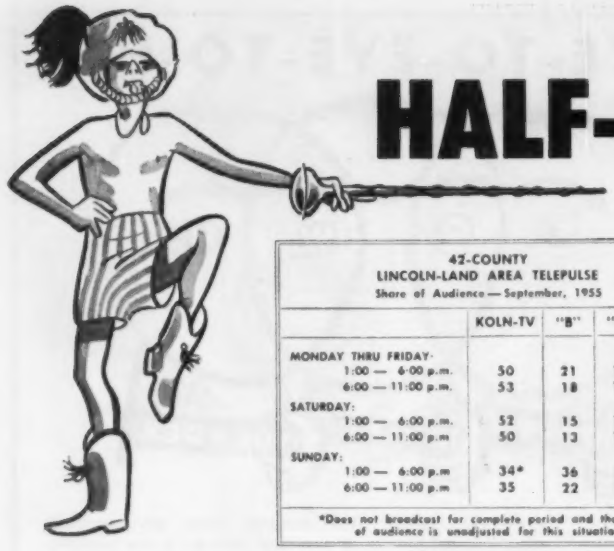
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEBRASKA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Gage		27.2	.0164	8.2	12.7	34,554	.0130	1,270	4,214	18,568	9.0	3,824	32.1	11.9	32.4	27.8	27.4	36.2	8.1	24.1
Beatrice		12.7	.0077	4.1		19,287	.0073	1,519	4,704		4.8	4,004	30.1	10.7	31.9	26.1	28.9	36.4	9.1	26.8
Garden		3.8	.0021	1.0		5,148	.0019	1,470	5,146	8,141	1.2	4,197	34.3	11.6	34.8	27.1	20.1	24.3	10.8	37.0
Garfield		2.9	.0018	.8		3,482	.0013	1,190	4,315	2,909	.9	3,831	37.5	13.9	34.2	29.2	20.8	27.4	7.5	29.5
Gosper		2.5	.0015	.8		3,596	.0014	1,438	4,495	5,192	.8	4,634	30.0	9.2	36.2	25.5	19.6	21.4	14.2	43.9
Grant		1.1	.0007	.2		1,944	.0007	1,767	9,720	3,620	.4	4,934	29.4	8.4	30.2	20.1	24.9	25.5	15.5	46.0
Greeley		5.7	.0034	1.6		6,042	.0023	1,060	3,776	6,017	1.7	3,521	38.8	15.6	32.7	30.5	22.0	31.5	6.5	22.4
Hall		37.0	.0223	11.6	28.9	56,858	.0214	1,537	4,902	15,878	12.8	4,449	26.5	8.5	29.5	21.7	32.5	36.9	11.5	32.9
Grand Island		28.9	.0174	9.1		46,299	.0174	1,602	5,088		10.4	4,469	26.1	8.3	29.5	21.6	32.8	37.1	11.6	33.0
Hamilton		8.7	.0053	2.9		11,780	.0044	1,354	4,062	12,769	3.0	3,948	30.9	11.1	32.7	27.1	27.4	35.1	9.0	26.7
Harlan		5.9	.0035	1.9		9,155	.0035	1,552	4,818	6,614	2.2	4,254	28.8	9.6	30.1	23.3	30.8	36.5	10.3	30.6
Hayes		2.1	.0013	.7		3,381	.0013	1,610	4,830	5,041	.6	5,350	24.8	6.6	25.8	15.8	30.9	29.2	18.5	48.4
Hitchcock		5.6	.0034	1.7		7,548	.0028	1,348	4,440	5,752	1.8	4,276	28.7	9.5	29.3	22.4	29.5	34.9	12.5	33.2
Holt		14.8	.0089	4.2	3.1	14,735	.0056	1,996	3,508	15,454	4.4	3,329	43.0	18.3	31.0	30.5	19.3	29.3	6.7	21.9
Hooker		1.1	.0007	.3		1,238	.0004	1,124	4,120	1,010	.3	3,887	31.1	11.3	33.6	28.3	25.2	32.7	10.1	27.7
Howard		6.8	.0041	2.2		8,314	.0031	1,223	3,779	7,989	2.3	3,561	39.5	15.7	33.4	30.7	19.2	27.3	7.9	26.3
Jefferson		12.8	.0077	4.1	6.4	15,682	.0060	1,225	3,825	9,790	4.3	3,651	35.0	13.6	31.5	28.2	26.4	36.6	7.1	21.6
Fairbury		6.4	.0039	2.3		9,683	.0036	1,513	4,210		2.8	3,864	32.7	12.0	31.3	26.6	27.9	36.4	8.1	25.0
Johnson		6.4	.0038	2.2		7,540	.0028	1,178	3,427	7,241	2.1	3,562	34.0	13.5	35.1	32.3	24.4	34.6	6.5	19.6
Kearney		6.3	.0038	2.0		7,806	.0029	1,239	3,903	8,274	2.2	3,617	35.2	13.8	32.8	29.8	25.0	34.9	7.0	21.5
Keith		7.7	.0047	2.6	3.3	15,011	.0057	1,949	5,773	11,636	2.5	6,016	23.1	5.4	29.4	16.0	28.7	24.1	18.8	54.5
Keya Paha		2.1	.0012	.4		2,202	.0008	1,049	5,505	4,189	.6	3,784	40.9	15.4	33.6	29.3	17.1	22.9	8.4	32.4
Kimball		4.8	.0028	1.3		9,776	.0037	2,125	7,520	7,042	1.7	5,850	27.5	6.7	28.1	18.7	25.8	22.4	18.5	55.2
Knox		14.4	.0087	4.2		19,948	.0075	1,385	4,750	17,714	5.0	4,030	36.7	12.9	29.4	23.8	23.5	29.5	10.4	33.7

© SM, 1956.

Before using these figures, see explanation page 11.



HALF-COVERED

42-COUNTY
LINCOLN-LAND AREA TELEPULSE
Share of Audience — September, 1955

	KOLN-TV	"B"	"C"	"D"
MONDAY THRU FRIDAY:				
1:00 — 6:00 p.m.	50	21	13	11*
6:00 — 11:00 p.m.	53	18	14	11*
SATURDAY:				
1:00 — 6:00 p.m.	52	15	15	8
6:00 — 11:00 p.m.	50	13	15	17
SUNDAY:				
1:00 — 6:00 p.m.	34*	36	13	16*
6:00 — 11:00 p.m.	35	22	14	23

*Does not broadcast for complete period and the share of audience is unadjusted for this situation

IN NEBRASKA'S OTHER BIG MARKET?

You're half naked in Nebraska coverage if you don't reach Lincoln-Land—

- Lincoln-Land consists of 42 counties with 200,000 families—*125,000 unduplicated by any other TV station!*
- KOLN-TV covers Lincoln-Land, *95.5% of which is outside the Grade B Area of Omaha!*
- Telepulse figures, left, credit KOLN-TV with *138.1% more afternoon Lincoln-Land viewers* than the next station—*194.4% more nighttime viewers!*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

NEBRASKA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Lancaster	80	134.3	.0810	42.7	113.4	241,883	.0911	1,801	5,664	18,050	54.0	4,481	29.7	9.4	26.7	19.6	30.9	34.8	12.7	36.2
▲Lincoln		110.1	.0664	35.6		211,340	.0795	1,919	5,934		46.9	4,505	29.9	9.4	26.3	19.1	30.9	34.6	12.9	36.9
Lincoln		29.5	.0178	9.0	17.4	45,694	.0172	1,549	5,077	16,784	10.0	4,590	27.6	8.5	27.4	19.6	32.5	35.7	12.5	36.2
North Platte		17.4	.0105	5.5		30,164	.0114	1,734	5,484		6.3	4,819	25.1	7.4	25.2	17.1	35.9	37.7	13.8	37.8
Logan		1.3	.0008	.4		1,858	.0007	1,429	4,645	2,247	.4	4,213	39.2	13.2	31.5	24.5	16.1	19.3	13.2	43.0
Loup		1.4	.0008	.4		1,618	.0006	1,156	4,045	2,398	.4	3,661	39.4	15.3	36.4	32.5	15.6	21.6	8.6	30.6
McPherson		.7	.0004	.2		881	.0003	1,258	4,405	1,873	.2	3,908	34.8	12.4	31.3	25.6	25.3	32.1	8.6	29.9
Madison		25.0	.0155	7.7	11.8	32,339	.0124	1,283	4,265	14,017	8.6	3,832	34.5	12.8	30.8	26.2	26.5	35.0	8.2	26.0
Norfolk		11.8	.0071	3.6		18,100	.0068	1,534	5,028		4.6	3,974	31.8	11.3	30.1	24.9	29.3	37.2	8.8	26.6
Merrick		8.3	.0050	2.7		11,224	.0042	1,352	4,157	11,821	2.8	4,039	32.7	11.5	31.9	25.9	25.3	31.6	10.1	31.0
Merrill		7.9	.0047	2.2		9,676	.0036	1,225	4,398	10,572	2.4	3,984	30.9	11.0	31.2	25.6	29.8	37.9	8.1	25.5
Nance		6.3	.0038	1.9		5,867	.0023	931	3,089	7,311	1.8	3,296	36.1	15.5	37.4	37.2	22.1	33.9	4.4	13.4
Nemaha		11.4	.0069	3.5	3.5	15,452	.0056	1,355	4,415	9,402	4.2	3,642	33.2	15.3	31.4	28.2	21.3	29.6	8.1	26.9
Nuckolls		9.9	.0060	2.9	3.3	11,824	.0044	1,194	4,077	9,301	3.3	3,582	35.2	13.9	34.2	31.3	25.2	35.6	5.4	19.2
Otoe		16.5	.0099	5.3	7.4	22,443	.0085	1,360	4,235	18,210	5.5	4,058	30.4	10.6	33.0	26.7	27.1	33.7	9.5	29.0
Nebraska City		7.4	.0045	2.4		10,667	.0040	1,441	4,445		2.6	4,051	30.3	10.6	32.2	26.0	28.2	35.2	9.3	28.2
Pawnee		5.9	.0036	2.0		6,712	.0025	1,138	3,356	6,511	2.1	3,138	46.1	20.9	31.2	32.5	17.5	28.2	5.2	18.4
Perkins		4.4	.0027	1.3		7,228	.0027	1,643	5,561	7,987	1.3	5,439	25.9	7.5	24.0	14.4	28.4	26.4	18.7	51.7
Phelps		10.1	.0060	3.2	5.0	15,018	.0057	1,487	4,693	10,538	3.5	4,312	28.4	9.3	32.6	24.8	28.5	33.4	10.5	32.5
Pierce		8.8	.0054	2.7		10,430	.0039	1,185	3,863	12,748	2.7	3,862	33.8	14.2	30.1	25.8	22.4	29.3	8.7	30.9
Platte		21.1	.0127	6.2	10.1	25,544	.0096	1,211	4,120	15,324	6.4	4,019	30.8	10.9	31.8	25.9	28.4	35.7	9.0	27.5
Columbus		10.1	.0061	2.7		14,632	.0055	1,449	5,419		3.5	4,218	27.5	9.3	32.3	25.0	30.9	37.0	9.3	28.7
Polk		8.0	.0048	2.6		11,963	.0045	1,495	4,601	10,725	3.0	4,047	33.6	11.6	31.6	25.5	24.9	31.1	9.9	31.6
Redwillow		12.7	.0077	4.0	8.7	18,814	.0071	1,481	4,704	7,018	4.3	4,403	29.3	9.4	27.8	20.7	30.3	34.8	12.6	35.1
McCook		8.7	.0052	2.8		14,215	.0054	1,634	5,077		3.2	4,417	28.4	9.1	27.7	20.5	31.3	35.8	12.6	34.6

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Richardson		15.2	.0091	4.9	6.2	21,377	.0081	1,406	4,383	15,067	5.2	4,080	31.9	11.1	31.1	24.9	28.0	34.7	9.0	29.3
Falls City		6.2	.0037	2.1		9,871	.0037	1,592	4,700		2.3	4,279	29.5	9.8	30.2	23.0	30.7	36.3	9.6	30.9
Rock		2.9	.0018	.9		3,420	.0012	1,179	3,800	4,303	.9	3,842	44.5	17.3	28.1	25.2	18.8	26.2	8.6	31.3
Saline		13.3	.0080	4.5	3.5	18,007	.0068	1,354	4,002	11,809	5.0	3,615	35.7	14.0	34.6	31.3	23.1	32.3	8.6	22.4
Sarpy	103	23.2	.0140	6.2	7.2	34,613	.0131	1,492	5,583	13,835	8.5	4,062	34.3	12.0	26.6	21.4	26.6	35.6	10.5	31.0
Saunders		17.1	.0103	5.5	3.3	24,947	.0093	1,459	4,538	17,850	6.2	4,039	29.6	10.4	33.1	26.8	28.2	35.3	9.1	27.5
Scotts Bluff		33.9	.0204	10.1	17.1	49,873	.0188	1,471	4,938	33,106	10.7	4,663	27.1	8.2	28.4	19.9	31.7	34.2	12.8	37.7
Scottsbluff		13.7	.0083	4.2		23,223	.0087	1,695	5,529		4.9	4,781	25.3	7.5	26.6	18.2	35.0	37.0	13.1	37.3
Seward		13.1	.0080	4.1	3.2	16,779	.0063	1,281	4,092	13,685	4.7	3,591	36.3	14.3	33.7	30.7	23.2	32.7	6.8	22.3
Sheridan		9.5	.0057	2.8		15,455	.0059	1,627	5,520	14,136	3.3	4,721	31.8	9.5	30.1	21.0	24.3	26.0	13.8	43.5
Sherman		6.5	.0039	1.8		6,966	.0026	1,072	3,870	5,781	2.1	3,382	39.3	16.6	30.3	29.5	24.1	36.2	6.3	17.7
Sioux		3.1	.0019	.9		4,068	.0015	1,312	4,520	7,774	.9	4,736	31.0	9.3	30.6	21.2	25.6	27.3	12.8	42.2
Stanton		6.2	.0037	1.8		8,262	.0031	1,333	4,590	13,911	1.9	4,292	33.3	11.0	33.6	25.6	20.9	24.7	12.2	38.7
Thayer		9.9	.0060	3.2		11,568	.0044	1,168	3,615	9,738	3.2	3,613	35.6	14.0	35.4	32.1	22.0	30.8	6.8	23.1
Thomas		1.2	.0007	.4		2,133	.0008	1,778	5,333	1,519	.5	4,548	27.9	8.7	37.5	27.0	23.5	26.1	11.1	38.2
Thurston		8.5	.0051	2.5		10,921	.0041	1,285	4,368	11,606	2.5	4,402	35.8	11.5	26.9	20.0	23.7	27.3	13.6	41.2
Valley		7.2	.0044	2.3		7,586	.0028	1,051	3,290	11,487	2.2	3,416	41.1	17.1	28.4	27.1	24.3	36.0	6.2	19.8
Washington		11.7	.0070	3.6	3.9	16,580	.0063	1,417	4,606	14,265	4.2	3,958	32.4	11.6	33.0	27.3	26.1	33.3	8.5	27.8
Wayne		10.3	.0062	2.9	3.8	15,478	.0058	1,503	5,337	20,325	3.9	4,017	37.0	13.1	29.3	23.9	23.7	29.8	10.0	33.2
Webster		6.9	.0042	2.3		7,025	.0027	1,018	3,054	5,809	2.4	2,978	49.3	23.5	31.1	34.1	15.2	25.8	4.4	16.6
Wheeler		1.5	.0009	.5		1,211	.0004	807	2,422	2,680	.3	3,958	39.9	14.3	32.3	26.8	14.7	18.7	13.1	40.2
York		14.4	.0087	4.6	6.6	19,020	.0072	1,321	4,135	13,950	5.1	3,766	32.5	12.3	33.6	29.1	25.7	34.5	8.2	24.1
York		6.6	.0040	2.2		9,539	.0036	1,445	4,336		2.6	3,739	33.8	12.8	33.0	28.9	25.3	34.2	7.9	24.1
Total Above Cities		590.3	.3560	183.1		1,045,470	.3936	1,771	5,710		224.0	4,668	26.6	8.1	27.2	19.1	32.8	35.5	13.4	37.3
State Total		1,382.4	.8337	425.8	899.1	2,074,252	.7810	1,500	4,871	1,017,377	477.7	4,343	30.4	9.9	29.3	22.1	28.9	33.6	11.4	34.4

COUNTIES / CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adams		41,605	.0224	4,474	.0184	96	117	8,001	2,495	4,579	2,172	3,161	8,402	3,385	5,060	1,136
Hastings		38,045	.0205		.0154	107	142	7,417	2,045	4,389	2,172	3,161	7,974	2,645	4,184	1,049
Antelope		13,249	.0072	4,015	.0058	89	111	1,710	493	606	89	563	3,995	1,477	3,059	219
Arthur		336	.0002	1,680	.0004	100	50	...	51	83	...	...	...	130	...	...
Banner		20	...	40	.0007	78	...	...	5	...	...	...	...	...	15	...
Blaine		1,551	.0008	7,755	.0007	117	133	512	50	51	...	...	452	90	226	...
Boone		9,406	.0051	3,035	.0048	77	82	1,521	460	713	302	368	1,560	781	2,554	311
Box Butte		18,394	.0099	4,971	.0082	106	129	3,458	718	1,258	1,145	723	3,694	981	3,092	608
Alliance		16,380	.0088		.0064	119	163	3,186	584	1,121	1,145	679	3,694	817	2,220	506
Boyd		5,782	.0031	3,855	.0025	89	111	768	385	287	107	83	1,473	282	2,036	91
Brown		5,609	.0030	4,006	.0028	97	103	1,080	304	468	208	70	1,503	470	758	176
Buffalo		34,448	.0186	4,201	.0153	98	119	4,407	1,968	4,594	1,631	2,441	6,850	2,852	4,773	1,012
Kearney		24,488	.0132		.0092	118	169	3,103	1,146	4,261	1,506	2,336	5,881	1,215	2,494	628
Burt		14,699	.0079	4,454	.0067	102	120	2,504	686	1,039	427	511	2,438	839	2,688	273
Butler		9,692	.0052	2,488	.0052	73	73	1,990	670	658	54	277	1,091	625	2,492	254
Cass		15,209	.0082	2,765	.0088	85	79	3,914	1,153	467	176	329	3,137	1,276	2,803	464
Cedar		12,252	.0066	3,403	.0066	81	81	2,158	810	1,135	162	192	2,587	1,854	2,262	349
Chase		5,999	.0033	3,999	.0028	97	114	1,058	239	307	76	151	1,840	613	1,182	262
Cherry		11,630	.0062	4,013	.0057	102	111	1,805	732	917	400	1,013	2,668	1,259	1,899	342
Cheyenne		21,583	.0117	4,405	.0114	115	118	4,089	1,884	1,767	363	670	5,168	1,438	3,323	499
Sidney		18,588	.0100		.0072	147	204	3,484	1,342	1,668	363	670	4,978	1,131	2,253	366
Clay		7,495	.0040	2,418	.0042	78	74	1,019	396	731	93	207	662	893	1,867	126
Colfax		15,876	.0086	4,811	.0067	106	137	2,428	1,336	788	111	725	3,318	1,634	3,324	266
Cuming		15,483	.0083	4,185	.0071	92	108	2,073	685	1,828	264	248	2,432	1,734	3,820	433
Custer		17,066	.0092	2,904	.0093	85	84	3,419	832	1,336	477	721	2,406	1,904	3,737	586

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Before using these figures, see explanation page 11.

A SUPER SALESMAN TO SELL A 1½ BILLION $ MARKET!



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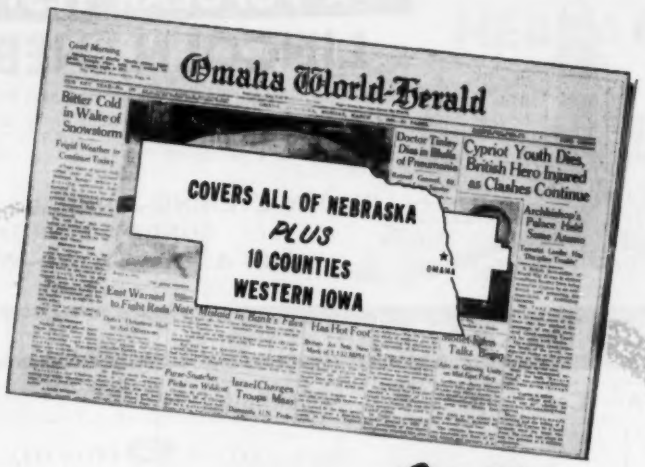
NEBRASKA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Dakota		11,981	.0065	3,631	.0061	87	93	3,582	1,432	502	145	580	1,173	1,274	1,505	285
Dawes		11,881	.0064	4,400	.0055	100	116	2,586	923	458	690	673	2,583	1,190	1,889	342
Dawson		29,966	.0161	4,610	.0128	104	131	4,397	1,266	1,620	1,326	1,067	6,852	3,351	5,877	886
Lexington		12,337	.0066		.0045	122	178	1,965	484	567	1,013	466	2,669	1,620	2,474	207
Deuel		5,597	.0030	5,597	.0025	125	150	773	291	357	183	63	603	785	1,204	126
Dixon		8,001	.0044	2,858	.0042	76	80	1,114	476	873	39	162	1,113	689	2,498	257
Dodge		45,167	.0243	4,857	.0196	112	139	7,252	2,751	4,932	2,441	1,938	6,329	3,275	7,664	701
Fremont		31,251	.0169		.0133	129	164	5,493	1,860	4,170	2,354	1,708	5,770	2,126	2,865	557
Douglas	103	421,983	.2274	4,456	.2987	113	122	78,209	42,052	59,999	29,658	24,379	91,305	21,617	30,654	13,956
▲Omaha		404,398	.2180		.1927	117	132	76,011	39,519	59,736	29,544	24,047	88,433	19,493	25,244	13,552
Dundy		4,508	.0025	3,757	.0023	92	100	1,060	205	194	146	44	1,259	670	570	169
Fillmore		10,292	.0055	3,431	.0047	97	102	1,472	664	607	168	454	1,761	808	2,749	407
Franklin		6,453	.0035	2,806	.0032	80	88	1,215	421	352	73	173	1,392	744	1,486	164
Frontier		3,539	.0019	2,528	.0024	77	61	250	229	220	24	...	714	602	578	121
Furnas		11,747	.0063	3,671	.0052	95	115	1,699	710	1,101	143	477	1,997	1,584	2,261	269

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.





The World-Herald *Sells*

a market of 1½ million people with 2 billion dollars to spend

Nebraska-Western Iowa Market Summary*

(93 counties, Nebraska; 10 counties, Western Iowa)

Population	1,600,600	General Merchandise	209,152,000
Families	492,500	Apparel	85,699,000
Buying Income	$2,387,996,000	Furniture, Household, Appliance	87,084,000
Cash Farm Income	1,257,412,000	Automotive	382,365,000
Retail Sales	1,920,980,000	Gas Service Stations	150,828,000
Food	344,419,000	Lumber, Bldg. Material, Hardware	281,378,000
Eating and Drinking	143,630,000	Drugs	55,734,000

*1956 estimates, SM Survey of Buying Power

Get More Facts! Ask for your copies of The World-Herald's new Consumer Analysis survey of Greater Omaha, and the 1956 Circulation Analysis of the Nebraska-Western Iowa Market. Address requests to the National Advertising Dept., Omaha World-Herald, or any O'Mara & Ormsbee office.

Read by 3 Out of 5 Families in Nebraska and Western Iowa



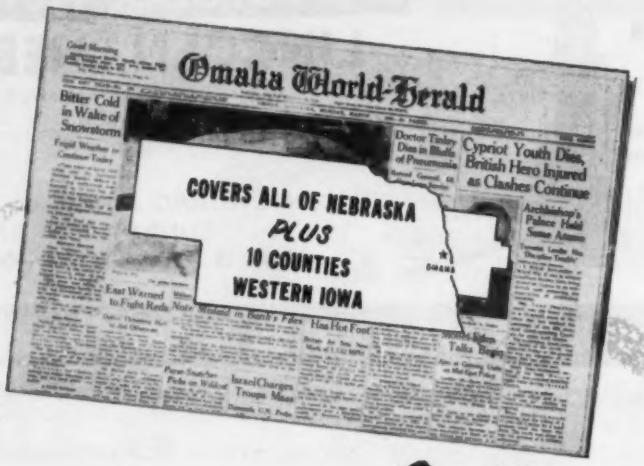
Omaha World-Herald

251,549 Daily **262,462 Sunday**

Publisher's Statement for September 30, 1955

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The World-Herald *Sells*

a market of 1½ million people with 2 billion dollars to spend

Nebraska-Western Iowa Market Summary*

(93 counties, Nebraska; 10 counties, Western Iowa)

Population	1,600,600	**General Merchandise**	209,152,000
Families	492,500	**Apparel**	85,699,000
Buying Income	$2,387,996,000	**Furniture, Household, Appliance**	87,084,000
Cash Farm Income	1,257,412,000	**Automotive**	382,365,000
Retail Sales	1,920,980,000	**Gas Service Stations**	150,828,000
Food	344,419,000	**Lumber, Bldg. Material, Hardware**	281,378,000
Eating and Drinking	143,630,000	**Drugs**	55,734,000

*1956 estimates, SM Survey of Buying Power

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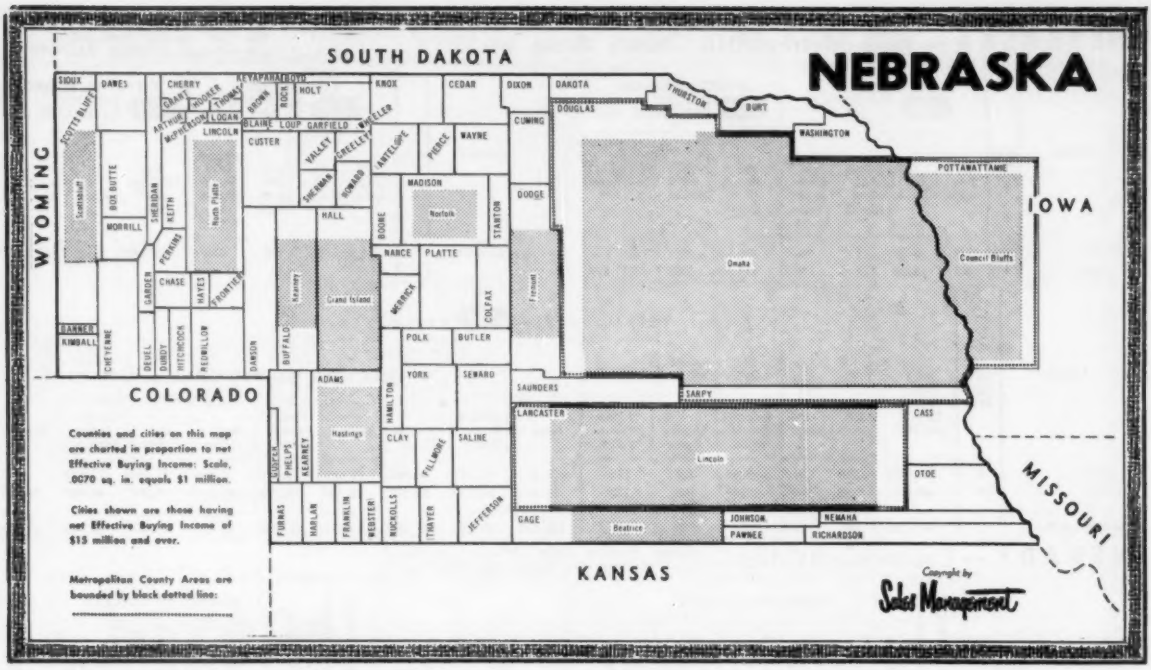
Omaha World-Herald

251,549 Daily **262,462 Sunday**

Publisher's Statement for September 30, 1955

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEBRASKA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Polk		8,608	.0047	3,311	.0046	96	98	1,233	344	165	108	242	990	973	1,790	253
Redwillow		20,971	.0113	5,243	.0085	110	147	4,088	956	2,405	1,115	1,071	5,058	1,063	2,106	524
McCook		19,261	.0104		.0069	133	200	3,411	861	2,360	1,087	1,071	5,026	825	1,592	457
Richardson		17,953	.0096	3,664	.0097	96	105	3,180	1,048	1,343	305	1,213	3,559	1,423	3,526	494
Falls City		12,337	.0066		.0046	124	178	2,152	462	1,070	269	1,131	3,149	1,128	1,174	379
Rock		3,456	.0019	3,840	.0015	83	106	412	116	237	55	290	452	417	1,287	41
Saline		15,830	.0085	3,518	.0076	95	106	2,697	1,359	798	138	459	4,630	1,373	3,277	500
Sarpy	103	9,312	.0051	1,502	.0109	78	36	2,465	1,082	211	261	229	2,187	994	1,315	296
Saunders		19,319	.0104	3,513	.0098	95	101	4,410	1,372	777	140	547	4,743	1,436	3,652	451
Scotts Bluff		50,216	.0270	4,972	.0216	106	132	9,127	2,105	5,626	2,803	2,299	11,495	3,189	6,995	1,270
Scottabluff		34,810	.0188		.0117	141	227	6,414	1,278	4,076	2,332	1,610	9,669	1,452	3,458	461
Seward		13,381	.0072	3,259	.0089	86	90	2,721	994	772	189	331	2,383	1,408	2,387	389
Sheridan		12,389	.0067	4,425	.0061	107	118	1,996	803	1,069	402	368	2,740	1,085	2,720	371
Sherman		4,820	.0026	2,678	.0029	74	67	979	322	214	393	131	481	606	1,298	81
Sioux		703	.0004	781	.0012	63	21	51	82	...	28	...	142	253	104	43
Stanton		3,616	.0019	2,009	.0029	78	51	925	226	112	23	29	385	127	1,165	184
Thayer		9,897	.0054	3,093	.0050	83	90	1,681	801	841	181	748	1,133	987	2,274	251
Thomas		831	.0004	2,078	.0006	66	57	136	118	...	...	69	...	213	111	126
Thurston		7,423	.0040	2,969	.0043	84	78	1,106	568	467	56	...	1,169	607	2,475	108
Valley		7,607	.0041	3,307	.0035	80	93	1,455	278	466	185	219	825	658	1,579	250
Washington		10,703	.0058	2,973	.0063	90	83	2,558	936	337	303	290	1,891	927	2,085	194
Wayne		10,360	.0056	3,572	.0058	94	90	1,905	629	733	227	184	3,108	672	1,921	201
Webster		7,953	.0043	3,458	.0035	83	102	1,827	283	730	181	265	1,220	1,459	1,285	152
Wheeler		539	.0003	1,078	.0005	56	33	118	56	153	...	...	...	62	...	...
York		17,972	.0096	3,907	.0082	94	110	2,097	878	2,325	758	606	4,656	1,443	2,513	356
York		14,447	.0078		.0049	123	195	1,575	551	2,240	758	806	3,964	603	1,890	296
Total Above Cities		956,031	.5153		.4226	119	145	169,755	69,340	144,911	63,000	56,025	203,232	55,815	81,490	29,826
State Total		1,679,222	.9050	3,944	.8287	99	109	298,827	118,760	188,125	76,258	77,899	335,450	131,708	239,490	48,925

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NEBRASKA — SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Lincoln	80	134.3	.0810	42.7	113.4	241,863	.0911	1,801	5,664
Omaha	103	401.6	.2422	122.4	348.5	697,153	.2625	1,736	5,696
Total Above Areas		535.9	.3232	165.1	461.9	939,016	.3536	1,752	5,688

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Lincoln	80	165,354	.0891	3,872	.0885	109	110	28,353	10,157	36,062	11,048	8,328	27,126	11,151	14,879	5,882
Omaha	103	502,402	.2708	4,105	.2610	108	112	97,182	48,980	65,033	33,567	27,728	107,142	29,094	42,066	16,744
Total Above Areas		667,756	.3599	4,045	.3495	108	111	123,535	59,137	101,095	44,615	36,056	134,268	40,245	56,945	22,626

NEVADA — Counties and Cities —

(Other Mountain States: Arizona, Colorado, Idaho, Montana, New Mexico, Utah, Wyoming.)

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Elko	Elko	6.5	127	14	33	6	13	4	8	15	12	4
Ely	White Pine	4.8	84	12	17	4	7	8	4	10	3	3
Las Vegas	Clark	50.3	558	52	121	40	59	42	38	54	19	22
Reno	Washoe	43.3	539	61	161	39	59	36	38	59	21	30

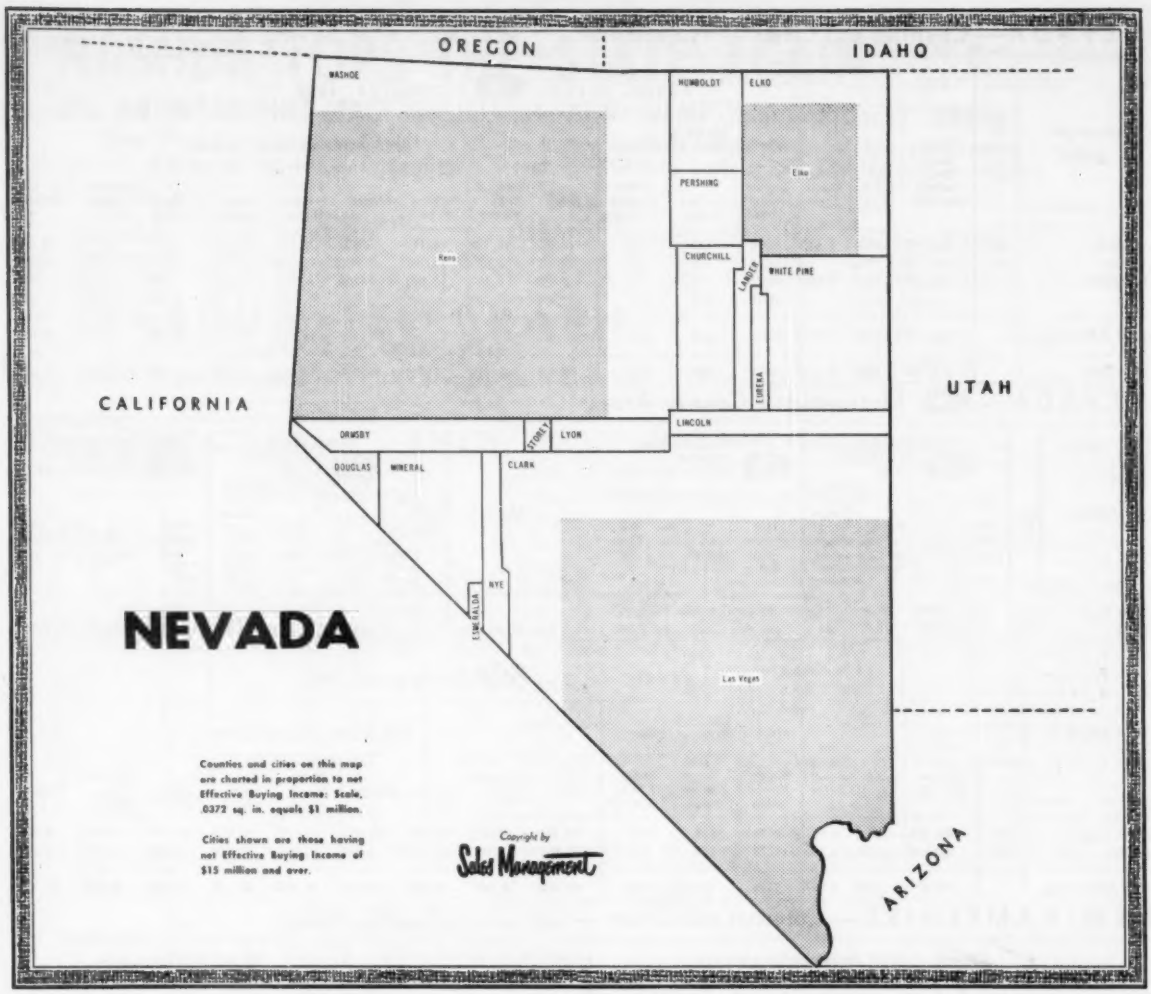
COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Churchill		6.3	.0038	1.8		11,261	.0042	1,787	6,255	4,188	2.5	4,581	32.2	18.3	26.5	19.6	27.3	31.0	14.0	39.1
Clark	218	95.8	.0578	30.3	72.6	202,906	.0764	2,118	6,697	1,401	40.0	5,076	25.3	7.3	24.0	15.9	34.0	34.9	16.7	41.9
△Las Vegas		50.3	.0303	16.9		114,747	.0432	2,281	6,790		22.0	5,215	24.9	7.0	24.0	15.6	33.3	33.2	17.8	44.2
Douglas		2.2	.0013	.8		4,174	.0016	1,897	5,348	2,487	.9	4,905	36.3	10.8	24.1	16.5	26.3	28.0	13.3	44.7
Elko		12.8	.0077	3.8	6.6	29,805	.0112	2,329	7,843	9,393	5.4	5,528	24.5	6.5	24.0	14.7	33.1	31.2	18.4	47.6
Elko		6.5	.0039	1.9		17,439	.0066	2,683	9,178		2.8	6,145	21.6	5.1	20.6	11.3	35.2	29.9	22.6	53.7
Esmeralda		.5	.0003	.2		713	.0003	1,426	3,565	198	.2	3,256	54.8	24.5	22.8	23.6	14.6	23.4	7.8	28.3
Eureka		1.2	.0007	.3		2,436	.0009	2,030	8,120	1,201	.6	4,067	39.7	14.3	34.4	28.5	16.2	20.7	9.7	36.5
Humboldt		4.7	.0029	1.3	2.8	8,805	.0032	1,831	6,619	3,199	1.9	4,445	35.8	11.8	23.8	18.0	28.0	32.9	12.4	37.3
Lander		1.7	.0010	.4		3,547	.0014	2,086	8,868	1,173	.8	4,406	31.2	10.3	28.8	22.1	29.9	35.4	10.1	32.2
Lincoln		3.6	.0022	.9		5,662	.0021	1,573	6,291	869	1.2	4,786	19.1	5.8	25.1	17.8	44.2	48.1	11.6	28.3
Lyon		3.2	.0019	.9		4,278	.0016	1,337	4,753	3,986	1.2	3,563	42.5	17.3	28.6	27.0	22.7	33.0	6.2	22.7
Mineral		10.8	.0065	3.2		18,808	.0071	1,741	5,878	121	4.2	4,498	22.6	7.3	24.0	18.0	42.3	49.0	11.1	25.7
Nye		2.6	.0016	.9		4,026	.0015	1,548	4,473	1,082	1.0	3,845	41.1	15.6	26.0	22.8	23.3	31.8	9.6	30.0
Ormsby		4.3	.0026	1.2	3.3	7,815	.0029	1,817	6,513	190	1.5	5,085	25.9	7.4	22.9	15.2	34.7	35.6	16.5	41.8
Pershing		3.7	.0022	1.1		6,343	.0024	1,714	5,766	2,178	1.6	4,027	33.3	12.1	30.9	25.9	26.6	34.4	9.2	27.6
Storey		.7	.0004	.3		1,049	.0004	1,499	3,497	74	.2	4,662	44.0	13.8	18.7	13.5	17.3	19.4	20.0	53.3
Washoe	248	65.7	.0397	21.7	54.1	157,162	.0592	2,392	7,242	3,178	27.3	5,751	23.4	5.9	21.2	12.5	35.0	31.7	20.4	49.9
△Reno		43.3	.0261	14.4		112,403	.0423	2,596	7,806		19.5	5,765	23.7	6.0	21.2	12.4	34.6	31.3	20.5	50.3
White Pine		13.2	.0079	3.8	4.8	24,417	.0092	1,850	6,426	2,823	4.8	5,085	18.3	5.3	21.2	14.0	47.2	48.4	13.3	32.3
Ely		4.8	.0029	1.3		8,458	.0032	1,762	6,506		1.7	4,938	22.0	6.5	23.5	16.0	42.4	44.8	12.1	32.7
Total Above Cities		104.9	.0632	34.5		253,047	.0953	2,412	7,335		46.1	5,495	24.1	6.4	22.6	13.9	34.3	32.5	19.0	47.2
State Total		233.0	.1405	72.6	144.2	493,007	.1858	2,116	6,791	37,420	95.3	5,173	25.4	7.2	23.4	15.2	34.4	34.7	16.8	42.9

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEVADA — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Churchill		11,007	.0060	6,115	.0047	124	158	1,991	1,026	2,618	246	245	2,287	698	851	467
Clark	218	153,228	.0826	5,057	.0745	129	143	33,366	14,607	13,567	11,613	7,742	30,029	15,097	8,793	5,705
△Las Vegas		126,734	.0683		.0482	159	225	27,257	8,996	12,925	10,380	7,339	27,238	9,546	8,028	4,476
Douglas		3,394	.0019	7,188	.0016	123	146	325	859	672	49	43	652	226	147	95
Elko		21,846	.0118	5,749	.0107	139	153	4,206	2,533	1,120	924	598	4,014	4,683	2,158	731
Elko		14,873	.0080		.0065	167	205	2,927	1,097	805	879	598	3,420	1,790	1,866	629
Esmeralda		173	.0001	865	.0003	100	33	...	64	...	...	...	...	72	...	...
Eureka		657	.0003	2,190	.0006	86	43	21	156	65	...	...	...	192	75	128
Humboldt		9,916	.0054	7,628	.0038	131	186	2,423	882	855	269	139	2,012	1,961	954	166
Lander		2,258	.0012	5,645	.0013	130	120	291	312	527	...	...	353	579	...	129
Lincoln		3,685	.0020	4,094	.0021	95	91	307	588	824	...	138	758	569	61	322
Lyon		5,442	.0029	6,047	.0020	105	153	1,755	906	170	288	42	852	502	396	83
Mineral		7,244	.0039	2,264	.0061	94	60	1,407	951	1,058	191	187	982	1,148	317	399
Nye		3,977	.0021	4,419	.0017	106	131	928	512	57	105	...	1,442	584	100	101
Ormsby		6,564	.0036	5,470	.0030	115	138	1,374	986	225	321	259	1,145	801	412	351
Pershing		5,949	.0032	5,408	.0026	118	145	1,088	751	435	53	...	969	883	848	213
Storey		754	.0004	2,813	.0004	100	100	140	516	...	...	16	...	7	...	41

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

NEVADA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Washoe	246	120,649	.0650	5,560	.0570	144	164	18,697	15,442	13,158	8,310	6,643	24,676	8,427	6,030	9,073
△Reno		110,541	.0596		.0443	170	228	15,827	13,025	12,707	7,881	5,933	24,495	7,321	5,760	8,433
White Pine		15,217	.0082	4,004	.0067	110	104	3,119	1,747	1,683	272	478	1,952	959	1,303	569
Ely		12,429	.0067		.0042	145	231	2,801	1,306	1,119	272	476	1,305	759	958	478
Total Above Cities		264,577	.1426		.1032	163	226	48,862	24,424	27,556	19,412	14,346	56,458	19,416	16,612	14,016
State Total		372,160	.2006	5,126	.1811	129	143	71,437	42,818	37,034	22,641	16,528	72,123	37,386	22,535	16,586

NEVADA — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Las Vegas	218	95.8	.0578	30.3	72.6	202,906	.0764	2,118	6,697
△Reno	246	65.7	.0397	21.7	54.1	157,162	.0592	2,392	7,242
Total Above Areas		161.5	.0975	52.0	126.7	360,068	.1356	2,230	6,924

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Las Vegas	218	153,228	.0826	5,057	.0745	129	143	33,366	14,607	13,567	11,613	7,742	30,029	15,097	8,793	5,705
△Reno	246	120,649	.0650	5,560	.0570	144	164	18,697	15,442	13,158	8,310	6,643	24,676	8,427	6,030	9,073
Total Above Areas		273,877	.1476	5,267	.1315	135	151	52,063	30,049	26,725	19,923	14,385	54,705	23,524	14,823	14,778

NEW HAMPSHIRE — Counties and Cities —

(Other New England States: Connecticut, Maine, Massachusetts, Rhode Island, Vermont.)

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Berlin	Coos	17.0	244	62	36	21	27	15	16	19	11	6
Claremont	Sullivan	13.3	202	33	14	29	23	18	17	18	14	6
Concord	Merrimack	28.9	393	77	43	49	37	18	27	44	15	18
Dover	Strafford	16.7	248	66	33	22	27	17	20	16	11	4
Keene	Cheshire	16.8	249	36	23	26	34	19	27	16	14	6
Laconia	Belknap	15.4	227	39	32	21	17	25	19	17	10	8
Lebanon	Grafton	9.1	*	*	*	*	*	*	*	*	*	*
Manchester	Hillsborough	86.2	1,064	252	148	104	119	56	55	98	33	25
Nashua	Hillsborough	36.1	460	82	68	66	49	37	21	37	19	14
Portsmouth	Rockingham	21.5	314	67	54	25	38	22	20	30	13	7
Rochester	Strafford	14.9	200	47	26	16	19	11	15	17	14	5

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955												
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units							
											Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & over	
													% Units	% Income	% Units	% Income	% Units	% Income	% Units	% Income
Belknap		27.7	.0167	8.2	15.4	39,294	.0148	1,419	4,792	2,739	9.7	4,051	32.8	12.1	33.1	28.2	26.3	34.6	7.8	25.1
Laconia		15.4	.0093	4.5		22,390	.0084	1,454	4,976		5.4	4,185	30.8	11.0	32.3	26.5	28.8	36.7	8.1	25.8
Carroll		15.9	.0096	4.8		19,288	.0073	1,213	4,018	1,671	5.6	3,466	42.2	18.2	34.5	34.4	17.8	27.3	5.5	20.1
Cheshire		40.8	.0246	12.2	16.8	55,511	.0209	1,361	4,550	4,897	13.1	4,238	29.5	10.4	32.4	26.4	28.5	35.8	9.6	27.4
Keene		16.8	.0101	5.1		26,194	.0099	1,559	5,136		5.9	4,474	28.8	9.6	30.3	23.4	30.0	35.7	10.9	31.3
Coos		36.0	.0217	10.1	17.0	45,662	.0172	1,274	4,541	4,537	11.2	4,065	30.8	11.3	32.1	27.1	28.7	37.4	8.4	24.2
Berlin		17.0	.0103	4.8		23,178	.0087	1,363	4,829		5.2	4,419	24.5	8.3	33.4	26.0	32.3	38.9	9.8	26.8
Grafton		45.8	.0275	12.8	13.0	66,929	.0252	1,468	5,229	7,311	17.2	3,882	41.1	15.8	28.6	25.5	21.9	30.0	8.4	28.7
Lebanon		9.1	.0055	2.6		13,880	.0052	1,525	5,338		3.4	4,142	34.9	12.6	30.0	25.0	25.9	33.3	9.2	29.1
Hillsborough	88	159.7	.0953	47.8	126.3	286,849	.1085	1,671	5,583	15,868	55.4	4,814	26.0	8.1	29.3	20.9	32.7	36.2	12.0	34.8
▲Manchester		86.2	.0520	26.7		145,871	.0549	1,692	5,463		30.8	4,737	25.5	8.0	28.6	20.9	33.1	37.2	12.8	33.9
Nashua		36.1	.0218	10.8		58,191	.0219	1,612	5,388		12.3	4,716	23.5	7.5	29.7	21.6	35.2	39.8	11.6	31.1
Merrimack		64.8	.0390	18.3	40.2	89,904	.0338	1,392	4,913	9,393	21.5	4,189	32.2	11.5	29.3	24.1	29.1	36.9	9.4	27.5
Concord		28.9	.0174	7.9		42,758	.0161	1,480	5,412		9.3	4,576	27.2	8.9	28.3	21.3	32.9	38.3	11.6	31.5

*Not Available.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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NASHUA TOPS THE STATE AGAIN

IN Retail Sales per Family

IT'S AN ESTABLISHED FACT—NASHUA IS NEW HAMPSHIRE'S RICHEST MARKET

Over 30 new industries and hundreds of new homes speak for themselves. So does an effective buying income of $58,191,000 and retail sales of $50,757,000. Look at the per family sales record.

Total Retail Sales		Food Sales		General Mdse. Sales		Furniture-Household Radio Sales		Lumber-Building Hardware	
NASHUA	$4,699	NASHUA	$1,203	NASHUA	$480	NASHUA	$246	NASHUA	$348
Manchester	4,350	Manchester	1,046	Manchester	503	Manchester	219	Manchester	195
State of N. H.	4,115	State of N. H.	1,045	State of N. H.	358	State of N. H.	165	State of N. H.	241

NASHUA TELEGRAPH

NASHUA, NEW HAMPSHIRE

"Proud To Be Welcome in 11,221 Homes Each Evening"

THE FAMILY NEWSPAPER OF SOUTHEASTERN NEW HAMPSHIRE

Represented By

THE JULIUS MATHEWS SPECIAL AGENCY, INC.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW HAMPSHIRE — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Rockingham		76.3	.0480	23.3	32.1	107,960	.0407	1,415	4,633	12,613	25.3	4,276	29.8	10.4	30.6	24.7	30.3	37.7	9.3	27.2
Portsmouth		21.5	.0130	6.9		32,798	.0123	1,525	4,823		7.4	4,415	26.0	8.8	29.7	23.2	34.6	41.7	9.7	26.3
Strafford		52.0	.0314	14.6	41.7	76,170	.0287	1,465	5,217	5,810	18.7	4,067	33.5	12.3	29.8	25.2	28.0	36.7	8.7	25.8
Dover		16.7	.0101	4.8		24,683	.0093	1,478	5,142		5.4	4,546	26.9	8.8	31.2	23.8	30.5	35.7	11.4	31.7
Rochester		14.9	.0090	4.6		21,935	.0083	1,472	4,765		5.2	4,211	27.1	9.6	31.7	26.0	32.8	41.5	8.4	22.9
Sullivan		28.0	.0169	8.5	17.1	39,298	.0148	1,404	4,623	3,372	9.4	4,190	28.3	10.1	34.1	26.0	28.2	35.9	9.4	26.0
Claremont		13.3	.0080	4.2		20,302	.0076	1,526	4,834		4.6	4,425	24.1	8.1	34.6	27.0	30.2	36.4	11.1	28.5
Total Above Cities		275.9	.1665	82.8		432,180	.1626	1,566	5,220		94.9	4,553	26.3	8.6	30.1	22.8	32.4	37.9	11.2	30.7
State Total		546.8	.3297	160.8	319.6	807,068	.3039	1,477	5,025	68,011	187.1	4,314	30.9	10.7	30.3	24.3	29.0	35.8	9.8	29.2

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwrs.	Drugs
Belknap		37,282	.0201	4,543	.0168	101	120	8,671	1,738	2,901	1,630	1,934	8,226	2,800	2,514	889
Laconia		25,876	.0139		.0102	110	149	5,998	1,155	1,829	1,355	1,698	6,390	1,202	1,250	547
Carroll		20,934	.0113	4,361	.0089	93	118	5,503	1,045	1,252	909	650	4,771	2,725	1,151	477
Cheshire		40,912	.0220	3,353	.0220	89	89	10,869	1,901	3,388	2,153	1,577	7,947	2,847	2,525	1,116
Keene		27,270	.0147		.0114	113	146	6,672	1,235	1,527	1,927	1,164	6,300	1,689	1,627	705
Coos		40,682	.0220	4,028	.0195	90	101	11,269	1,699	2,785	2,441	1,700	8,528	3,325	2,298	823
Berlin		20,884	.0113		.0098	95	110	5,947	673	1,594	1,834	1,334	4,010	1,047	1,408	344

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Before using these figures, see explanation page 11.

EVERYONE READS THE EAGLE

NOT JUST **CLAREMONT** BUT ALL OF

SULLIVAN CO. PLUS MUCH OF GRAFTON CO. (N.H.) AND WINDSOR CO. (VT.)

67 DIFFERENT COMMUNITIES

WRITE US ABOUT OUR INDUSTRIAL PARK

Springfield, Vt. makes 10% of the nation's machine tools.
Windsor, Vt. makes all the nation's neolite footwear.
Claremont, Lebanon & Newport, N.H. are busy factory towns.
Hanover, N.H. has Dartmouth College and its medical center.
White River Jct., Vt. is a R.R. and wholesale center.
Claremont draws retail trade from all of these.



THE EAGLE SPREADS ITS WINGS OVER THE ENTIRE TWIN-STATE VALLEY

3RD LARGEST MARKET IN NEW HAMPSHIRE

$43,000,000 IN RETAIL SALES

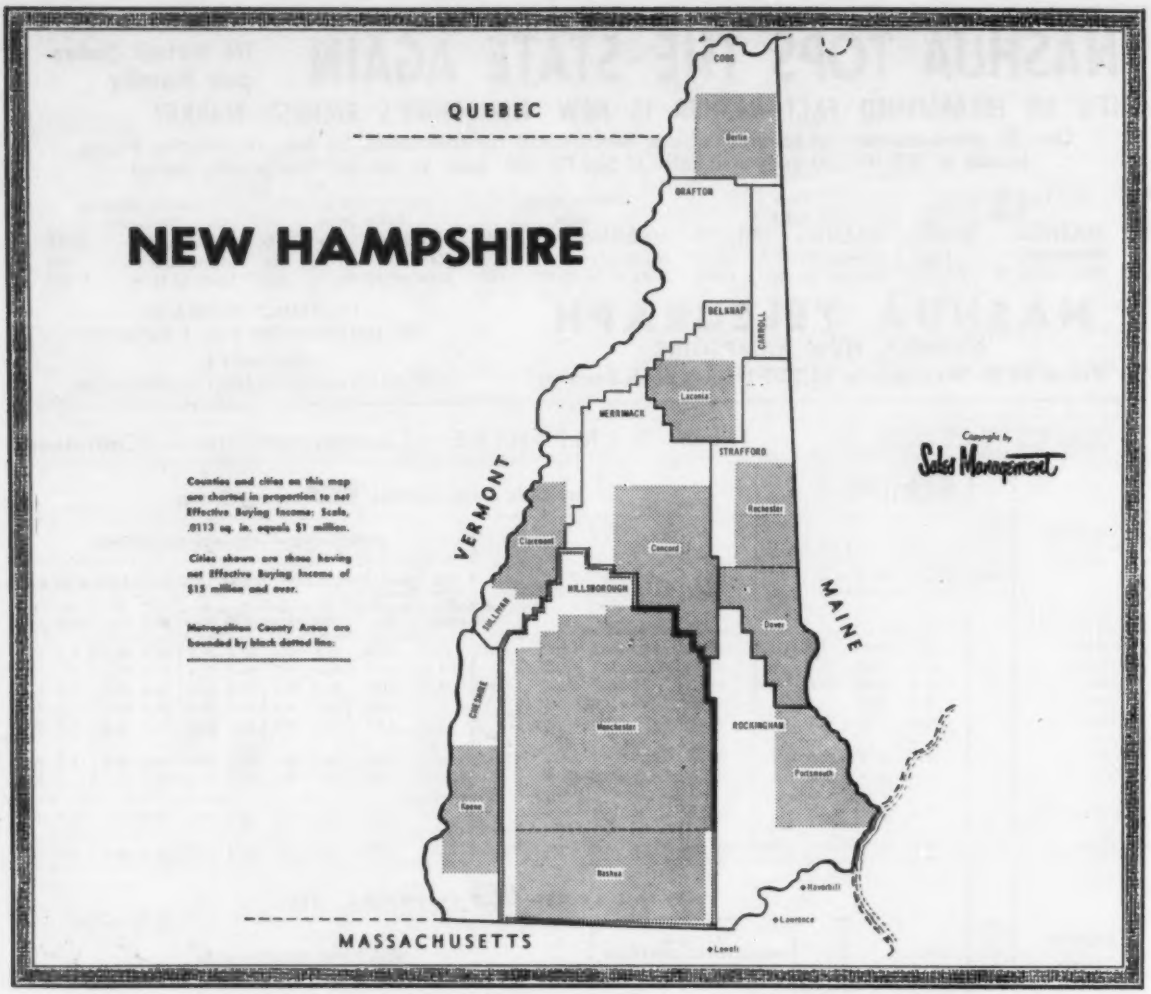
NO. 3 ON ANY LIST

DAILY EAGLE

SERVING CLAREMONT AND THE TWIN STATE VALLEY

EASTERN VERMONT • WESTERN NEW HAMPSHIRE

Represented by Julius Mathews Special Agency



NEW HAMPSHIRE — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Grafton		58,187	.0313	4,546	.0275	100	114	14,034	2,996	3,807	2,567	2,242	13,333	3,787	3,734	1,880
Lebanon		11,611	.0063		.0056	102	115	2,801	599	759	512	447	2,660	755	745	376
Hillsborough	88	201,637	.1089	4,223	.1022	106	113	52,477	9,661	20,920	15,131	9,431	34,877	12,389	10,738	3,868
▲Manchester		116,153	.0626		.0566	100	120	27,896	5,511	13,423	11,134	5,852	21,246	6,879	5,210	2,169
Nashua		50,757	.0274		.0235	103	126	12,997	2,684	5,191	3,522	2,663	8,126	2,721	3,769	897
Merrimack		71,554	.0386	3,810	.0362	93	99	15,744	3,324	7,426	3,204	2,050	14,402	4,121	2,886	2,255
Concord		45,129	.0243		.0188	108	140	9,105	1,895	5,110	2,267	1,187	9,205	1,859	1,841	1,502
Rockingham		96,566	.0520	4,144	.0452	98	113	24,053	7,142	8,452	4,223	2,728	20,152	6,452	6,443	1,755
Portsmouth		38,114	.0205		.0149	115	158	8,992	2,427	3,634	2,932	1,718	8,733	2,451	2,453	692
Strafford		62,203	.0335	4,260	.0307	98	107	17,580	3,042	4,847	4,185	2,861	10,846	3,387	5,152	1,369
Dover		30,001	.0162		.0115	114	160	7,481	1,202	2,139	2,337	1,984	5,634	895	2,918	542
Rochester		19,379	.0104		.0091	101	116	5,089	927	1,360	1,169	546	4,169	1,200	1,296	471
Sullivan		30,785	.0166	3,622	.0157	93	98	7,716	1,025	4,058	2,062	1,422	6,028	1,761	1,424	706
Claremont		20,596	.0111		.0087	109	139	4,712	487	2,907	1,675	1,176	4,495	980	1,009	295
Total Above Cities		405,770	.2187		.1801	108	131	97,690	18,795	39,973	30,654	19,769	81,018	21,678	23,526	8,340
State Total		680,912	.3362	4,115	.2247	98	108	167,916	33,575	57,524	38,515	26,595	128,510	43,594	38,573	15,138

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

NEW HAMPSHIRE

NOW NO. 1 in the nation in FOOD SALES per family

FOOD SALES PER FAMILY $1,046

22% above U. S. Average

6% above N. E. Average

For the greatest coverage of this premium market at lowest cost per thousand, it's the . . .

MANCHESTER UNION LEADER

NEW HAMPSHIRE SUNDAY NEWS



Source Sales Management 1956 Survey of Buying Power

REPRESENTED NATIONALLY BY STORY, BROOKS & FINLEY, INC.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW HAMPSHIRE— SM Metropolitan County Areas

AREA	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Manchester	88	159.7	.0963	47.8	126.3	266,849	.1005	1,671	5,583
Total Above Area		159.7	.0963	47.8	126.3	266,849	.1005	1,671	5,583

RETAIL SALES— SM ESTIMATES, 1955

AREA	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Manchester	88	201,837	.1088	4,223	.1022	106	113	52,477	9,661	20,920	15,131	9,431	34,577	12,389	10,738	3,868
Total Above Area		201,837	.1088	4,223	.1022	106	113	52,477	9,661	20,920	15,131	9,431	34,577	12,389	10,738	3,868

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Before using these figures, see explanation page 11.

Sales Management's

1956 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . . in 6 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by County shadings . . .
   Red—for counties with $100 million or more.
   Green—for counties with $50 million to $100 million.
   Yellow—for counties with $25 million to $50 million.
   Blue—for counties with $10 million to $25 million.
4. 1570 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1956).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed U. S. family average.

PRICE: $3.50 a single copy; $3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

NEW JERSEY — Counties and Cities — (Other Middle Atlantic States: New York, Pennsylvania.)

Map, page 562

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Asbury Park	Monmouth	18.8	546	85	153	47	67	26	18	24	21	11
Atlantic City	Atlantic	61.5	1,613	298	494	85	181	72	30	59	39	46
Bayonne	Hudson	79.8	962	298	185	66	103	50	23	46	32	29
Belleville	Essex	34.6	335	95	63	30	18	12	15	28	13	9
Bergenfield	Bergen	23.8	194	28	22	26	29	15	10	10	13	8
Bloomfield	Essex	54.6	504	145	73	40	38	26	24	47	16	23
Boonton	Morris	7.9	150	29	23	7	16	6	9	14	12	6
Bound Brook	Somerset	8.9	200	43	42	14	19	5	15	14	7	5
Bridgeton	Cumberland	20.0	357	93	38	23	39	26	23	36	19	7
Burlington	Burlington	13.6	219	50	36	12	21	17	12	26	6	5
Camden	Camden	130.0	1,684	463	344	125	197	89	42	97	62	49
Carteret	Middlesex	13.6	151	44	31	10	9	5	4	9	6	4
Cliffside Park	Bergen	17.6	184	50	31	15	16	11	4	10	6	9
Clifton	Passaic	141.0	748	197	144	84	39	17	20	68	44	19
Collingswood	Camden	17.7	190	42	14	20	25	7	4	18	14	10
Cranford Township	Union	22.5	*	*	*	*	*	*	*	*	*	*
Dover	Morris	12.0	243	51	37	22	36	12	19	16	12	5
Dumont	Bergen	16.8	77	24	14	6	10	1	1	5	5	4
East Orange	Essex	83.0	758	170	77	49	112	47	32	73	26	29
East Paterson	Bergen	24.6	126	20	23	8	6	6	3	18	7	2
Elizabeth	Union	116.2	1,501	382	300	140	148	71	63	90	44	47
Englewood	Bergen	25.6	340	66	36	42	48	21	16	33	17	8
Fair Lawn	Bergen	34.8	253	44	38	51	19	9	4	19	14	13
Flemington	Hunterdon	3.5	114	11	12	13	14	9	8	9	9	3
Fort Lee	Bergen	12.4	168	25	48	11	9	5	5	29	6	5
Freehold	Monmouth	8.0	212	42	30	15	18	18	17	22	15	6
Garfield	Bergen	29.5	350	127	64	31	7	17	14	20	20	10
Gloucester City	Camden	14.8	156	42	45	11	6	4	9	11	5	3
Hackensack	Bergen	31.1	608	94	84	41	131	48	26	43	25	15
Haddonfield	Camden	11.0	183	27	15	23	27	20	6	15	7	6
Hammonton	Atlantic	8.9	162	26	23	12	22	4	14	20	12	1
Harrison	Hudson	13.2	240	67	64	13	14	8	4	10	7	5
Hawthorne	Passaic	16.1	157	37	25	14	13	6	8	18	13	3
Hillside Township	Union	22.8	*	*	*	*	*	*	*	*	*	*
Hoboken	Hudson	51.2	741	202	222	48	67	31	9	21	14	20
Irvington	Essex	62.4	784	215	112	98	81	41	35	49	25	26
Jersey City	Hudson	302.4	3,472	1,066	745	262	386	160	73	135	85	115
Kearny	Hudson	40.3	321	90	65	30	21	8	14	30	12	8
Linden	Union	35.3	420	87	96	43	33	18	32	33	22	12
Little Ferry	Bergen	5.3	89	13	14	6	0	4	25	11	7	1
Lodi	Bergen	21.5	247	64	41	31	18	11	14	26	12	6
Long Branch	Monmouth	29.7	392	74	82	35	33	32	15	28	17	14
Lyndhurst Township	Bergen	21.5	*	*	*	*	*	*	*	*	*	*
Madison	Morris	12.1	119	33	13	9	13	5	7	13	4	4
Maplewood Township	Essex	26.5	*	*	*	*	*	*	*	*	*	*
Millburn Township	Essex	16.3	*	*	*	*	*	*	*	*	*	*
Millville	Cumberland	17.5	256	61	38	14	26	17	14	31	15	5
Montclair	Essex	45.7	435	99	36	40	44	31	21	34	19	16
Morristown	Morris	18.3	388	75	42	30	56	38	18	26	22	14
Neptune Township	Monmouth	15.6	*	*	*	*	*	*	*	*	*	*
New Brunswick	Middlesex	40.6	750	159	160	57	109	55	19	47	21	13
Newark	Essex	450.1	6,052	1,643	1445	548	559	302	115	279	156	175
Newton	Sussex	6.0	157	15	37	15	15	12	11	18	6	5
North Arlington	Bergen	19.8	121	34	27	12	10	2	2	7	4	2
North Bergen Township	Hudson	42.7	*	*	*	*	*	*	*	*	*	*
North Plainfield	Somerset	14.6	114	27	22	9	3	13	10	15	3	1
Nutley	Essex	30.5	226	56	45	15	16	11	11	23	12	10
Ocean City	Cape May	7.1	284	84	67	23	22	13	12	17	16	12
Orange	Essex	39.8	500	123	92	59	42	28	13	34	21	17
Passaic	Passaic	58.0	1,146	269	221	87	199	87	27	50	32	29
Paterson	Passaic	141.0	2,226	604	459	177	237	118	79	131	69	58
Pensauken Township	Camden	26.6	*	*	*	*	*	*	*	*	*	*
Perth Amboy	Middlesex	44.4	731	161	143	73	106	40	27	49	12	19
Phillipsburg	Warren	19.5	248	67	51	25	8	11	10	28	9	4
Plainfield	Union	46.2	630	136	67	62	97	51	32	43	22	16
Pleasantville	Atlantic	12.8	192	38	31	15	16	11	13	22	8	8
Point Pleasant Beach	Ocean	3.6	*	*	*	*	*	*	*	*	*	*
Princeton	Mercer	13.8	210	32	39	8	37	12	12	14	8	5
Rahway	Union	24.1	266	53	45	11	24	17	17	30	19	6
Red Bank	Monmouth	14.0	370	56	53	22	64	24	22	28	17	13
Ridgefield	Bergen	19.9	88	16	22	12	2	0	6	10	5	2
Ridgefield Park	Bergen	11.5	92	25	14	15	2	1	4	6	8	1
Ridgewood	Bergen	22.0	277	48	21	31	42	18	17	21	10	8
Roselle	Union	20.4	157	57	17	13	9	5	6	13	6	7
Roselle Park	Union	12.6	112	24	17	12	4	8	11	7	9	2
Rutherford	Bergen	19.7	197	41	13	14	29	12	11	26	4	5
Salem	Salem	9.7	177	34	30	10	19	13	11	14	13	5
Sayreville	Middlesex	11.7	102	21	41	4	2	3	1	14	2	2
Somerville	Somerset	13.3	255	39	33	15	34	27	15	29	12	4
South Orange	Essex	15.2	121	25	10	11	11	7	8	9	6	6
South River	Middlesex	11.9	203	65	44	19	9	11	6	15	4	4
Summit	Union	18.9	250	35	29	21	45	21	14	20	12	7
Teaneck Township	Bergen	40.3	*	*	*	*	*	*	*	*	*	*
Trenton	Mercer	131.8	2,507	669	518	201	250	148	72	191	79	74
Union City	Hudson	55.7	987	256	244	76	119	50	17	34	25	31
Union Township	Union	47.0	*	*	*	*	*	*	*	*	*	*
Verona	Essex	12.4	115	27	20	8	6	11	3	14	10	3
Vineland	Cumberland	31.9	513	88	66	68	63	20	24	51	37	8
Washington	Warren	5.0	103	13	17	9	11	6	9	12	7	3
West New York	Hudson	37.2	567	152	92	52	79	42	13	23	19	20
West Orange	Essex	30.6	282	87	79	28	9	9	7	23	11	8
Westfield	Union	23.3	239	46	27	19	30	17	15	22	11	7
Westwood	Bergen	7.8	139	22	15	15	22	9	12	9	5	4
Wildwood	Cape May	5.8	401	77	137	26	27	17	12	20	11	9
Woodbridge Township	Middlesex	41.2	*	*	*	*	*	*	*	*	*	*
Woodbury	Gloucester	12.6	163	33	16	10	25	11	14	15	11	7

*Not Available.

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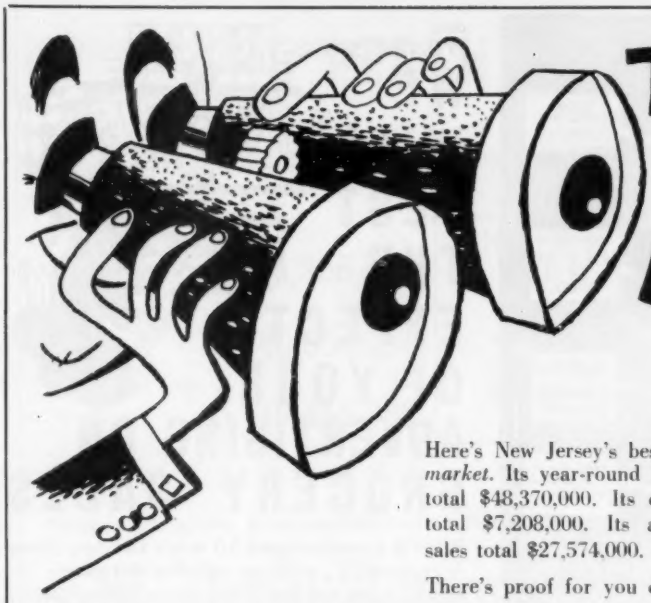
Before using these figures, see explanation page 11.

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"FACTS"
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BERGEN COUNTY
NEW JERSEY
an economically sound area
with a
positive prosperous future
write
BERGEN COUNTY
CHAMBER OF COMMERCE
241 Main St., Hackensack, N. J.

Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous co-operation.

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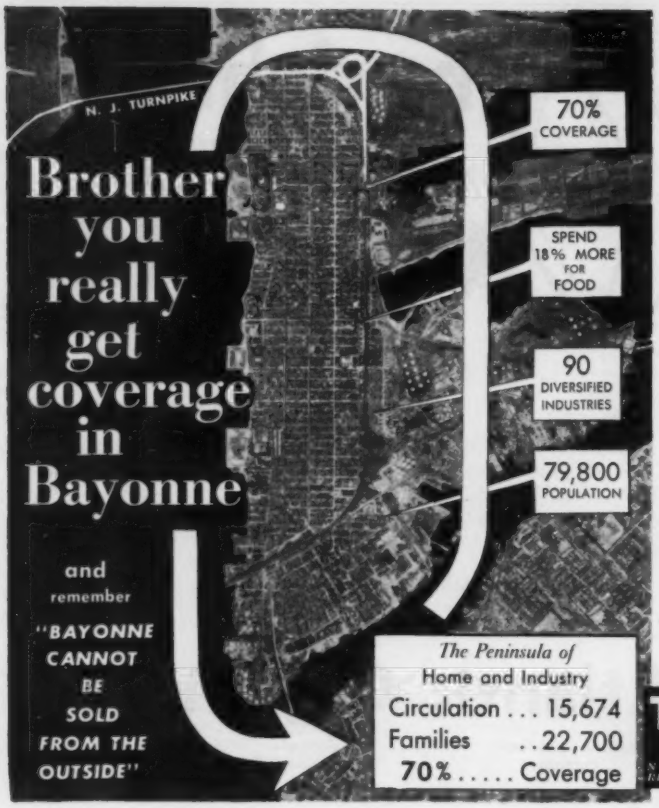
NEW JERSEY — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Atlantic	9	**141.9**	**.0855**	**44.5**	**124.0**	**235,602**	**.0887**	**1,660**	**5,294**	**14,102**	**55.0**	**4,280**	**35.0**	**12.0**	**28.1**	**22.2**	**28.1**	**32.0**	**10.8**	**33.8**
▲Atlantic City		61.5	.0371	19.3		103,454	.0390	1,682	5,360		26.9	3,853	39.8	15.2	29.4	26.0	22.5	30.5	8.3	28.3
Pleasantville		12.8	.0077	3.8		19,674	.0074	1,537	5,177		4.5	4,412	27.9	9.3	27.9	21.5	33.7	40.0	10.5	29.2
Hammonton		8.9	.0054	2.4		13,638	.0051	1,532	5,683		2.8	4,833	26.8	8.1	25.4	18.0	32.6	35.3	15.2	38.6
Bergen	99B	**687.7**	**.4148**	**210.7**	**676.0**	**1,644,209**	**.6190**	**2,391**	**7,804**	**11,657**	**224.3**	**7,332**	**13.0**	**2.6**	**16.8**	**7.8**	**39.9**	**28.5**	**30.3**	**61.1**
Hackensack		31.1	.0188	9.0		69,888	.0263	2,247	7,765		11.2	6,246	18.2	4.3	22.8	12.4	35.7	30.0	23.3	53.3
Englewood		25.6	.0154	7.6		77,494	.0292	3,027	10,197		9.8	7,891	17.7	3.3	18.5	8.0	32.6	21.6	31.2	67.1
Ridgewood		22.0	.0133	6.8		82,828	.0312	3,765	12,181		8.0	10,407	13.1	1.9	13.6	4.4	29.8	15.0	43.5	78.7
Teaneck Township		40.3	.0243	11.5		119,691	.0451	2,970	10,408		*	*	*	*	*	*	*	*	*	*
Rutherford		19.7	.0119	6.0		55,624	.0209	2,824	9,271		7.0	7,980	13.0	2.4	14.6	6.2	37.5	24.6	34.9	66.8
Fair Lawn		34.8	.0210	10.5		84,929	.0320	2,440	8,088		10.9	7,771	9.6	1.8	13.6	5.9	42.4	28.6	34.4	63.7
Garfield		29.5	.0178	8.7		54,613	.0206	1,851	6,277		9.3	5,847	12.0	3.0	22.0	12.8	45.2	40.5	20.8	43.7
Westwood		7.8	.0047	2.5		20,013	.0075	2,566	8,005		2.6	7,653	12.4	2.4	16.0	7.0	37.5	25.7	34.1	64.9
Bergenfield		23.8	.0144	7.4		57,109	.0215	2,400	7,717		7.6	7,467	10.4	2.0	13.6	6.2	43.7	30.7	32.3	61.1
Little Ferry		5.3	.0032	1.9		9,121	.0034	1,721	4,801		1.6	5,589	16.8	4.4	20.7	12.6	42.1	39.5	20.4	43.5
Cliffside Park		17.6	.0106	5.4		43,082	.0162	2,448	7,978		6.2	6,955	14.3	3.0	18.8	9.2	38.9	29.3	28.0	58.5
Lyndhurst Township		21.5	.0130	6.6		55,427	.0209	2,578	8,398		*	*	*	*	*	*	*	*	*	*
Ridgefield Borough		11.5	.0069	3.5		27,956	.0105	2,431	7,987		3.8	7,286	13.1	2.7	16.2	7.5	40.3	29.0	30.4	60.8
Dumont		16.8	.0101	4.7		37,326	.0141	2,222	7,942		5.2	7,162	10.1	2.1	13.1	6.2	46.0	33.6	30.8	58.1
East Paterson		19.0	.0115	5.4		39,096	.0147	2,058	7,240		5.6	7,020	10.2	2.1	16.8	8.2	44.6	33.3	28.4	56.4
Fort Lee		19.8	.0119	6.1		49,392	.0186	2,495	8,097		7.0	7,062	15.9	3.3	19.1	9.2	35.5	26.3	29.5	61.2
Lodi		24.6	.0148	6.6		43,474	.0164	1,767	6,587		7.5	5,789	12.6	3.2	22.2	13.1	45.9	41.5	19.3	42.2
North Arlington		19.9	.0120	5.8		44,826	.0169	2,253	7,729		6.5	6,903	9.8	2.1	13.4	6.6	48.1	36.5	28.7	54.8
Ridgefield Park		12.4	.0075	3.6		27,667	.0104	2,231	7,685		4.0	6,855	13.9	3.0	16.7	8.3	42.4	32.4	27.0	56.3
Burlington	106	**162.1**	**.0978**	**40.8**	**79.6**	**281,247**	**.1059**	**1,735**	**6,893**	**27,681**	**84.1**	**4,388**	**35.7**	**12.0**	**25.9**	**20.1**	**26.5**	**31.6**	**11.9**	**36.3**
Burlington		13.6	.0082	3.6		20,584	.0077	1,514	5,718		4.3	4,775	26.7	8.2	26.9	19.1	32.8	36.0	13.6	36.7
Camden	106	**336.5**	**.2023**	**99.2**	**315.7**	**607,915**	**.2289**	**1,812**	**6,128**	**6,422**	**109.9**	**5,529**	**18.8**	**5.0**	**23.1**	**14.2**	**39.4**	**37.3**	**18.7**	**43.5**
Camden		130.0	.0784	36.9		219,072	.0825	1,685	5,937		44.5	4,923	21.8	6.5	27.0	18.6	36.7	39.1	14.5	35.8
Collingswood		17.7	.0107	5.8		43,548	.0164	2,460	7,508		6.4	6,783	15.0	3.3	17.7	8.8	40.5	31.3	26.8	56.6

▲ and △ See end of state for SM Metropolitan County Areas.
*Not Available.

Before using these figures, see explanation page 11.

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NOTE: **In the five years we have been making *Grocery Store Inventories*, we have checked many classifications . . . your product may be included. Ask for reports of the surveys.**

THE BAYONNE TIMES
BAYONNE, NEW JERSEY
NATIONALLY REPRESENTED BY BOGNER and MARTIN

NEW JERSEY — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Pennsauken Township		28.6	.0160	9.1		53,040	.0200	1,994	5,829		*	*	*	*	*	*	*	*	*	*
Gloucester City		14.8	.0089	3.9		22,215	.0084	1,501	5,696		4.4	5,064	19.1	5.5	25.2	17.0	40.9	42.3	14.8	35.2
Haddonfield		11.0	.0066	3.4		32,976	.0124	2,998	9,699		3.8	8,567	16.1	2.8	14.3	5.6	32.2	19.7	37.4	71.9
Cape May		41.9	.0253	13.6	21.0	62,809	.0236	1,499	4,618	3,386	15.5	4,060	40.0	14.5	28.3	23.6	22.0	28.4	9.7	33.5
Wildwood		5.8	.0035	2.1		9,105	.0034	1,570	4,336		2.3	3,988	38.5	14.2	30.2	25.7	21.9	28.8	9.4	31.3
Ocean City		7.1	.0043	2.7		12,133	.0046	1,709	4,494		2.6	4,758	44.0	13.6	22.5	16.1	18.7	20.6	14.8	49.7
Cumberland		100.9	.0608	30.2	72.1	152,436	.0574	1,511	5,048	33,221	34.1	4,466	28.5	9.4	28.7	21.9	31.3	38.7	11.5	32.0
Bridgeton		20.0	.0121	6.1		31,108	.0117	1,555	5,100		7.1	4,363	29.9	10.1	28.5	22.1	30.8	37.0	10.8	30.8
Vineland		31.9	.0192	9.2		54,099	.0204	1,696	5,879		11.9	4,529	28.5	9.3	28.8	21.5	30.8	35.6	11.9	33.6
Millville		17.5	.0106	5.5		26,873	.0101	1,536	4,886		6.0	4,508	25.3	8.2	28.5	21.6	34.5	40.1	11.7	30.1
Essex	99B	900.0	.5810	291.8	900.0	2,191,449	.8251	2,236	7,510	3,846	348.8	6,283	18.3	4.3	23.0	12.4	35.7	29.8	23.0	53.5
Newark		450.1	.2715	129.2		884,623	.3331	1,965	6,847		164.0	5,393	20.5	5.6	26.8	16.8	35.4	34.4	17.3	43.2
East Orange		83.0	.0501	26.7		222,532	.0839	2,685	8,346		33 6	6,634	19.8	4.2	20.6	10.6	35.1	27.7	25.5	57.5
Irvington		62.4	.0376	19.7		141,189	.0532	2,263	7,167		21.7	6,521	13.0	2.9	18.5	9.7	42.7	34.3	25.8	53.1
Montclair		45.7	.0276	13.4		141,995	.0535	3,107	10,597		16.9	8,380	19.3	3.4	20.6	8.4	27.6	17.2	32.5	71.0
Orange		39.8	.0240	11.4		82,535	.0311	3,074	7,240		14.0	5,876	20.8	5.2	25.0	14.5	33.8	30.1	20.4	50.2
Bloomfield		54.6	.0329	16.5		123,204	.0464	2,256	7,467		18.6	6,639	13.6	3.0	18.9	9.7	41.1	32.4	26.4	54.9
Belleville		34.6	.0209	9.7		69,588	.0262	2,011	7,174		10 8	6,454	13.8	3.1	19.5	10.3	41.5	33.7	25.2	52.9
South Orange		15.2	.0092	4.1		60,361	.0227	3,971	14,722		5.6	10,827	21.5	2.9	16.4	5.2	21.1	10.2	41.0	81.7
Maplewood Township		26.5	.0160	7.3		77,857	.0293	2,938	10,665											
Nutley		30.5	.0184	8.7		78,068	.0294	2,560	8,973		9.9	7,848	11.8	2.2	14.5	6.2	39.5	26.4	34.2	65.2
West Orange		30.9	.0186	8.6		81,474	.0307	2,663	9,474		9.9	8,220	12.8	2.3	16.1	6.7	36.6	23.3	34.5	67.7
Millburn Township		16.3	.0098	4.9		61,696	.0232	3,785	12,591											
Verona		13.4	.0075	3.3		31,353	.0118	2,328	9,501		3.7	8,460	11.2	1.9	17.6	7.1	35.1	21.7	36.1	69.3
Gloucester	106	107.2	.0647	32.1	65.2	177,348	.0668	1,654	5,525	22,729	35.0	5,066	24.6	7.1	22.5	15.1	37.6	38.9	15.3	38.9
Woodbury		12.6	.0076	3.9		29,099	.0110	2,309	7,461		4.5	6,436	18.2	4.2	18.4	9.7	39.2	31.9	24 2	54.2

*Not Available.

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Before using these figures, see explanation page 11.

THE PERTH AMBOY MARKET

includes

PERTH AMBOY, WOODBRIDGE, CARTERET, SAYREVILLE, SOUTH RIVER

Effective Buying Income
$236,306,000

Retail Sales
$140,654,000

Food Store Sales
$ 35,455,000

THE NEW PERTH AMBOY A.B.C. CITY ZONE
(Effective July 1, 1955)

Population	140,821
Households	39,513
Percent Coverage by Perth Amboy News	74.3



Perth Amboy, the first market in Middlesex County is served by

The Perth Amboy Evening News

PERTH AMBOY, NEW JERSEY

Total Net Paid Circulation 30,201

Represented Nationally by
GEORGE A. McDEVITT COMPANY, INC.
New York, Chicago, Detroit, Philadelphia, Pittsburgh

Sources: Sales Management 1956 Survey of Buying Power
A.B.C. Audit, 12 Months 1955

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Hudson	98B	642.1	.3872	194.9	642.1	1,199,561	.4516	1,868	6,155	9,361	220.1	5,451	18.2	4.9	24.1	15.0	39.9	38.4	17.8	41.7
Jersey City		302.4	.1824	88.1		556,837	.2097	1,841	6,321		103.1	5,399	18.3	5.0	24.9	15.6	39.4	38.3	17.4	41.1
Union City		55.7	.0336	18.4		108,491	.0408	1,948	5,896		21.2	5,124	21.0	6.0	25.0	16.6	38.2	39.1	15.8	38.3
Bayonne		79.8	.0481	22.7		153,409	.0578	1,922	6,758		26.0	5,901	15.8	3.9	20.1	11.6	43.3	38.5	20.8	46.0
Hoboken		51.2	.0309	15.4		90,209	.0340	1,762	5,856		19.3	4,678	24.1	7.6	28.3	20.5	35.1	30.3	12.5	32.6
West New York		37.2	.0224	12.2		75,807	.0285	2,038	6,214		13.3	5,684	15.4	4.0	23.7	14.1	41.4	38.2	19.5	43.7
North Bergen Township		42.7	.0258	13.0		88,047	.0332	2,062	6,773		*	*	*	*	*	*	*	*	*	*
Kearny		40.3	.0243	11.7		76,424	.0288	1,896	6,532		12.8	5,953	14.1	3.5	20.4	11.6	44.3	39.0	21.2	45.9
Harrison		13.2	.0080	3.5		22,370	.0084	1,695	6,391		4.2	5,305	17.6	4.9	24.5	15.7	41.4	40.9	16.5	38.5
Hunterdon		47.2	.0285	14.3	8.4	72,308	.0273	1,532	5,057	24,993	15.6	4,630	27.5	8.7	29.6	21.7	29.5	33.4	13.4	36.2
Flemington		3.5	.0021	1.0		7,855	.0030	2,245	7,856		1.4	5,713	24.4	6.3	25.8	15.3	30.4	27.9	19.4	50.5
Mercer	151	259.0	.1562	70.0	223.5	515,069	.1939	1,989	7,358	13,361	89.4	5,761	22.3	5.7	22.1	12.9	35.0	31.9	20.6	49.5
▲Trenton		131.8	.0795	34.0		254,183	.0957	1,929	7,476		44.4	5,731	20.4	5.2	23.8	14.1	35.7	32.7	20.1	48.0
Princeton		13.8	.0083	3.0		43,315	.0163	3,139	14,438		8.8	4,928	44.2	13.2	18.7	12.9	19.6	20.8	17.5	53.1
Middlesex	99B	327.9	.1978	94.3	290.2	622,184	.2342	1,897	6,598	16,684	109.2	5,695	19.0	4.9	20.7	12.3	40.4	37.2	19.9	45.6
New Brunswick		40.6	.0245	11.1		82,941	.0312	2,043	7,472		17.1	4,861	30.5	9.2	22.7	15.8	31.3	33.8	15.5	41.2
Perth Amboy		44.4	.0268	13.1		82,715	.0311	1,863	6,314		15.0	5,524	17.7	4.7	22.7	14.0	41.3	39.1	18.3	42.2
Woodbridge Township		41.2	.0248	10.8		80,793	.0304	1,961	7,481		*	*	*	*	*	*	*	*	*	*
South River		11.9	.0072	3.2		23,591	.0089	1,982	7,372		3.7	6,348	13.2	3.1	17.2	9.1	44.3	36.6	25.3	51.2
Carteret		13.6	.0082	3.6		24,587	.0093	1,808	6,830		4.5	5,419	16.3	4.4	25.7	16.1	42.3	40.9	15.7	38.6
Sayreville		11.7	.0071	3.8		24,620	.0093	2,104	6,479		3.5	6,943	10.6	2.3	15.7	7.6	45.6	34.4	28.1	55.7

▲ and △ See end of state for SM Metropolitan County Areas.
*Not Available.

Before using these figures, see explanation page 11.

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For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

3 times the coverage* of all daily newspapers!

* The Red Bank Register has three times the Red Bank coverage of all New Jersey dailies combined! First in circulation too in Middletown Township, Fair Haven, Rumson, Eatontown and the Bayshore Area.
**Data based on SRDS Consumer Markets and ABC Publishers' Statements for 3 months ending 9-30-54.

Per Capita and Family Income much higher than state and county average.

55.4% Red Bankers earn more than $4,000 annually. 10.2% higher than national average.

Sales Management

You are not covering Monmouth County's rich Red Bank-Middletown Area if the Red Bank Register is not on your schedule. This 14,363 ABC weekly newspaper is the only one that can deliver this market. Flat line rate: 13 cents.

RED BANK REGISTER

REGISTER BUILDING — THOMAS IRVING BROWN, PUBLISHER — 40-42 BROAD STREET — RED BANK

NEW JERSEY — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Monmouth		278.8	.1681	83.5	176.2	512,377	.1929	1,838	6,136	40,328	101.1	5,070	28.0	8.1	25.0	16.8	31.3	32.3	15.7	42.8
Asbury Park		18.8	.0113	5.7		37,464	.0141	1,993	6,573		8.2	4,566	31.5	10.1	28.1	20.7	28.0	31.9	12.4	37.3
Red Bank		14.0	.0084	4.4		31,548	.0119	2,253	7,170		5.3	5,961	22.2	5.5	22.4	12.7	34.2	30.1	21.2	51.7
Long Branch		29.7	.0179	8.8		54,184	.0204	1,824	6,157		10.3	5,253	24.7	6.9	25.0	16.2	33.9	33.8	16.4	43.1
Freehold		8.0	.0048	2.5		13,927	.0052	1,741	5,571		2.6	5,377	22.5	6.1	25.5	16.2	34.3	33.4	17.7	44.3
Neptune Township		15.6	.0094	5.1		29,047	.0109	1,862	5,695		*	*	*	*	*	*	*	*	*	*
Morris	99B	203.7	.1229	57.1	117.9	410,359	.1545	2,015	7,187	11,441	65.6	6,255	18.3	4.3	22.3	12.1	36.3	36.4	23.1	53.2
Morristown		18.3	.0110	5.4		42,474	.0160	2,321	7,866		7.0	6,091	22.8	5.5	22.5	12.6	32.1	27.6	22.6	54.3
Dover		12.0	.0072	3.3		23,995	.0090	2,000	7,271		4.0	5,942	12.9	3.2	25.7	14.7	42.0	37.0	19.4	45.1
Boonton		7.9	.0048	2.3		15,561	.0059	1,970	6,766		2.7	5,789	16.3	4.1	24.8	14.6	38.0	34.4	20.9	46.9
Madison		12.1	.0073	3.2		32,824	.0124	2,713	10,258		4.1	8,023	13.9	2.5	19.7	8.4	33.5	21.9	32.9	67.2
Ocean		69.3	.0418	22.8	24.0	102,031	.0385	1,472	4,475	19,922	25.3	4,033	35.9	13.1	27.1	22.8	27.8	36.1	9.2	28.0
Point Pleasant Beach		3.6	.0022	1.1		6,477	.0024	1,799	5,888		1.4	4,568	30.4	9.8	27.6	20.5	30.2	34.6	11.8	35.1
Passaic	99B	366.1	.2207	113.9	355.5	722,969	.2722	1,975	6,347	4,732	127.4	5,673	17.6	4.5	22.7	13.6	38.8	36.8	19.9	45.1
Passaic-Clifton		*134.2*	*.0810*	*40.7*		*285,308*	*.1074*	*2,126*	*7,010*											
Paterson		141.0	.0850	43.6		265,735	.1001	1,885	6,095		51.7	5,142	20.6	5.9	25.9	17.1	37.2	37.9	16.3	39.1
Passaic		58.0	.0350	17.8		120,926	.0455	2,085	6,794		21.4	5,663	18.9	4.9	24.1	14.4	37.7	34.9	19.3	45.8
Clifton		76.2	.0460	22.9		164,382	.0619	2,157	7,178		24.8	6,634	11.2	2.5	16.8	8.6	45.3	35.8	26.7	53.1
Hawthorne		16.1	.0097	4.9		35,752	.0135	2,221	7,296		5.5	6,513	14.7	3.3	17.1	8.9	42.3	34.1	25.9	53.7
Salem	162	55.4	.0335	16.8	27.4	93,867	.0353	1,694	5,655	20,413	18.6	5,036	25.0	7.3	23.5	15.9	36.6	38.0	14.9	38.8
Salem		9.7	.0059	3.1		17,049	.0064	1,758	5,500		3.6	4,688	28.0	8.8	26.5	19.1	32.0	35.8	13.5	36.3
Somerset	99B	119.2	.0718	33.2	74.7	222,263	.0837	1,865	6,695	11,517	38.4	5,784	17.2	4.4	23.2	13.6	38.9	35.2	20.7	46.8
Somerville		13.3	.0080	4.0		28,670	.0108	2,156	7,168		5.0	5,748	15.7	4.0	21.5	12.8	41.4	37.7	21.4	45.5
Bound Brook		8.9	.0054	2.5		16,778	.0063	1,885	6,711		3.0	5,678	18.6	4.8	22.9	13.7	39.9	36.8	18.6	44.7
North Plainfield		14.6	.0088	4.2		30,248	.0114	2,072	7,202		5.0	6,087	16.9	4.1	18.1	10.1	40.6	34.9	24.4	50.9
Sussex		37.8	.0228	11.4	10.8	54,643	.0206	1,448	4,793	18,114	12.5	4,379	28.6	9.6	33.2	25.6	28.0	33.6	10.2	31.2
Newton		6.0	.0036	1.7		10,164	.0038	1,694	5,979		2.3	4,454	29.1	9.6	29.1	22.2	30.6	36.0	11.2	32.2
Union	99B	461.1	.2781	138.1	461.1	1,087,372	.4094	2,358	7,990	6,383	152.4	7,135	13.9	2.9	17.5	8.3	39.0	28.6	29.6	60.2
Elizabeth		116.2	.0701	33.5		246,323	.0927	2 120	7.353		39.5	6,235	16.7	3.9	21.4	11.7	38.3	32.2	23.6	52.2
Plainfield		46.2	.0279	13.4		113,364	.0427	2,454	8,460		16.1	7,036	17.5	3.7	18.7	9.0	35.0	26.1	28.8	61.2
Linden		35.3	.0213	9.7		76,574	.0288	2,169	7,894		11.3	6,756	10.5	2.3	15.0	7.5	47.0	36.5	27.5	53.7
Union Township		47.0	.0283	13.4		112,283	.0423	2,389	8,379		*	*	*	*	*	*	*	*	*	*
Rahway		24.1	.0145	6.9		54,178	.0204	2,248	7,852		8.1	6,672	13.9	3.1	15.9	8.1	42.8	33.6	27.4	55.2
Westfield		23.3	.0141	6.8		76,663	.0289	3,290	11,274		7.8	9,827	13.2	2.0	14.3	4.9	29.8	15.9	42.7	77.2
Summit		18.9	.0114	5.4		63,592	.0239	3,365	11,778		6.5	9,735	15.3	2.3	16.4	5.7	29.3	15.8	39.0	76.2
Hillside Township		22.6	.0136	6.6		54,895	.0207	2,429	8,317		*	*	*	*	*	*	*	*	*	*
Cranford Township		22.5	.0136	6.6		59,985	.0226	2,666	9,089		*	*	*	*	*	*	*	*	*	*
Roselle		20.4	.0123	5.8		48,484	.0183	2,377	8,359		6.9	6,995	11.1	2.3	15.6	7.7	42.8	32.0	30.5	58.0
Roselle Park		12.6	.0076	3.5		30,485	.0115	2,419	8,710		4.1	7,446	10.8	2.1	15.7	7.1	40.7	28.7	32.8	62.1
Warren	4	59.2	.0357	18.0	30.5	95,136	.0358	1,607	5,285	16,241	20.1	4,733	24.2	7.5	26.8	19.2	35.4	39.2	13.6	34.1
Easton (Pa.)-Wilson (Pa.)-Phillipsburg (N. J.)		*63.5*	*.0383*	*19.0*		*112,514*	*.0424*	*1,772*	*5,928*											
Phillipsburg		19.5	.0118	5.6		33,864	.0127	1,737	6,047		6.6	5,109	18.7	5.4	24.0	16.0	41.8	42.8	15.5	35.8
Washington		5.0	.0030	1.6		7,976	.0030	1,595	4,985		1.8	4,424	24.0	8.0	30.9	23.6	34.5	40.9	10.6	27.5
Total Above Cities		3,528.9	2.1286	1,034.7		7,499,004	2.8238	2,125	7,248		1,129.6	5,937	19.2	4.7	22.8	13.0	37.0	32.7	21.0	49.6
State Total		5,484.0	3.3073	1,629.0	4,776.0	11,063,142	4.1683	2,017	6,791	338,514	1,882.5	5,877	20.1	5.8	22.4	13.0	36.6	32.8	20.9	48.4

*Not Available.

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Before using these figures, see explanation page 11.

(Advertisement)

Food Store Sales, ~~200~~ 100 Leading Counties

SM Estimates, 1955, for the ~~200~~ 100 counties leading in this category

COUNTY and STATE	Square Mile Area	FOOD STORE SALES SM Est. (in thousands)	TOTAL SALES PER SQ. MILE
New York, N. Y.	358	$2,444,538	$6,828,319
Los Angeles, Cal.	4,060	1,724,147	422,585
Cook, Ill.	958	1,363,662	1,423,855
Wayne, Mich.	623	831,489	1,334,853
Philadelphia, Pa.	127	539,103	4,244,905
Allegheny, Pa.	745	479,072	643,049
Cuyahoga, Ohio	456	470,684	1,032,202
St. Louis, Mo.	517	391,521	759,228
Nassau, N. Y.	330	385,282	1,167,521
Baltimore, Md.	638	343,969	539,137
Suffolk, Mass.	77	343,744	4,464,208
Passaic-Bergen, N. J.	445	335,337	753,656
Middlesex, Mass.	849	313,557	369,325
Harris, Tex.	1,785	308,508	174,791
Erie, N. Y.	1,069	288,056	269,463
Milwaukee, Wisc.	239	277,036	1,159,146
Essex, N. J.	132	273,899	2,075,000
San Francisco, Cal.	93	262,358	2,821,054
Westchester, N. Y.	487	259,991	533,862
Alameda, Cal.	834	259,415	408,972
Dade, Fla.	2,109	234,589	111,232
Hamilton, Ohio	415	232,688	560,694
Dist. of Columbia, D.C.	1,528	232,142	151,271
Dallas, Tex.	902	230,643	255,702
King, Wash.	2,206	219,877	99,672
Bergen, N. J.	243	210,788	865,383
Hennepin, Minn.	609	209,703	344,340
San Diego, Cal.	4,314	199,062	46,375
Hudson, N. J.	63	189,195	3,003,095
Fairfield, Conn.	657	184,526	281,014
New Haven, Conn.	622	181,116	291,183
Multnomah, Ore.	457	176,167	385,486
Hartford, Conn.	751	169,823	226,129
Oakland, Mich.	899	168,715	187,669
Franklin, Ohio	539	164,157	304,558
Marion, Indiana	402	162,066	403,149
Essex, Mass.	535	160,760	300,486
Jackson, Mo.	608	158,734	261,076
Fulton, Ga.	531	156,961	295,595
Worcester, Mass.	1,579	152,136	96,350
Union, N. J.	105	149,436	1,423,200
Monroe, N. Y.	679	148,435	218,608
Denver, Colo.	59	144,551	2,450,017
Providence, R. I.	437	144,148	329,858
Jefferson, Ky.	387	144,137	372,447
Jefferson, Ala.	1,120	142,033	126,824
Santa Clara, Cal.	1,312	141,233	107,647
Shelby, Tenn.	769	140,470	182,686
Summit, Ohio	416	139,360	336,202
Bexar, Tex.	1,248	138,155	110,701
Suffolk, N. Y.	1,177	137,190	116,559
Montgomery, Ohio	465	135,155	290,662
Sacramento, Cal.	997	132,662	133,061
Lake, Ind.	517	132,112	255,536
Delaware, Pa.	191	130,479	683,136
Lucas, Ohio	351	127,120	362,185
Passaic, N. J.	202	124,549	615,589
Maricopa, Ariz.	9,253	119,684	12,934
Orleans, La.	363	118,767	327,182
Orange, Cal.	786	118,175	150,349
Duval, Fla.	840	116,818	139,069
Tarrant, Tex.	898	115,271	128,364
Montgomery, Pa.	496	113,499	228,830
San Mateo, Cal.	548	113,475	207,829
Norfolk, Va.	402	111,546	277,477
Onondaga, N. Y.	815	109,909	134,361
Ramsey, Minn.	171	109,331	639,363
Norfolk, Mass.	418	109,142	261,105
Genesee, Mich.	649	107,548	165,715
Contra Costa, Cal.	806	107,007	132,763
Hampden, Mass.	635	106,056	167,017
Bristol, Mass.	592	104,716	177,071
San Bernardino, Cal.	20,160	103,865	5,152
Fresno, Cal.	6,005	101,482	16,899
Oklahoma, Okla.	710	101,389	142,801
Camden, N. J.	225	95,411	424,049
Kent, Mich.	868	94,731	109,022
Stark, Ohio	581	92,617	159,409
Henrico, Va.	244	90,505	370,921
Davidson, Tenn.	532	88,716	166,756
Arlington, Va.	24	87,510	3,646,249
Middlesex, N. J.	318	86,763	272,839
Mahoning, Ohio	424	86,550	204,127
Luzerne, Pa.	902	86,419	95,808
Macomb, Mich.	481	85,846	178,474
Monmouth, N. J.	487	85,388	175,331
Westmoreland, Pa.	1,028	82,735	80,482
Salt Lake, Utah	814	81,642	100,297
Hillsborough, Fla.	1,062	78,305	73,169
Douglas, Nebr.	344	78,209	227,351
Prince Georges, Md.	496	77,936	157,129
Sedgwick, Kans.	1,008	77,752	77,135
Albany, N. Y.	537	76,468	142,659
Kern, Cal.	8,172	75,178	9,119
Tulsa, Okla.	588	75,049	127,634
Mercer, N. J.	230	74,055	321,978
Pierce, Wash.	1,789	73,798	41,257
Berks, Pa.	864	73,634	85,224
New Castle, Del.	471	72,511	153,951
Spokane, Wash.	1,777	70,420	39,634
Montgomery, Md.	508	70,067	138,472

DO LEADING COUNTY FIGURES MEAN HIGH VOLUME . . . LOW COST SALES?

In this list you'll find New Jersey Counties of Passaic and Bergen individually and combined.

The reason:—

THE HERALD-NEWS

(Passaic-Clifton, N. J.)

circulation is heavily concentrated in both Passaic & Bergen Counties.

THE HERALD-NEWS A.B.C. AUDIT FIGURE

TOTAL CIRCULATION 62,031 (12/31/55)

Passaic County 33,725 Bergen County 26,799

SM **1956 Food figures indicate Passaic and Bergen as exceptional counties individually. It is one of the Nation's most compact markets—and should be combined when planning sales activities.**

Complete information on Sales Management's nine sales categories available. These sales figures also confirm Passaic-Bergen as one of the Nation's really top-grade markets.

What's more, THE HERALD-NEWS delivers over 50,000 of its 62,000 A.B.C. circulation not duplicated by any other Bergen or Passaic County daily newspaper in these counties.

For detailed figures, write or telephone Wm. J. Hay, General Advertising Manager—Prescott 7-6000.

THE HERALD-NEWS

Passaic-Clifton, N. J.

New York Office—18 East 41st St.—James J. Todd, Mgr.

Telephone: Murray Hill 5-0131

Memo-
Find out why
that Bergen County (N.J.)
daily went from 9 million lines of
advertising to over 15½ million in the past 5 years.
That's way ahead of the County's rapid popula
growth.
We are missing a
bet.
B.

Bergen Evening Record
BERGEN COUNTY, N. J.
Published at Hackensack, N. J.
National Representatives: Ward-Griffith Co. Inc.

NEW JERSEY — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwrs.	Drugs
Atlantic	9	224,813	.1212	5,052	.0978	114	142	48,370	40,289	19,902	18,571	9,812	27,574	10,217	10,189	7,208
▲Atlantic City		139,032	.0749		.0494	133	202	24,953	28,532	14,873	15,785	7,033	14,269	3,742	6,046	4,962
Pleasantville		19,159	.0103		.0083	108	124	4,972	892	2,092	907	782	4,618	1,015	801	660
Hammonton		14,597	.0079		.0060	111	146	3,398	907	818	1,035	522	3,466	1,160	1,462	80
Bergen	999	785,573	.4234	3,729	.5195	125	102	210,788	55,188	95,689	51,294	38,729	137,977	50,063	51,541	19,337
Hackensack		125,884	.0678		.0373	198	361	17,673	3,582	24,664	24,384	7,934	27,329	2,670	3,999	1,754
Englewood		50,142	.0270		.0258	168	178	11,291	1,871	2,212	3,511	2,256	16,366	3,836	1,838	797
Ridgewood		50,342	.0271		.0264	198	204	13,420	1,007	2,093	3,745	2,091	18,291	1,581	1,346	1,684
Teaneck Township		36,917	.0199		.0334	137	82	16,486	2,072	3,403	2,115	3,522	885	2,415	1,953	705
Rutherford		26,708	.0144		.0172	145	121	7,451	514	615	2,564	912	8,888	1,660	581	625
Fair Lawn		62,271	.0336		.0303	144	180	14,022	1,593	32,755	1,013	877	1,851	1,763	4,825	1,306
Garfield		20,346	.0110		.0172	97	62	5,730	1,717	996	102	407	5,619	904	1,828	534
Westwood		21,510	.0116		.0082	174	247	6,719	706	2,748	1,375	1,155	5,576	565	422	476
Bergenfield		29,760	.0160		.0184	128	111	6,386	1,292	4,822	2,534	1,124	6,544	864	2,997	802
Little Ferry		12,445	.0067		.0044	138	200	918	970	263	...	567	6,594	990	605	97
Cliffside Park		14,239	.0077		.0125	118	73	5,427	841	775	781	603	3,066	661	814	472
Lyndhurst Township		17,817	.0096		.0150	122	74	5,475	1,261	2,014	732	533	3,041	1,463	539	551
Ridgefield Borough		7,795	.0042		.0070	114	81	1,869	786	384	87	...	965	743	851	108
Dumont		9,856	.0053		.0107	106	82	5,539	510	592	522	113	371	423	593	421
East Paterson		17,530	.0094		.0135	109	82	7,300	958	1,612	1,176	618	884	1,094	1,499	216
Fort Lee		23,794	.0128		.0185	130	108	5,755	2,551	2,784	330	737	3,753	5,843	251	488
Lodi		16,717	.0090		.0139	94	61	6,008	1,610	1,009	495	751	1,121	1,274	2,173	525
North Arlington		11,722	.0063		.0137	106	53	5,813	1,270	568	406	170	937	621	502	195
Ridgefield Park		6,698	.0036		.0078	104	48	3,032	436	319	164	113	820	549	668	97
Burlington	106	145,994	.0787	3,578	.0961	98	80	34,987	13,535	8,874	4,778	4,626	33,688	14,324	12,025	3,083
Burlington		23,304	.0126		.0093	113	154	5,568	1,384	1,081	1,256	1,343	7,791	1,300	786	475
Camden	106	389,062	.2096	3,922	.2178	108	104	85,411	38,086	35,483	20,036	22,535	79,970	26,078	23,729	8,793
Camden		188,030	.1013		.0873	111	129	39,492	15,993	28,223	13,335	17,519	34,197	8,989	11,697	3,505
Collingswood		23,251	.0125		.0141	132	117	9,159	572	1,449	822	403	5,239	1,154	1,610	651

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

YOUR PASSPORT TO THE RICH
$104 Million Bridgeton Market

The Bridgeton Market is big and it's prosperous. No advertiser can afford to overlook these important market facts:

1. Bridgeton is a *quality* market. Its sales quality index of 191 is good evidence of the far-flung pulling power of Bridgeton's stores.

2. 67,000 people in Cumberland and Salem counties depend on Bridgeton as their major shopping center . . . spending $42,828,000 in Bridgeton stores and an additional $30,430,000 throughout the trading area for a total of $73,258,000.

3. Local pocketbooks are swollen with a whopping income of $104,650,000 derived from industry and farming. Farm income totals $53,634,000.

4. The BRIDGETON EVENING NEWS is the one dominant newspaper in this market. It stands out over the other two county dailies by a 7 to 1 preference!

To sell the Bridgeton Market you need a strong local medium. The BRIDGETON EVENING NEWS' heavy emphasis on local news coverage fulfills a need no other newspaper or other medium can equal! Write for complete market facts today.

BRIDGETON *Evening* NEWS •

Represented Nationally by
THE JULIUS MATHEWS SPECIAL AGENCY
New York, Boston, Chicago, Phila., Detroit, Syracuse

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

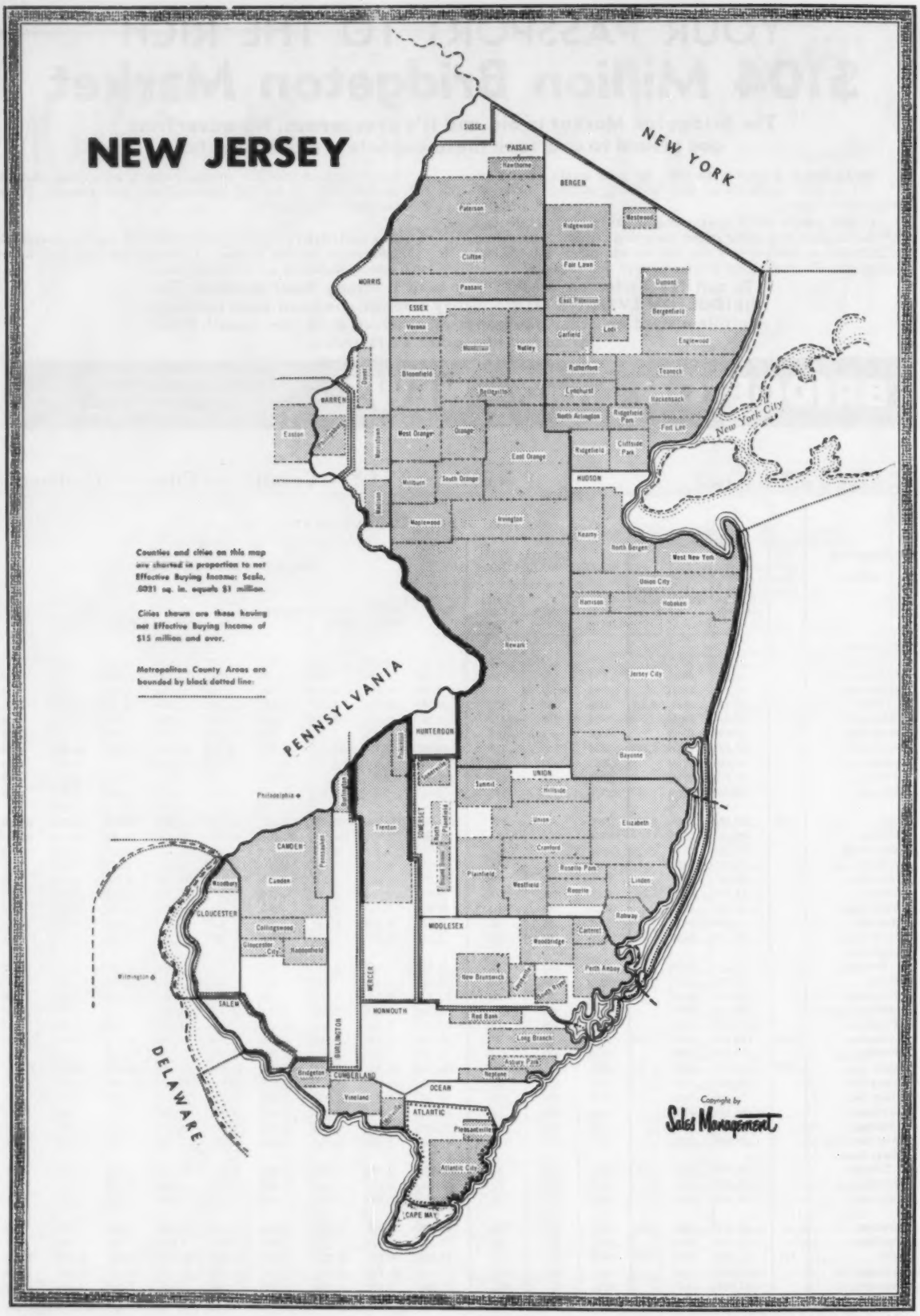
NEW JERSEY — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Pennsauken Township		21,373	.0115		.0167	104	72	2,554	3,609	312	227	529	7,053	2,827	1,665	753
Gloucester City		10,629	.0057		.0077	87	64	4,799	1,487	236	90	390	1,174	801	270	142
Haddonfield		21,714	.0117		.0110	167	177	7,689	1,088	1,415	2,871	1,505	2,692	1,006	281	855
Cape May		**83,118**	**.0448**	**6,112**	**.0303**	**120**	**177**	**22,199**	**13,694**	**5,821**	**3,180**	**2,427**	**14,934**	**4,200**	**6,662**	**1,821**
Wildwood		29,617	.0160		.0072	206	457	8,212	5,324	2,338	1,648	1,503	5,393	735	1,099	652
Ocean City		19,709	.0106		.0063	147	247	5,620	2,470	2,054	785	405	4,663	801	1,217	557
Cumberland		**144,997**	**.0782**	**4,801**	**.0644**	**106**	**129**	**30,897**	**7,114**	**12,417**	**8,194**	**5,975**	**23,003**	**7,162**	**12,944**	**2,604**
Bridgeton		42,828	.0231		.0152	126	191	9,350	1,555	4,309	2,762	2,592	7,702	2,615	3,687	793
Vineland		67,636	.0365		.0250	130	190	11,965	2,924	6,051	4,008	2,115	8,715	2,023	5,781	1,309
Millville		23,753	.0128		.0110	104	121	6,122	1,430	1,174	1,469	1,190	6,320	1,364	1,770	400
Essex	**99B**	**1,234,660**	**.6654**	**4,231**	**.7303**	**124**	**113**	**273,899**	**114,599**	**183,489**	**130,907**	**75,428**	**215,641**	**44,923**	**42,373**	**29,897**
Newark		686,965	.3702		.3319	122	136	126,661	75,884	140,586	90,390	47,876	89,111	19,531	16,421	14,610
East Orange		101,252	.0546		.0684	137	109	23,276	5,621	10,392	14,045	6,340	22,272	4,011	2,622	2,192
Irvington		79,051	.0426		.0469	125	113	21,554	4,890	4,448	6,500	3,448	23,426	2,872	2,883	2,413
Montclair		65,957	.0355		.0429	155	129	15,994	1,917	5,766	3,753	2,076	20,025	2,301	2,322	1,807
Orange		48,332	.0260		.0282	118	108	12,856	4,730	4,654	4,200	3,311	6,827	2,376	1,372	1,567
Bloomfield		48,557	.0262		.0376	114	80	14,832	3,721	2,898	4,693	3,042	8,839	2,424	1,033	1,774
Belleville		30,704	.0165		.0222	106	79	7,910	2,373	2,955	907	953	9,644	1,570	1,604	791
South Orange		24,933	.0134		.0172	187	146	6,061	1,127	844	700	407	10,762	670	1,378	717
Maplewood Township		31,473	.0170		.0230	144	106	8,046	830	3,446	553	1,711	7,903	1,553	2,735	615
Nutley		21,653	.0117		.0219	119	64	8,285	1,511	781	885	1,018	4,244	1,137	981	746
West Orange		24,481	.0132		.0230	124	71	7,053	5,565	971	194	496	5,254	1,544	1,356	606
Millburn Township		20,149	.0109		.0168	171	111	5,644	1,611	3,656	2,011	1,529	1,231	1,296	1,248	476
Verona		13,949	.0075		.0097	129	100	3,155	1,235	572	375	812	3,026	984	2,306	255
Gloucester	**106**	**106,995**	**.0577**	**3,333**	**.0637**	**98**	**89**	**24,736**	**7,535**	**3,643**	**4,211**	**5,039**	**28,276**	**6,810**	**8,826**	**2,892**
Woodbury		30,151	.0163		.0119	157	214	5,890	813	1,228	1,519	1,938	13,660	1,012	1,195	990
Hudson	**99B**	**648,264**	**.3494**	**3,328**	**.4080**	**105**	**90**	**189,195**	**71,347**	**47,967**	**63,685**	**44,515**	**91,286**	**26,257**	**24,147**	**17,066**
Jersey City		284,631	.1534		.1874	103	84	87,287	32,986	18,243	30,575	18,997	35,453	12,560	8,476	8,716
Union City		81,404	.0439		.0403	120	131	19,192	8,516	13,050	8,630	5,265	12,375	1,829	1,871	1,880
Bayonne		70,163	.0378		.0499	104	79	22,892	7,314	3,392	7,527	4,837	7,929	2,957	2,840	1,798
Hoboken		51,735	.0279		.0316	102	90	16,697	7,788	4,350	4,366	2,351	5,481	1,503	1,800	1,104
West New York		49,065	.0264		.0267	119	118	15,848	2,928	3,190	8,954	4,282	5,753	1,441	1,973	970
North Bergen Township		40,089	.0216		.0282	109	84	8,874	3,550	1,020	842	1,969	14,937	2,308	2,101	562
Kearny		32,087	.0173		.0245	101	71	9,004	2,635	1,401	1,203	749	8,828	2,275	2,691	885
Harrison		20,375	.0110		.0091	114	138	4,230	2,221	2,489	892	5,450	533	580	1,474	438
Hunterdon		**57,310**	**.0309**	**4,008**	**.0267**	**101**	**108**	**12,538**	**3,765**	**3,667**	**2,140**	**2,272**	**10,639**	**4,005**	**7,292**	**976**
Flemington		17,160	.0092		.0047	224	438	3,920	591	518	1,501	1,521	4,011	486	853	302
Mercer	**151**	**350,490**	**.1889**	**5,007**	**.1848**	**118**	**121**	**74,055**	**28,259**	**50,239**	**27,977**	**21,200**	**61,342**	**19,357**	**20,825**	**7,500**
▲Trenton		253,454	.1366		.1047	132	172	56,258	21,283	46,126	24,548	17,917	34,492	13,173	12,236	5,983
Princeton		27,188	.0147		.0142	171	177	5,806	2,386	1,061	2,765	886	6,048	1,018	1,958	940

▲ and △ See end of state for SM Metropolitan County Areas.

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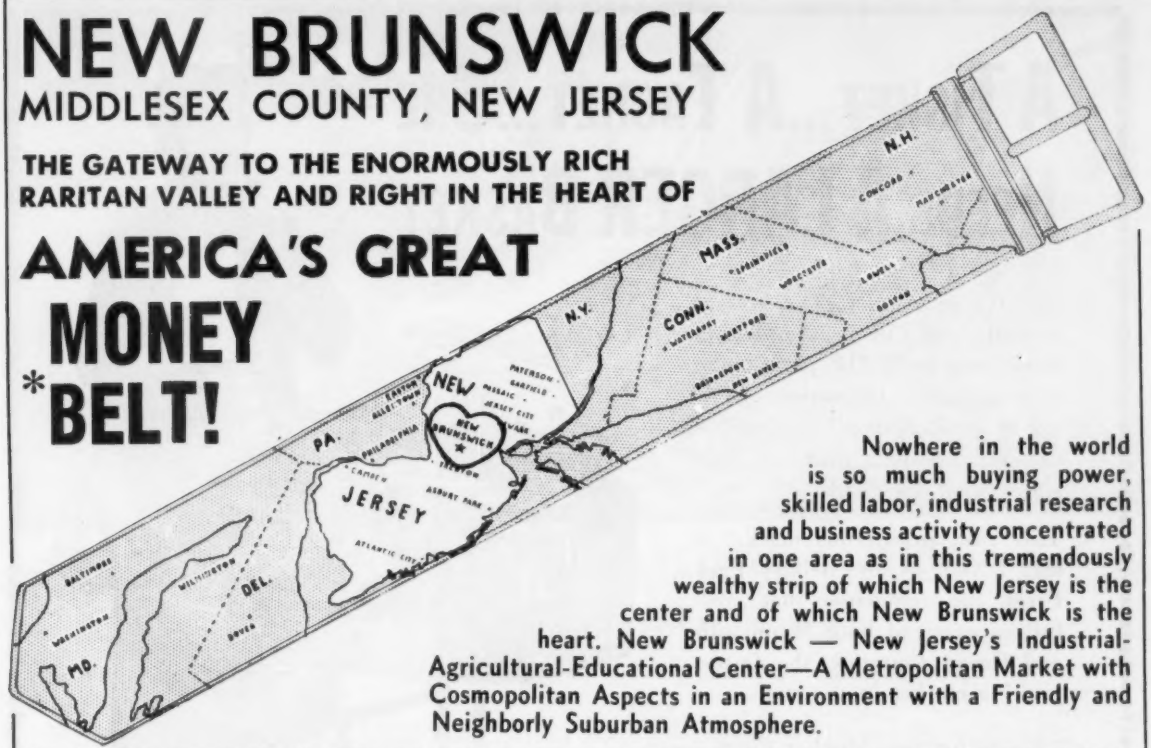
Before using these figures, see explanation page 11.


NEW JERSEY
NEW YORK
PENNSYLVANIA
DELAWARE
Philadelphia
Wilmington
New York City
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0021 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
SUSSEX
PASSAIC
BERGEN
MORRIS
ESSEX
HUDSON
WARREN
HUNTERDON
UNION
SOMERSET
MIDDLESEX
MERCER
MONMOUTH
OCEAN
BURLINGTON
CAMDEN
GLOUCESTER
CUMBERLAND
ATLANTIC
SALEM
CAPE MAY
Copyright by
Sales Management

NEW BRUNSWICK
MIDDLESEX COUNTY, NEW JERSEY

THE GATEWAY TO THE ENORMOUSLY RICH RARITAN VALLEY AND RIGHT IN THE HEART OF

AMERICA'S GREAT MONEY *BELT!



Nowhere in the world is so much buying power, skilled labor, industrial research and business activity concentrated in one area as in this tremendously wealthy strip of which New Jersey is the center and of which New Brunswick is the heart. New Brunswick — New Jersey's Industrial-Agricultural-Educational Center—A Metropolitan Market with Cosmopolitan Aspects in an Environment with a Friendly and Neighborly Suburban Atmosphere.

New Brunswick, geographically, historically and logically, is the recognized Gateway and THE DAILY HOME NEWS AND THE SUNDAY TIMES, THE NEWSPAPER VOICE of the fabulously rich and tremendously expanding Raritan Valley.
According to Sales Management estimates, more than 410,000 people who have more than $729,000,000 to spend, live here.
Write for a copy of The Daily Home News and Sunday Times Standard Market and Media Data, and for a beautifully illustrated and charted free 24-page booklet describing and picturing in color, the marvelous Raritan Valley.

Write: Advertising Department
Home News Publishing Co.
New Brunswick, N. J.

BUILD YOUR BUSINESS — SELL YOUR PRODUCT THROUGH THE NEW BRUNSWICK

DAILY HOME NEWS AND Sunday Home News / The Sunday Times

NEW BRUNSWICK, N. J. **BRANCH OFFICE 45 WEST 45 ST., NEW YORK 17, N. Y.**

KILMER 5-4000 *As stated by the Department of Conservation and Economic Development of the State of New Jersey. JUDSON 6-3682

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Middlesex	**99B**	**354,604**	**.1911**	**3,760**	**.2140**	**108**	**97**	**86,763**	**35,506**	**28,971**	**27,733**	**19,865**	**69,089**	**22,409**	**22,726**	**8,155**
New Brunswick		91,294	.0492		.0353	144	201	15,790	7,412	11,055	10,851	7,368	22,241	2,790	4,228	1,997
Perth Amboy		73,284	.0395		.0328	122	147	14,694	5,222	9,232	10,722	5,718	13,619	2,144	2,599	1,529
Woodbridge Township		34,368	.0185		.0257	104	75	8,964	4,314	704	1,849	2,686	4,306	3,690	3,540	1,424
South River		19,321	.0104		.0090	125	144	5,464	1,173	2,155	735	698	5,415	586	602	429
Carteret		10,774	.0058		.0080	98	71	4,268	1,114	774	601	474	829	414	822	298
Sayreville		5,907	.0032		.0070	99	45	2,965	1,048	317	157	262	296	712	156	182

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Before using these figures, see explanation page 11.

MONTHLY SALES FORECAST

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to changes in the making . . . each month.

A TISKET...A TASKET...SHE NEEDS A LARGER BASKET



And it's no wonder! The average annual food bill in the Asbury Park area is $2,310 per family, as compared to the national average of $865. This means that 20c of every dollar spent in local stores went for food.

This vast, prosperous market is sold ONLY by the Asbury Park Press, the newspaper that gives full coverage of both Monmouth and Ocean Counties, the fastest growing market in the state.

Write for our Market Facts

ASBURY PARK PRESS

PRESS PLAZA ASBURY PARK, N. J.

NEW JERSEY — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Monmouth		349,603	.1835	4,189	.1866	111	112	85,386	40,088	34,685	20,356	16,704	56,137	18,382	25,115	8,814
Asbury Park		63,804	.0344		.0196	173	304	10,018	6,726	15,417	8,293	4,135	9,711	1,291	1,520	1,413
Red Bank		53,900	.0290		.0163	194	345	11,640	2,490	5,201	5,413	2,509	12,783	2,092	4,221	1,277
Long Branch		34,412	.0185		.0193	108	103	9,190	3,009	2,539	2,091	1,931	6,471	1,222	3,128	1,023
Freehold		23,390	.0121		.0072	150	252	5,857	1,175	1,223	1,074	1,795	5,298	884	1,744	587
Neptune Township		17,602	.0095		.0102	109	101	3,547	2,816	1,228	66	605	3,250	1,176	459	394

© SM, 1956.

Before using these figures, see explanation page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Morris	99B	230,720	.1243	4,041	.1391	113	101	62,252	17,981	19,659	12,819	11,264	41,382	14,576	19,493	5,565
Morristown		64,185	.0346		.0206	187	315	14,588	2,159	10,879	5,576	5,190	12,266	1,954	4,250	1,425
Dover		36,407	.0196		.0118	164	272	10,078	2,020	2,218	3,752	1,200	10,626	1,018	1,672	756
Boonton		15,114	.0081		.0063	131	169	4,852	841	592	498	345	3,200	1,118	493	419
Madison		15,620	.0084		.0102	140	115	6,125	595	341	778	506	3,477	1,157	770	478
Ocean		136,543	.0736	5,989	.0497	119	178	34,176	14,792	5,518	4,604	5,672	19,999	6,863	12,424	3,220
Point Pleasant Beach		15,686	.0085		.0042	191	386	5,455	2,266	1,485	488	1,801	1,919	415	1,303	361
Passaic	99B	512,756	.2764	4,502	.2632	119	125	124,549	42,466	55,038	54,104	34,532	90,627	19,926	33,206	11,811
Paterson		226,513	.1221		.1037	122	144	45,372	15,850	36,586	27,814	19,849	39,045	6,973	9,257	5,914
Passaic-Clifton		*189,216*	*.1019*		*.1006*	*124*	*126*	*46,814*	*16,868*	*13,917*	*24,511*	*12,079*	*30,889*	*6,947*	*15,484*	*4,016*
Passaic		105,826	.0570		.0469	134	163	24,252	8,588	9,177	21,385	10,428	14,420	2,688	2,831	2,373
Clifton		83,390	.0449		.0536	117	98	22,562	8,380	4,740	3,126	1,651	16,479	4,259	12,653	1,643
Hawthorne		15,336	.0083		.0112	115	86	3,514	1,059	407	197	385	6,216	958	745	320
Salem	162	57,148	.0308	3,443	.0336	100	92	12,722	3,544	2,580	2,269	3,853	11,388	3,547	4,339	1,170
Salem		15,323	.0083		.0069	117	141	4,361	1,097	1,066	1,026	1,279	2,458	610	838	352
Somerset	99B	110,569	.0596	3,330	.0741	103	83	27,720	11,059	4,117	5,711	4,988	23,288	6,394	11,006	2,656
Somerville		32,627	.0176		.0123	154	220	9,569	1,569	1,874	2,923	2,156	6,913	1,552	1,657	1,005
Bound Brook		18,431	.0099		.0072	133	183	4,783	2,169	495	904	1,154	5,356	732	704	573
North Plainfield		10,380	.0056		.0091	103	64	2,255	1,779	487	269	859	2,595	825	171	419
Sussex		47,554	.0256	4,171	.0225	99	112	11,305	4,199	3,010	1,536	2,182	8,379	3,014	5,533	800
Newton		17,308	.0093		.0054	150	258	5,159	883	1,072	864	1,070	5,293	641	818	298

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Before using these figures, see explanation page 11.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.

LOOK AT ELIZABETH

(NEW JERSEY)

The Principal Market In Union County



Source: Sales Management Survey of Buying Power, 1955

NOTE THESE NEW HIGHS IN WEALTHY UNION COUNTY

Yes, the Elizabeth sales area is the BIG population and shopping hub of Union County—one of the nation's richest and fastest growing markets—with a per family income of $7,990.

Do a selling job for the dealer, win consumer acceptance for your product. Advertise in the newspaper that is the favorite of both—the ELIZABETH DAILY JOURNAL.

- *Effective Buying Income* **$1,087,372,000**
- *Retail Sales* **$590,497,000**
- *Retail Foods* **$149,436,000**
- *Retail Drugs* **$15,116,000**
- *Retail Furn., Home Furns.* **$41,724,000**
- *Automotive* **$106,648,000**



JOURNAL CIRCULATION *CLIMBS TO AN ALL-TIME HIGH!* **50,498**

Daily Net Paid *

Elizabeth Daily Journal

ELIZABETH • NEW JERSEY

Special Representative: WARD-GRIFFITH CO., INC.

* ABC Publisher's Statement for period ending March 31, 1956 as filed with the Audit Bureau of Circulations subject to audit.

NEW JERSEY — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Union	99B	590,497	.3183	4,339	.3558	128	114	149,436	40,525	58,040	41,796	41,724	106,648	30,067	52,511	15,116
Elizabeth		158,437	.0854		.0860	123	122	37,257	12,969	18,045	16,433	11,573	27,710	7,582	8,260	4,638
Plainfield		107,739	.0581		.0444	159	208	24,921	3,015	20,363	9,399	6,072	22,399	2,592	7,644	2,043
Linden		48,693	.0262		.0265	124	123	10,147	4,626	1,879	1,831	1,898	13,506	3,932	6,972	944
Union Township		48,887	.0263		.0347	123	93	13,061	5,027	5,434	3,450	3,503	3,683	2,875	6,965	1,196
Rahway		38,448	.0207		.0193	133	143	6,426	2,417	1,517	1,744	8,622	8,610	1,578	3,278	826
Westfield		39,011	.0210		.0236	167	149	11,661	1,314	1,840	2,780	1,802	9,901	1,470	2,963	1,146
Summit		32,567	.0176		.0195	171	154	7,045	1,404	2,238	3,328	1,858	6,089	1,697	4,103	1,279
Hillside Township		26,247	.0141		.0173	127	104	7,816	1,605	492	440	1,249	5,778	2,304	2,303	591
Cranford Township		20,393	.0110		.0173	127	81	8,209	824	2,740	906	665	539	1,212	2,222	718
Roselle		16,441	.0089		.0143	116	72	8,837	383	1,099	630	780	520	893	493	767
Roselle Park		12,936	.0070		.0094	124	92	2,689	711	455	228	955	4,802	355	1,461	213

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Before using these figures, see explanation page 11.

Table of Contents on pages 1, 3 and 5

You get MORE for your money in PLAINFIELD!

Among all other cities of 50,000 or more population in central and northern New Jersey, Plainfield is 14th in size. **BUT LOOK how it moves up in sales potential** for your advertising!

In Income per family	**1st.**	**In Drug Store Sales per capita**	**2nd.**
In Retail Sales per capita	**1st.**	**In Lumber & Building Material Sales per capita**	**2nd.**
In Department & Apparel Store Sales per capita	**1st.**	**In Household & Radio Store Sales per capita**	**4th.**
In Food Store Sales per capita	**1st.**		
In Automotive Sales per capita	**1st.**		

And don't let the 46,200 corporate city population figure listed in the table below mislead you. One boundary line of the corporate city passes through the property of a large downtown department store. More reliable are the map and population figures at the right.



More than 89,376 people live within 4 miles of Plainfield City Hall (A. B. C. City Zone). No outside New Jersey or New York newspaper adequately reaches Plainfield housewives. Less than 5% of the people daily commute to New York. The Courier-News affords 96% coverage.

PLAINFIELD COURIER-NEWS

Member: The Gannett Group
Plainfield, N. J.

Represented by J. P. McKinney & Son, Inc. — *New York • Syracuse • Chicago • San Francisco*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Warren	4	61,505	.0331	3,417	.0350	98	93	13,107	5,137	3,079	1,257	2,688	14,073	5,982	6,257	1,247
Easton (Pa.)-																
Wilson (Pa.)-																
Phillipsburg (N. J.)		*99,609*	*.0537*		*.0450*	*117*	*140*	*23,706*	*6,090*	*13,485*	*9,979*	*7,683*	*17,000*	*5,978*	*5,566*	*2,635*
Phillipsburg		19,344	.0104		.0118	100	88	4,700	1,897	880	294	706	4,284	3,197	1,328	362
Washington		14,161	.0076		.0044	147	253	1,950	498	997	438	823	4,685	607	1,464	343
Total Above Cities		5,044,589	2.7184		2.6537	125	128	1,206,546	422,284	608,538	468,955	317,922	915,242	215,059	254,680	122,741
State Total		6,622,975	3.5695	4,066	3.8150	115	108	1,624,489	608,707	681,288	507,156	376,030	1,165,341	346,554	413,165	159,341

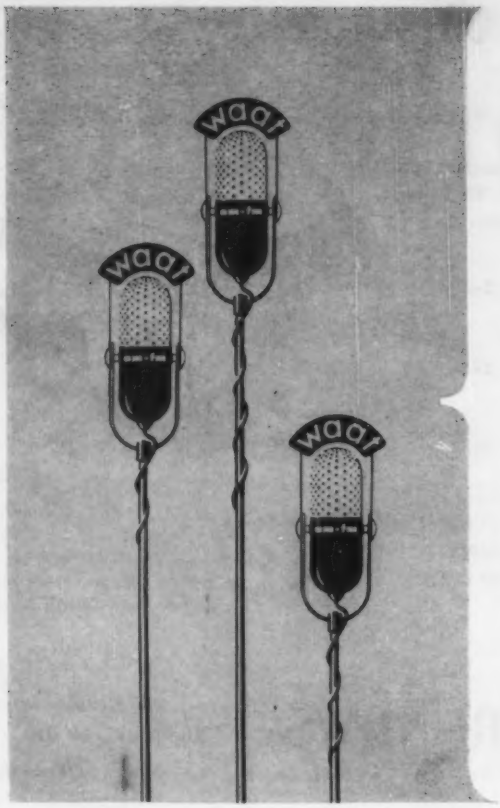
NEW JERSEY — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Atlantic City	9	141.9	.0855	44.5	124.0	235.6	.02 .0887	1,660	5,294
[1]Camden									
New York-N. E. New Jersey (New Jersey Portion Only)	99B	3,787.8	2.2843	1,132.0	3,597.5	8,100.3	663.0497	2,139	7,156
Trenton	151	259.0	.1562	70.0	223.5	515.0	59 .1939	1,989	7,358
Total Above Areas		4,188.7	2.5260	1,246.5	3,945.0	8,851.0	273.3323	2,113	7,101

1 Included in Philadelphia Metropolitan Area

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Before using these figures, see explanation page 11.



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NEW JERSEY— SM Metropolitan County Areas — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Atlantic City	9	224,813	.1212	5,052	.0975	114	142	48,370	40,289	19,902	18,571	9,612	27,574	10,217	10,189	7,206
[1]Camden																
New York-N. E. New Jersey (New Jersey Portion only)	99B	4,487,643	2.4079	3,947	2.7040	118	105	1,124,802	388,671	482,979	388,049	271,845	775,941	216,615	257,006	109,803
Trenton	151	350,490	.1889	5,007	.1848	118	121	74,655	28,259	50,239	27,977	21,200	61,342	19,357	20,825	7,500
Total Above Areas		5,042,946	2.7180	4,048	2.9866	118	108	1,247,827	457,219	563,111	434,597	301,657	864,857	246,189	288,019	124,311

NEW MEXICO — Counties and Cities —

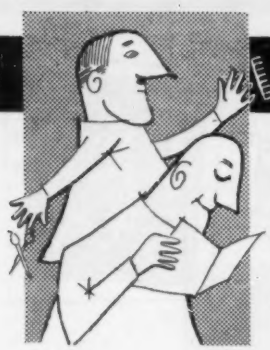
(Other Mountain States Arizona, Colorado, Idaho, Montana, Nevada, Utah, Wyoming.)

Map, page 570

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Albuquerque	Bernalillo	172.1	1,823	320	342	185	131	106	105	249	63	57
Artesia	Eddy	11.7	160	28	18	8	11	12	15	16	19	6
Carlsbad	Eddy	27.3	316	62	44	25	19	19	22	39	24	12
Clovis	Curry	24.6	288	42	34	33	30	22	24	29	28	9
Gallup	McKinley	11.0	251	34	60	25	13	8	17	38	6	6
Hobbs	Lea	22.3	222	29	41	11	24	13	22	16	16	10
Las Cruces	Dona Ana	17.2	254	48	42	19	19	13	14	37	20	10
Los Alamos	Los Alamos	13.1	*	*	*	*	*	*	*	*	*	*
Portales	Roosevelt	10.0	140	21	15	13	8	12	16	26	12	4
Roswell	Chaves	34.1	411	65	60	39	32	18	36	55	26	14
Santa Fe	Santa Fe	32.7	302	78	68	25	29	23	16	29	14	17
Silver City	Grant	8.7	116	19	23	8	8	8	8	13	9	3
Tucumcari	Quay	9.4	184	21	36	10	8	7	7	33	12	6

1 Included in Philadelphia Metropolitan Areas.
*Not Available.

Before using these figures, see explanation page 11.
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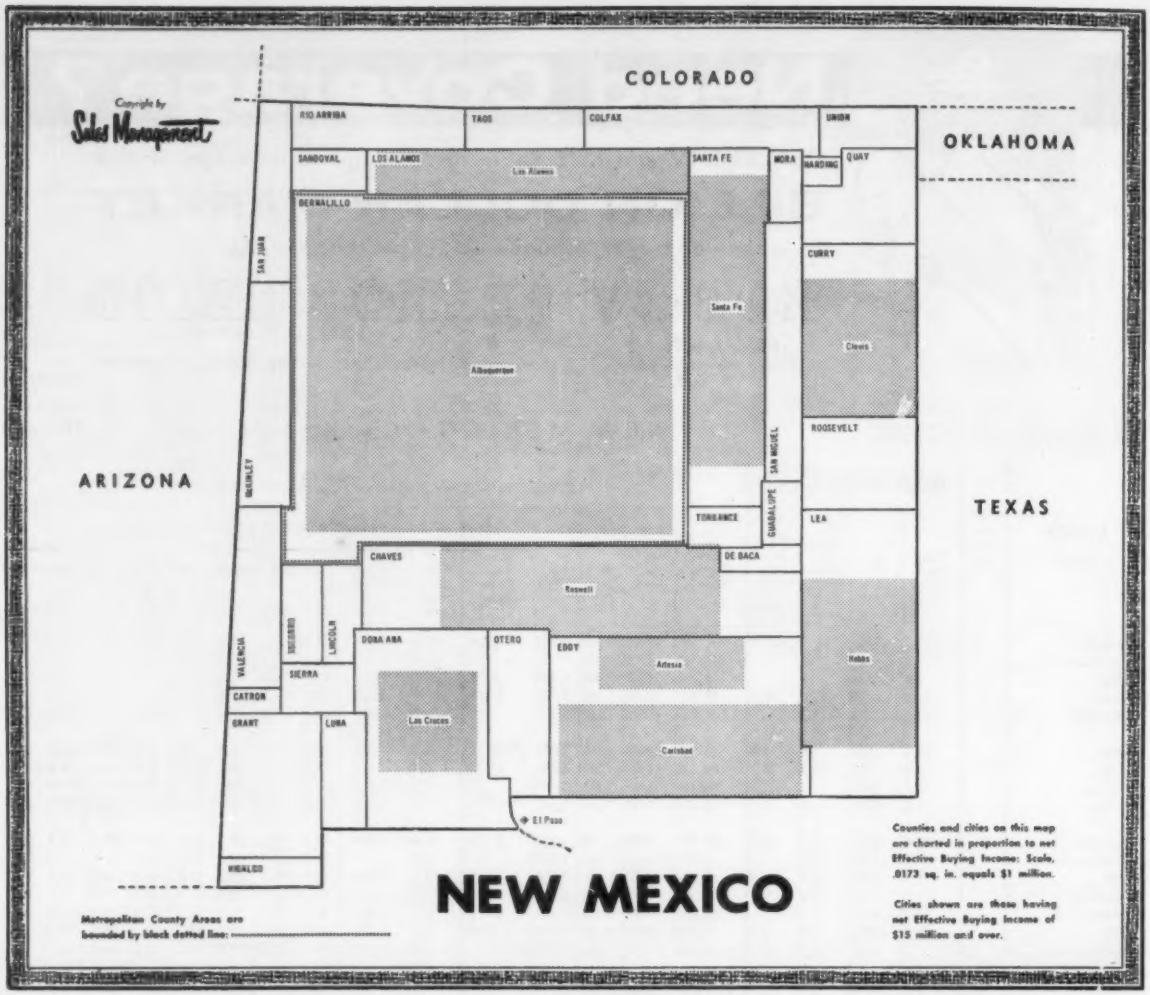
NEW MEXICO — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Bernalillo	3	209.2	.1256	56.4	186.3	338,796	.1275	1,627	5,801	3,343	68.6	4,936	25.8	7.4	26.4	17.3	31.9	32.4	15.9	42.9
▲Albuquerque		172.1	.1038	52.0		291,469	.1097	1,694	5,605		58.3	4,997	25.4	7.2	26.2	17.0	32.1	32.2	16.3	43.6
Catron		2.4	.0014	.5		2,252	.0009	938	4,504	2,263	.7	3,226	53.3	23.2	25.0	25.2	15.3	23.8	6.4	27.8
Chaves		56.2	.0339	15.6	34.1	89,972	.0339	1,601	5,767	17,196	18.7	4,803	31.5	9.2	27.8	18.9	25.9	27.0	14.8	44.9
Roswell		34.1	.0206	10.3		56,690	.0213	1,662	5,504		11.3	5,039	28.6	8.0	27.1	17.5	28.2	28.0	16.1	46.5
Colfax		14.0	.0085	3.8	7.0	18,082	.0068	1,292	5,023	6,214	4.0	4,527	33.6	10.4	27.3	19.8	25.9	28.6	13.2	41.2
Curry		25.9	.0156	7.8	24.6	40,252	.0151	1,554	5,161	12,479	7.9	5,122	26.6	7.3	26.6	16.8	30.6	30.0	16.2	45.9
Clovis		24.6	.0148	7.4		39,449	.0149	1,604	5,331		7.7	5,119	26.6	7.3	26.6	16.8	30.6	30.0	16.2	45.9
De Baca		2.8	.0017	.8		3,474	.0013	1,241	4,343	3,591	.9	4,012	37.9	13.3	25.2	20.4	26.9	33.6	10.0	32.7
Dona Ana		45.4	.0274	11.2	17.2	53,997	.0204	1,189	4,821	22,384	13.7	3,928	42.6	15.2	26.6	22.1	20.3	25.9	10.5	36.8
Las Cruces		17.2	.0104	4.9		19,831	.0075	1,153	4,047		5.0	3,997	37.8	13.3	26.9	21.9	24.7	31.0	10.6	33.8
Eddy		51.3	.0309	14.1	39.0	80,645	.0303	1,572	5,720	13,431	14.9	5,399	21.8	5.7	22.1	13.2	38.6	35.9	17.5	45.2
Carlsbad		27.3	.0165	8.1		44,665	.0168	1,636	5,514		8.3	5,383	20.9	5.5	20.8	12.5	40.8	38.0	17.5	44.0
Artesia		11.7	.0071	3.3		21,054	.0079	1,799	6,380		3.7	5,661	22.7	5.6	23.8	13.7	34.9	30.9	18.6	49.8
Grant		19.9	.0120	6.4	8.7	24,989	.0094	1,256	4,628	2,608	5.6	4,433	25.4	8.1	25.1	18.3	37.4	42.4	12.1	31.2
Silver City		8.7	.0052	2.7		13,358	.0050	1,535	4,947		3.0	4,416	28.4	9.0	25.0	18.5	33.9	33.5	12.7	34.0
Guadalupe		5.8	.0035	1.3		4,898	.0019	844	3,768	3,351	1.4	3,401	48.5	20.1	26.0	24.8	18.5	27.2	7.0	27.9
Harding		1.9	.0012	.3		2,135	.0008	1,124	7,117	3,125	.5	4,476	47.8	15.0	21.4	15.6	17.0	19.0	13.8	50.4
Hidalgo		6.5	.0039	1.6	4.6	8,167	.0031	1,256	5,104	3,368	1.9	4,197	32.1	10.8	30.9	24.0	26.5	31.6	10.5	33.6
Lea		55.0	.0331	16.1	30.9	96,567	.0383	1,756	5,998	8,410	17.7	5,448	17.4	4.5	19.0	11.3	44.7	41.2	18.9	43.0
Hobbs		22.3	.0134	6.8		40,349	.0152	1,809	5,934		7.4	5,447	18.2	4.7	18.9	11.3	43.9	40.4	19.0	43.6
Lincoln		7.4	.0045	1.9		8,362	.0032	1,130	4,401	3,785	2.1	4,014	37.2	13.0	27.6	22.3	25.3	31.7	9.9	33.0
Los Alamos		13.4	.0081	3.6	13.1	32,788	.0123	2,447	9,108	...	5.0	6,551	7.2	1.5	15.6	7.8	47.3	38.2	29.9	54.5
Los Alamos		13.1	.0079	3.5		31,991	.0120	2,442	9,140		4.9	6,547	7.2	1.5	15.6	7.8	47.3	38.2	29.9	54.5
Luna		10.5	.0063	2.8	7.0	11,674	.0044	1,112	4,189	4,622	3.0	3,933	32.5	11.6	29.0	24.0	29.4	37.5	9.1	26.9
McKinley		35.0	.0211	7.4	15.2	27,687	.0104	791	3,741	2,081	8.1	3,422	45.9	16.9	27.1	25.7	19.4	28.4	7.6	27.0
Gallup		11.0	.0066	3.2		13,469	.0051	1,224	4,209		3.2	4,200	32.6	10.9	28.6	22.2	26.9	32.1	11.9	34.8
Mora		6.2	.0038	1.6		4,047	.0015	653	2,529	2,428	1.6	2,553	67.8	37.4	21.3	27.0	7.3	14.4	3.6	21.2
Otero		27.1	.0163	7.0	12.4	36,643	.0138	1,352	5,235	2,393	9.1	4,017	34.8	12.2	30.1	24.4	25.1	31.3	10.0	32.1
Quay		12.5	.0076	3.6	9.4	15,894	.0060	1,272	4,415	9,103	3.8	4,166	32.7	11.0	31.2	24.5	25.5	30.6	10.6	33.9
Tucumcari		9.4	.0057	2.5		12,014	.0045	1,278	4,806		2.9	4,127	32.4	11.0	30.9	24.4	26.3	31.9	10.4	32.7
Rio Arriba		25.4	.0153	5.9		16,418	.0062	646	2,783	2,141	5.7	2,886	50.7	24.9	30.7	34.7	14.8	26.0	3.8	14.4
Roosevelt		15.5	.0093	4.3	10.0	19,425	.0073	1,253	4,517	14,303	4.8	4,089	33.7	11.6	30.9	24.6	24.6	30.2	10.8	33.6
Portales		10.0	.0060	3.2		13,923	.0052	1,392	4,351		3.5	4,007	34.9	12.2	30.9	25.1	24.2	30.3	10.0	32.4
Sandoval		11.9	.0072	2.4		6,411	.0024	272	2,671	864	2.6	2,426	64.0	37.1	22.4	30.0	11.1	22.9	2.5	10.0
San Juan		37.3	.0225	8.8	7.4	28,812	.0109	772	3,274	3,384	8.7	3,321	47.5	20.1	28.3	27.7	17.1	25.9	7.1	26.3
San Miguel		22.8	.0137	5.2	12.0	18,079	.0068	793	3,477	4,875	6.0	3,030	54.8	25.4	24.8	26.7	13.8	22.8	6.6	25.1
Santa Fe		37.9	.0229	9.8	32.7	52,896	.0199	1,396	5,398	1,996	11.6	4,568	32.6	10.0	27.1	19.3	26.0	28.6	14.3	42.1
Santa Fe		32.7	.0197	8.5		47,166	.0178	1,442	5,549		10.2	4,613	32.2	9.8	27.0	19.1	26.2	28.4	14.6	42.7
Sierra		5.2	.0031	1.8	3.4	5,773	.0022	1,110	3,207	1,920	1.8	3,252	52.2	22.8	25.8	25.8	15.1	23.3	6.9	28.3
Socorro		8.9	.0054	2.2	4.0	8,025	.0030	902	3,648	2,425	2.5	3,197	48.6	21.4	30.1	30.7	15.8	24.7	5.5	23.2
Taos		14.2	.0086	3.0		8,943	.0034	630	2,981	848	3.3	2,700	57.8	30.1	27.3	32.9	11.1	20.5	3.8	16.5
Torrance		6.3	.0038	1.5		5,357	.0020	850	3,571	2,612	1.5	3,517	40.1	16.1	32.2	29.8	20.6	29.3	7.1	24.8
Union		5.3	.0032	1.5	2.8	6,962	.0026	1,314	4,641	9,564	1.6	4,420	38.1	11.5	29.1	21.3	22.7	25.8	12.1	41.4
Valencia		21.8	.0131	4.7	4.4	16,810	.0063	771	3,577	4,683	5.0	3,329	45.2	19.1	28.3	27.6	20.2	30.4	6.3	22.9
Total Above Cities		394.2	.2377	116.4		645,428	.2429	1,637	5,545		129.4	4,988	26.0	7.3	25.5	16.5	32.4	32.6	16.3	43.6
State Total		819.9	.4945	215.7	486.0	1,095,241	.4123	1,336	5,078	175,364	244.4	4,481	32.4	10.2	26.1	18.9	28.2	31.6	13.3	39.3

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



NEW MEXICO — Counties and Cities — (Continued)

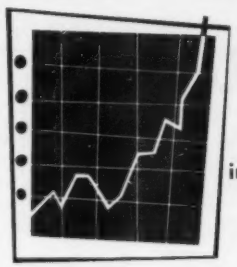
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Bernalillo	3	240,978	.1299	4,126	.1278	102	103	47,856	16,915	32,629	14,278	14,715	54,566	15,194	14,962	7,903
▲Albuquerque		236,766	.1276		.1139	110	123	46,740	16,430	32,422	14,278	13,647	54,296	17,612	14,708	7,768
Catron		1,175	.0006	2,350	.0009	64	43	454	85	204	...	...	...	158	111	...
Chaves		60,047	.0324	3,849	.0335	99	96	12,583	3,848	7,612	3,170	2,421	14,084	4,410	5,549	1,673
Roswell		56,888	.0307		.0240	117	149	11,544	3,499	7,612	3,049	2,341	13,938	3,828	5,256	1,626
Colfax		12,756	.0069	3,543	.0072	85	81	2,563	1,263	2,618	307	415	2,315	1,431	1,149	383
Curry		29,666	.0159	3,803	.0154	99	102	4,954	1,461	3,552	1,721	1,641	8,126	1,971	3,143	966
Clovis		27,756	.0150		.0149	101	101	4,598	1,363	3,394	1,721	1,565	8,126	1,454	2,885	902
De Baca		3,759	.0021	4,699	.0016	94	124	610	538	151	79	289	1,089	328	104	110
Dona Ana		35,636	.0192	3,132	.0215	78	70	7,880	2,868	2,131	2,196	1,776	5,807	3,396	3,882	1,002
Las Cruces		27,790	.0150		.0103	99	144	6,272	1,953	1,750	2,111	1,710	4,692	2,312	2,820	861
Eddy		49,288	.0265	3,496	.0292	94	86	12,414	2,658	5,264	2,014	2,574	9,040	4,141	4,766	2,189
Carlsbad		31,553	.0170		.0168	102	103	8,127	1,672	3,659	1,383	1,713	6,037	2,704	2,454	1,193
Artesia		15,069	.0081		.0078	110	114	3,614	621	1,164	630	802	2,902	723	2,270	850
Grant		16,744	.0091	3,101	.0099	83	76	3,921	1,168	2,755	716	899	3,525	1,254	692	532
Silver City		11,709	.0063		.0054	104	121	3,078	752	664	615	832	3,525	478	559	472
Guadalupe		7,451	.0040	5,732	.0028	80	114	732	1,289	704	33	121	1,106	2,312	346	207
Harding		1,134	.0006	3,780	.0006	67	50	65	100	525	56	...	112	113	108	55
Hidalgo		5,104	.0027	3,190	.0032	82	69	412	819	753	318	92	1,139	756	401	163

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



It Happens when you buy the right station in the right market

Sales charts are going up, up, up for firms that buy CBS-TV. Superior programs are the reason—Ed Sullivan, $64,000 Question and other solid shows all week long.

We've got CBS-TV, combined with one of the nation's fastest rising markets. Read the figures in this issue and from our office and you'll rush to buy . . .

KGGM-TV with CBS-TV by Weed Television

from the nation's highest transmitter site

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW MEXICO — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Lea		66,600	.0359	4,137	.0355	107	108	13,934	5,499	4,581	2,955	1,987	16,885	4,842	6,216	4,321
Hobbs		42,610	.0230		.0172	128	172	8,444	2,176	3,164	2,448	1,054	14,626	1,864	2,476	3,583
Lincoln		7,330	.0040	3,856	.0037	82	89	1,105	918	721	131	...	741	1,139	1,621	251
Los Alamos		9,441	.0051	2,623	.0093	115	63	4,899	130	668	526	189	362	996	377	482
Los Alamos		9,229	.0050		.0091	115	63	4,789	126	654	515	185	354	974	368	471
Luna		13,611	.0073	4,861	.0057	90	116	3,088	852	648	490	361	2,298	1,869	1,185	1,068
McKinley		28,213	.0152	3,813	.0140	66	72	4,784	2,740	4,549	1,489	726	7,098	2,689	1,268	556
Gallup		24,478	.0132		.0078	118	200	4,426	2,567	2,280	1,467	711	6,965	2,401	1,268	556
Mora		2,240	.0012	1,400	.0018	47	32	395	91	485	...	...	290	277	459	117
Otero		19,879	.0107	2,840	.0134	82	66	4,746	1,769	1,255	920	659	4,217	1,635	2,838	864
Quay		13,488	.0073	3,747	.0067	88	96	2,428	1,598	908	376	251	2,565	2,567	1,039	436
Tucumcari		11,015	.0059		.0052	91	104	2,189	1,306	829	352	251	2,522	1,365	869	416
Rio Arriba		12,915	.0070	2,189	.0083	54	46	3,184	477	1,730	331	263	3,403	1,032	1,446	404
Roosevelt		13,836	.0074	3,218	.0077	83	80	2,859	532	1,077	496	717	2,886	1,737	1,852	544
Portales		12,471	.0067		.0058	97	112	2,493	497	874	496	717	2,886	1,452	1,517	544
Sandoval		2,312	.0013	963	.0030	42	18	425	322	887	...	...	...	441	...	108
San Juan		30,629	.0165	3,481	.0149	66	73	5,030	2,178	3,988	744	892	7,409	3,500	3,113	675
San Miguel		13,339	.0072	2,565	.0083	61	53	3,251	1,137	2,231	190	251	2,704	1,197	562	602
Santa Fe		44,574	.0240	4,548	.0218	95	105	10,164	3,886	5,311	2,656	1,782	10,419	2,821	2,638	1,724
Santa Fe		41,988	.0226		.0196	99	115	9,729	3,512	4,992	2,656	1,782	9,709	2,345	2,474	1,674
Sierra		6,068	.0033	3,371	.0027	87	106	1,723	727	328	191	69	1,099	757	374	289
Socorro		7,117	.0038	3,235	.0037	69	70	1,448	889	325	283	313	1,715	1,161	337	228
Taos		9,285	.0050	3,095	.0049	57	58	2,086	657	1,043	190	159	2,321	831	594	254
Torrance		4,689	.0025	3,126	.0025	66	66	399	726	828	...	39	678	1,339	262	125
Union		6,219	.0034	4,146	.0030	94	106	1,151	486	523	215	265	1,434	573	507	256
Valencia		16,890	.0091	3,594	.0085	65	69	3,663	1,140	2,211	390	679	3,531	2,323	982	347
Total Above Cities		549,322	.2961		.2578	108	125	116,043	36,474	63,458	31,721	27,310	130,578	39,512	39,924	20,916
State Total		792,412	.4271	3,674	.4332	88	86	165,206	59,566	92,573	37,463	34,545	172,952	72,212	62,883	28,844

NEW MEXICO — SM Metropolitan County Area

AREA	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Albuquerque	3	208.2	.1256	58.4	186.3	338,796	.1275	1,627	5,801

AREA	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Total Above Area		208.2	.1256	58.4	186.3	338,796	.1275	1,627	5,801

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Before using these figures, see explanation page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

NEW MEXICO — SM Metropolitan County Area—Continued

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREA	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Albuquerque	3	240,978	.1299	4,126	.1278	102	103	47,856	16,915	32,629	14,278	14,715	54,566	18,194	14,962	7,903
Total Above Area		240,978	.1299	4,126	.1278	102	103	47,856	16,915	32,629	14,278	14,715	54,566	18,194	14,962	7,903

NEW YORK — Counties and Cities — (Other Middle Atlantic States: New Jersey, Pennsylvania.)

Map, pages 586, 93

City	County	Pop. (thous.)	NUMBER OF OUTLETS								
			Total Outlets	Food	Eat.-& Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Albany	Albany	140.4	1,989	467	433	142	185	109	66	93	69	62
Amsterdam	Montgomery	32.1	541	127	123	24	63	37	20	31	32	13
Auburn	Cayuga	37.5	599	127	104	60	64	38	24	52	30	7
Babylon	Suffolk	8.4	210	40	33	15	23	14	16	9	9	7
Batavia	Genesee	18.2	282	48	57	20	31	23	25	23	17	5
Bath	Steuben	5.9	127	17	20	9	14	5	13	13	9	3
Beacon	Dutchess	15.0	202	50	35	19	17	15	17	8	9	7
Binghamton	Broome	82.2	1,137	232	254	100	80	63	51	121	38	25
Bronxville	Westchester	7.3	146	25	20	14	23	4	1	16	0	7
Buffalo	Erie	602.5	7,049	1,946	1650	406	568	408	196	496	226	219
Canandaigua	Ontario	8.3	191	29	36	13	17	14	17	13	15	4
Catskill	Greene	5.2	151	18	40	17	13	12	12	10	6	4
Cohoes	Albany	21.3	257	76	45	13	19	16	10	26	13	6
Corning	Steuben	16.9	226	39	52	13	29	16	16	16	4	6
Cortland	Cortland	19.3	320	58	69	25	35	15	19	25	15	4
Dunkirk	Chautauqua	18.7	274	56	69	11	26	14	18	14	16	5
East Rochester	Monroe	7.2	*	*	*	*	*	*	*	*	*	*
Elmira	Chemung	51.7	767	138	158	50	98	50	41	67	27	20
Endicott	Broome	21.7	354	74	85	23	45	13	18	26	17	8
Fulton	Oswego	14.4	257	53	52	23	20	15	11	28	15	4
Geneva	Ontario	18.6	296	55	61	19	35	21	14	17	13	9
Glen Cove	Nassau	20.5	253	43	40	23	34	17	16	20	9	8
Glens Falls	Warren	20.3	380	72	68	25	48	30	21	23	12	14
Gloversville	Fulton	24.1	394	85	67	24	50	27	19	40	16	8
Gouverneur	St. Lawrence	5.2	99	19	15	8	6	5	8	14	10	2
Hamburg	Erie	9.0	209	35	46	14	22	13	15	26	12	5
Hempstead Township	Nassau	645.9	*	*	*	*	*	*	*	*	*	*
Herkimer	Herkimer	9.3	184	46	24	8	16	16	10	20	12	5
Hornell	Steuben	15.1	231	47	38	12	26	15	20	16	14	3
Hudson	Columbia	11.9	272	55	52	17	33	21	22	21	8	7
Ithaca	Tompkins	31.5	409	94	74	19	43	26	22	44	16	11
Jamestown	Chautauqua	44.5	642	155	115	42	79	29	35	54	27	14
Johnson City	Broome	20.7	242	69	60	13	16	10	11	23	10	4
Johnstown	Fulton	11.3	169	32	28	8	14	9	12	22	5	3
Kenmore	Erie	21.1	300	60	42	33	26	16	11	47	12	11
Kings Park	Suffolk	14.0	*	*	*	*	*	*	*	*	*	*
Kingston	Ulster	29.5	551	129	117	41	66	35	19	37	22	16
Lackawanna	Erie	30.3	328	91	116	9	15	12	6	28	10	9
Larchmont	Westchester	6.6	176	27	27	12	16	14	4	15	5	5
Liberty	Sullivan	5.1	149	26	24	16	17	3	10	15	6	6
Little Falls	Herkimer	9.3	193	33	42	17	17	11	12	15	5	4
Lockport	Niagara	26.2	398	83	83	22	42	34	17	37	17	10
Long Beach	Nassau	23.3	291	74	64	26	37	12	8	13	10	11
Malone	Franklin	9.9	204	54	33	12	20	11	12	13	12	5
Mamaroneck	Westchester	16.3	221	38	47	7	17	16	9	28	10	8
Massena	St. Lawrence	16.0	238	58	41	13	22	15	17	21	12	3
Mechanicville	Saratoga	7.5	169	31	39	7	16	6	8	18	8	4
Menands	Albany	2.9	*	*	*	*	*	*	*	*	*	*
Middletown	Orange	23.2	375	62	90	22	44	25	15	34	20	12
Monticello	Sullivan	4.6	182	32	33	19	16	12	11	12	15	6
Mount Kisco	Westchester	6.3	142	20	18	13	13	12	14	10	7	3
Mount Vernon	Westchester	75.5	961	225	143	90	166	67	31	73	37	37
New Rochelle	Westchester	70.1	767	138	123	73	111	52	30	44	31	25
New York City	Five Counties	7999.3	33138	27561	16,-683	9364	10,-730	8110	1281	2532	2480	3387
Newark	Wayne	12.0	195	23	29	40	15	13	24	12	7	3
Newburgh	Orange	32.4	780	166	150	56	120	42	40	54	25	18
Niagara Falls	Niagara	101.4	1,217	245	348	58	112	66	35	111	39	32
North Hempstead Township	Nassau	106.5	*	*	*	*	*	*	*	*	*	*
North Tonawanda	Niagara	28.2	282	66	70	11	15	17	12	32	16	8
Norwich	Chenango	9.6	204	33	37	17	21	12	14	20	12	5
Nyack	Rockland	6.2	171	15	26	15	34	15	11	11	9	5
Ogdensburg	St. Lawrence	15.2	235	50	35	16	27	15	14	33	13	4
Olean	Cattaraugus	24.4	389	70	59	32	44	26	24	29	14	10
Oneida	Madison	12.1	178	25	29	15	18	14	11	21	12	6
Oneonta	Otsego	14.5	292	37	52	28	30	15	16	24	21	5
Ossining	Westchester	16.6	213	35	41	16	23	7	12	22	12	9
Oswego	Oswego	23.1	337	81	81	21	32	15	13	28	7	7
Oyster Bay Township	Nassau	178.9	*	*	*	*	*	*	*	*	*	*
Patchogue	Suffolk	9.6	271	42	39	25	38	18	16	25	12	9
Peekskill	Westchester	18.4	343	64	79	29	40	19	12	28	19	9
Plattsburg	Clinton	20.0	309	61	58	28	28	16	22	23	13	5
Port Chester	Westchester	25.5	449	88	84	57	51	22	13	37	14	13
Port Jervis	Orange	9.2	228	49	47	14	21	10	13	20	13	6
Potsdam	St. Lawrence	7.9	120	21	26	6	14	4	8	15	3	2
Poughkeepsie	Dutchess	41.4	822	152	155	82	96	36	32	65	42	25
Rensselaer	Rensselaer	11.3	139	43	29	6	3	6	4	13	8	7
Rochester	Monroe	344.0	4,123	990	801	293	392	221	138	389	190	125
Rome	Oneida	46.7	492	101	98	25	48	29	28	49	23	11
Rye	Westchester	12.9	149	19	29	10	15	8	11	15	6	7
Salamanca	Cattaraugus	8.9	120	28	28	4	8	12	8	12	4	4
Saranac Lake	Franklin	7.0	143	21	31	9	23	6	8	8	4	4
Saratoga Springs	Saratoga	16.3	311	54	92	14	28	20	13	23	9	7
Scarsdale	Westchester	15.7	149	29	21	14	12	6	3	17	8	8
Schenectady	Schenectady	96.1	1,484	351	285	104	135	72	58	108	71	45
Syracuse	Onondaga	229.7	2,834	575	548	284	228	119	114	232	75	71
Tarrytown	Westchester	10.0	135	21	33	7	16	10	7	7	6	6
Tonawanda	Erie	16.5	320	66	91	24	23	12	10	45	8	9
Troy	Rensselaer	76.1	1,078	306	191	80	116	58	35	73	25	30
Utica	Oneida	104.6	1,424	336	253	137	188	67	44	94	42	41
Watertown	Jefferson	35.6	507	78	79	48	66	29	30	47	23	10
Watervliet	Albany	15.0	210	63	52	11	5	5	8	28	7	1
Wellsville	Allegany	6.7	154	28	23	5	15	13	13	10	15	6
White Plains	Westchester	53.5	949	145	144	74	145	88	29	71	44	20
Yonkers	Westchester	162.6	1,741	462	298	131	186	104	47	118	50	73

*Not Available.

© SM, 1956.

Before using these figures, see explanation page 11.

MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station With The Largest Audience in America

*National spot and local Source: Broadcast Advertisers Report

Be sure you *COVER*

ALBANY

Second only to New York City in Per Capita Income among all big cities in New York State . . . *First* among them in Total Retail Sales Per Capita, *Second* in Food Sales, Apparel Store Sales, and *First* in Drug Store Sales among the big cities of 100,000 or more population . . . These facts make Albany and Albany County a vital market.

How best to cover Albany? Note the circulation situation at the right. Thin, widely scattered "total" circulation is no substitute for dominance in Albany County. And local merchants who know best put over 70% more of their advertising money into this evening newspaper . . . the only one with identified home delivered circulation . . . and without any cut price, combination or clubbing offers.

The Knickerbocker News is lowest in cost because it eliminates waste.

1st in Circulation where it counts

	Albany City Zone	Albany County*
Evening Knickerbocker News	33,961	43,519
Morning newspaper	26,037	35,964

*Omitting that part in Troy City Zone.

No Albany newspaper can cover adequately Troy nor Schenectady. "Total" circulation figures which include duplication of essential local newspapers in these separate markets can be misleading.

Advertisers Know—

Linage Media Records Year 1955	Evening Knickerbocker News	Morning Newspaper
Retail	9,422,088	5,423,422
General *	1,617,843	899,024

*Omitting Alcoholic Beverage copy which the Knickerbocker News does not accept.

The only Albany newspaper with A.B.C. identified home delivered circulation and without cut-rate circulation offers.

THE ALBANY KNICKERBOCKER NEWS

Member: The Gannett Group

Represented by ***J. P. McKinney & Son, Inc.***

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Albany	2	252.2	.1521	80.0	212.1	434,230	.1635	1,722	5,428	7,523	83.7	5,190	22.8	6.3	25.4	16.3	34.6	34.3	17.2	43.1
▲Albany		140.4	.0847	44.6		255,458	.0962	1,820	5,728		50.8	5,031	24.7	7.1	27.0	17.8	32.1	32.8	16.2	42.3
Cohoes		21.3	.0128	6.5		32,442	.0122	1,523	4,991		6.3	5,152	20.1	5.6	25.1	16.3	38.4	38.2	16.4	39.9
Watervliet		15.0	.0090	4.5		23,660	.0089	1,577	5,258		4.5	5,201	18.4	5.1	23.4	15.0	41.0	40.4	17.2	39.5
Menands		2.9	.0017	.8		5,481	.0021	1,890	6,851		*	*	*	*	*	*	*	*	*	*
Allegany		45.5	.0275	13.4	6.7	59,319	.0224	1,304	4,427	11,008	15.5	3,819	37.7	14.2	28.2	24.6	26.0	34.9	8.1	26.3
Wellsville		6.7	.0040	2.2		12,104	.0046	1,807	5,502		2.3	5,323	24.4	6.6	23.3	14.6	35.3	34.0	17.0	44.8
1Bronx	99A	1,477.9	.8913	454.1	1,477.9	2,617,619	.9856	1,771	5,765	174	471.1	5,557	19.4	5.0	22.9	13.7	37.9	35.1	19.8	46.2

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.
*Not Available.

MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station with the Largest Audience in America

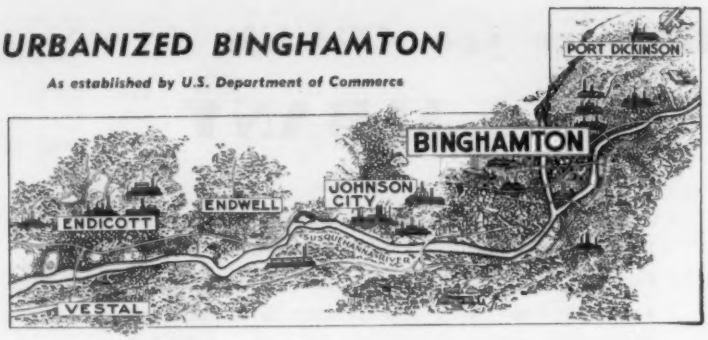
*National spot and local Source: Broadcast Advertisers Report

Leads all

New York State Metropolitan Cities in Total Retail Sales per Capita . . .

URBANIZED BINGHAMTON

As established by U.S. Department of Commerce



. . . beats New York City by 49%. And it leads in Department Store Sales too . . . 40% ahead of Syracuse, 45% more than Buffalo, doubles New York City.

There's an important point of proof in this. According to U.S. Government studies, only 7 other major U.S. cities show as large proportionate expansion of population in their "Urbanized Area" as does Binghamton . . . including such as Los Angeles, Detroit, Chicago and others.

That's where Binghamton's huge retail business comes from . . . why your sales potential in The Binghamton Press is so great. Daily evenings and Sundays, it reaches more than 9 out of 10 homes throughout this 144,011 population area. No other advertising medium will carry your message into half as many.

THE BINGHAMTON PRESS

Evening **Member: The Gannett Group** Sunday

Represented by J. P. McKinney & Son, Inc. New York • Syracuse • Chicago • San Francisco

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units							
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Broome	16	196.6	.1185	58.8	155.7	321,408	.1210	1,635	5,466	11,422	61.8	5,200	20.3	5.6	24.1	15.5	38.9	38.4	16.7	40.5
▲Binghamton		82.2	.0496	23.1		140,968	.0531	1,715	6,103		27.3	5,172	22.6	6.3	24.7	15.8	36.0	35.8	16.7	42.1
Endicott		21.7	.0131	6.6		38,555	.0145	1,777	5,842		7.1	5,459	16.9	4.5	25.7	15.6	39.4	37.1	18.0	42.8
Johnson City		20.7	.0125	6.2		34,614	.0130	1,672	5,583		6.9	4,988	19.1	5.5	23.8	15.9	41.6	42.9	15.5	35.7
Cattaraugus		81.1	.0489	24.2	35.9	110,703	.0417	1,365	4,575	17,528	28.0	4,263	31.1	10.5	27.9	21.8	30.2	36.3	10.8	31.4
Olean		24.4	.0147	7.4		36,651	.0138	1,502	4,953		7.8	4,709	27.5	8.4	24.0	17.0	34.9	38.0	13.6	36.6
Salamanca		8.9	.0054	2.7		12,705	.0048	1,428	4,706		2.9	4,447	26.6	8.6	27.0	20.2	34.4	39.8	12.0	31.4
Cayuga	173	72.4	.0437	21.4	37.5	98,805	.0372	1,365	4,617	19,167	22.5	4,396	28.6	9.4	27.3	20.6	32.9	38.4	11.2	31.6
△Auburn		37.5	.0226	10.7		54,685	.0206	1,459	5,111		11.5	4,744	23.3	7.1	26.5	18.7	37.3	40.3	12.9	33.9
Chautauqua	210	143.3	.0864	46.7	87.8	207,208	.0780	1,446	4,437	22,722	46.2	4,489	25.8	8.3	27.5	20.4	35.3	40.4	11.4	30.9
△Jamestown		44.5	.0268	14.9		79,417	.0299	1,785	5,330		16.1	4,928	22.1	6.5	24.7	16.7	39.2	40.8	14.0	36.0
Dunkirk-Fredonia		*26.5*	*.0160*	*8.0*		*39,419*	*.0148*	*1,488*	*4,927*											
Dunkirk		18.7	.0113	5.7		26,837	.0101	1,435	4,706		5.9	4,517	21.6	6.9	29.7	21.8	38.1	43.3	10.6	28.0
Chemung	197	94.9	.0573	29.2	60.0	143,737	.0541	1,515	4,923	6,779	30.7	4,678	25.8	7.9	26.2	18.7	34.5	37.9	13.5	35.5
△Elmira		51.7	.0312	15.7		80,438	.0303	1,556	5,123		17.5	4,606	26.9	8.4	26.3	19.1	33.6	37.4	13.2	35.1
Chenango		40.9	.0246	12.3	9.6	56,298	.0212	1,376	4,577	21,048	13.1	4,300	31.3	10.5	30.5	23.6	27.6	33.0	10.6	32.9
Norwich		9.6	.0058	3.3		15,084	.0057	1,571	4,571		3.3	4,560	26.2	8.3	29.4	21.4	32.6	36.7	11.8	33.6
Clinton		56.2	.0339	14.3	23.4	67,493	.0254	1,201	4,720	12,095	17.0	3,975	35.9	13.0	27.3	22.9	27.6	35.7	9.2	28.4
Plattsburg		20.0	.0121	5.2		30,158	.0114	1,508	5,800		7.7	3,899	39.8	14.7	24.5	20.9	26.3	34.6	9.4	29.8
Columbia		44.9	.0271	13.9	11.9	61,023	.0230	1,359	4,390	13,508	14.5	4,211	30.5	10.4	30.9	24.5	28.3	34.5	10.3	30.6
Hudson		11.9	.0072	3.6		17,759	.0067	1,492	4,933		4.0	4,464	27.0	8.7	30.0	22.4	30.8	35.4	12.2	33.5
Cortland		39.0	.0235	11.7	22.8	54,108	.0204	1,387	4,625	13,026	13.1	4,131	32.8	11.4	30.6	24.7	26.7	33.1	9.9	30.8
Cortland		19.3	.0116	6.3		30,055	.0113	1,557	4,771		7.2	4,170	32.7	11.3	29.2	23.3	28.3	34.8	9.8	30.6
Delaware		46.0	.0278	13.8	9.2	58,579	.0220	1,273	4,245	29,233	15.0	3,918	34.3	12.6	30.7	26.1	26.8	35.1	8.2	26.2
Dutchess	242	140.6	.0848	37.2	86.6	211,809	.0798	1,506	5,684	18,794	43.2	4,905	26.5	7.8	24.4	16.6	33.5	35.1	15.6	40.5
△Poughkeepsie		41.4	.0250	12.8		75,735	.0255	1,829	5,917		14.6	5,181	22.5	6.2	24.1	15.5	36.1	35.8	17.3	42.5
△Beacon		15.0	.0090	3.9		23,681	.0089	1,579	6,072		4.4	5,344	19.3	5.2	21.9	13.6	40.2	38.6	18.6	42.6
See Newburgh-Beacon																				

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



POPULATION 1,595,500 or 474,700 families — *greater than that in 16 entire states.*

EFFECTIVE BUYING INCOME 1955 — $2,502,369,000 — *more than in 19 entire states.* $5,539 per family in Metropolitan Buffalo, $5,271 throughout the 8 Counties.

RETAIL SALES 1955 — $1,872,316,000 — *more than in 20 entire states.*

FOOD SALES Metropolitan Buffalo, $346,398,000 — 8 Counties, $444,084,000.

AUTOMOTIVE SALES Metropolitan Buffalo, $263,038,000—8 Counties $354,298,000.

DRUG SALES Metropolitan Buffalo, $40,931,000 — 8 Counties $51,110,000.

All figures courtesy of Sales Management

FOR ECONOMY — Use the *Morning* Courier-Express to get more advertising for your dollar concentrated on those with more dollars to spend. It reaches over ⅓ of the 474,700 families in the 8 Western New York Counties and provides 38.3% more coverage than any other Buffalo newspaper among the 85,000 of them in the important 9 cities outside of ABC Buffalo.

The selling power of the *Morning* Courier-Express among both men and women is attested to by the fact that it carries 63.9% of daily women's store, and 70% of daily men's store lineage. (These same stores use additional lineage Sundays to swell the lead still farther.)

FOR SATURATION — Use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan. It reaches nearly ⅔ of all families in the 8 Western New York Counties.

ROP COLOR available both daily and Sunday.

BUFFALO COURIER-EXPRESS

Representatives: Scolaro, Meeker & Scott Pacific Coast: Doyle & Hawley

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Erie	21	1,002.5	.6046	295.3	895.2	1,641,114	.6179	1,637	5,557	24,917	313.0	5,243	20.7	5.7	22.7	14.5	39.8	38.9	16.8	40.9
▲Buffalo		602.5	.3634	175.6		1,002,689	.3775	1,664	5,710		198.3	5,056	22.3	6.4	23.9	15.7	38.4	39.0	15.4	38.9
Kenmore		21.1	.0127	6.5		42,551	.0160	2,017	6,546		6.7	6,387	11.6	2.6	15.8	8.2	45.5	36.6	27.1	52.6
Lackawanna		30.3	.0183	7.4		43,753	.0165	1,444	5,913		8.5	5,125	18.1	5.1	22.9	14.8	42.7	42.8	16.3	37.3
See North Tonawanda-Tonawanda																				
Tonawanda		16.5	.0100	5.0		26,960	.0102	1,634	5,392		5.1	5,237	16.6	4.6	21.4	13.6	44.7	43.8	17.3	38.0
Hamburg		9.0	.0054	2.8		16,637	.0063	1,849	5,942		2.6	6,297	16.7	3.8	16.9	8.9	39.9	32.6	26.5	54.7
Essex		35.7	.0215	10.4	8.6	40,920	.0154	1,146	3,935	4,392	10.5	3,879	32.7	12.2	32.9	28.2	26.9	35.6	7.5	24.0
2Saranac Lake																				
Franklin		45.4	.0274	12.6	20.7	56,503	.0212	1,245	4,484	11,280	14.3	3,947	36.4	13.3	31.5	26.5	23.2	30.2	8.9	30.0
Malone		9.9	.0060	2.9		13,515	.0051	1,365	4,660		3.6	3,734	39.5	15.2	28.9	25.9	23.3	32.0	8.3	26.9
2Saranac Lake		7.0	.0042	2.4		11,173	.0042	1,596	4,655		2.5	4,503	31.8	10.2	30.0	22.2	26.0	29.6	12.2	38.0
Fulton		52.7	.0318	17.5	35.6	78,627	.0289	1,484	4,379	3,128	17.7	4,327	28.5	9.5	29.4	22.6	31.5	37.4	10.6	30.5
Gloversville-Johnstown		*55.4*	*.0213*	*11.7*		*54,083*	*.0203*	*1,528*	*4,622*											
Gloversville		24.1	.0145	8.1		36,755	.0138	1,525	4,538		8.5	4,346	29.1	9.7	29.1	22.2	31.1	36.7	10.7	31.4
Johnstown		11.3	.0068	3.6		17,328	.0065	1,533	4,813		3.9	4,481	26.5	8.5	28.8	21.3	32.9	37.8	11.8	32.4
Genesee		40.7	.0299	14.5	23.9	70,841	.0267	1,425	4,886	14,416	14.9	4,746	23.2	7.0	27.5	19.3	36.6	39.6	12.7	34.1
Batavia		18.2	.0110	5.3		29,512	.0111	1,622	5,568		5.9	5,043	22.0	6.3	26.4	17.4	37.3	38.0	14.3	38.3
Greene		29.1	.0176	8.9	8.3	32,868	.0123	1,129	3,693	7,358	9.3	3,542	38.1	15.5	30.8	28.9	24.6	35.7	8.5	19.9
Catskill		5.2	.0031	1.6		7,248	.0027	1,394	4,530		1.9	3,819	34.1	12.9	29.7	25.8	27.2	36.6	9.0	24.7
Hamilton		4.1	.0025	1.3		4,875	.0019	1,189	3,750	80	1.3	3,780	33.4	12.8	36.5	32.5	23.2	31.7	6.9	23.0
Herkimer	153	62.4	.0376	19.3	39.7	87,328	.0328	1,399	4,525	14,393	19.4	4,496	27.7	8.9	29.1	21.5	31.7	38.2	11.5	33.4
Herkimer-Ilion		*18.8*	*.0113*	*5.7*		*30,069*	*.0115*	*1,599*	*5,275*											
Herkimer		9.3	.0056	2.6		15,716	.0059	1,690	6,045		3.3	4,796	22.7	6.9	26.8	18.7	36.2	38.7	14.3	35.8
Little Falls		9.3	.0056	2.9		13,569	.0051	1,459	4,679		3.0	4,525	24.2	7.7	32.2	23.6	32.3	36.7	11.3	32.0

2 Saranac Lake is in Essex and Franklin Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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HOW MANY..... listeners
HOW MUCH..... they have to spend.
MAKES YOUR SALES



Communicating with Western New York people who have the need or desire and the money to buy your product or service is best accomplished by WHAM-Radio.

- **Reaching more than 1½ million people with more than $2½ billion to spend.***
- **Reach the more than 398,320 Radio Homes* for the low-low WHAM Radio cost-per-thousand family rate.**
- **Centrally located to sell *all* Western New York.**
- **The "quality" wage-earners' market where industrial families are the happiest in the State and wages are higher than State or National Averages and stable.**

*Sales Management

LET WHAM RADIO SELL FOR YOU



ROCHESTER RADIO CITY
A SUBSIDIARY OF GENERAL DYNAMICS CORPORATION

The STROMBERG-CARLSON Station, Rochester, N.Y. | Basic NBC • 50,000 watts • clear channel • 1180 kc
GEORGE P. HOLLINGBERY COMPANY, *National Representative*

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Jefferson	255	88.8	.0523	26.5	40.0	119,348	.0450	1,375	4,504	21,952	28.2	4,225	32.1	10.9	28.4	22.4	29.2	35.5	10.3	31.2
△Watertown		35.6	.0215	11.0		59,207	.0223	1,663	5,382		12.8	4,609	29.1	9.1	26.7	19.2	31.1	34.7	13.1	37.0
1Kings	99A	2,730.1	1.6465	836.4	2,730.1	4,739,435	1.7844	1,736	5,668	849	877.8	5,399	21.1	5.6	24.3	15.0	36.2	34.4	18.4	45.0
Lewis		22.4	.0136	6.4	3.8	25,157	.0095	1,123	3,931	12,730	6.8	3,789	35.7	13.5	31.5	27.8	25.0	33.8	7.8	24.9
Livingston		40.2	.0242	10.9	11.8	48,931	.0184	1,217	4,489	16,558	11.7	4,188	32.0	11.0	28.7	22.8	28.3	34.7	11.0	31.5
Madison		50.6	.0305	14.5	21.5	71,786	.0270	1,419	4,951	19,014	16.8	4,278	33.8	11.4	28.6	20.8	28.5	34.1	11.1	33.7
Oneida		12.1	.0073	3.8		18,706	.0070	1,546	4,923		3.9	4,768	24.6	7.4	26.0	18.1	36.3	39.1	13.1	35.4
Monroe	119	533.2	.3216	165.2	466.0	964,852	.3633	1,810	5,841	21,353	175.8	5,489	20.8	5.4	22.5	13.7	37.7	35.2	19.0	45.7
▲Rochester		344.0	.2075	105.8		618,437	.2328	1,798	5,845		119.1	5,194	22.2	6.2	23.9	15.3	36.8	36.3	17.1	42.2
East Rochester		7.2	.0043	1.9		12,296	.0046	1,708	6,472		2.1	5,805	13.6	3.4	19.3	11.0	46.2	40.9	20.9	44.7
Montgomery		60.6	.0367	19.0	39.3	101,788	.0383	1,674	5,357	10,561	19.5	5,226	21.7	6.0	24.8	15.7	36.0	35.4	17.5	42.9
Amsterdam		32.1	.0194	9.5		58,161	.0219	1,812	6,122		10.7	5,446	20.4	5.4	24.0	14.6	36.5	34.4	19.1	45.6
Nassau	99A	1,065.1	.6423	315.4	1,065.1	2,582,323	.9723	2,424	8,187	12,747	324.8	7,951	14.3	2.6	15.4	6.4	37.0	23.9	33.3	67.1
Hempstead Township		645.9	.3895	197.8		1,578,484	.5943	2,444	7,980		•	•	•	•	•	•	•	•	•	•
North Hempstead Township		196.5	.1185	60.8		497,552	.1873	2,532	8,183		•	•	•	•	•	•	•	•	•	•
Oyster Bay Township		178.9	.1079	43.6		412,029	.1551	2,303	9,450		•	•	•	•	•	•	•	•	•	•
Long Beach		23.3	.0141	7.4		55,188	.0208	2,369	7,458		7.4	7,435	18.3	3.5	16.7	7.5	33.6	23.2	31.4	65.8
Glen Cove		20.5	.0124	5.8		39,070	.0147	1,906	6,736		6.2	6,312	19.3	4.4	21.4	11.5	35.8	29.1	23.5	55.2

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.
*Not Available.

MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station With The Largest Audience In America

*National spot and local Source: Broadcast Advertisers Report

Again-

year
after year
after year .



Rochester leads in Department Store sales per capita among all big cities *(100,000 or more population)* **in New York State . . . leads New York City by 88%.**

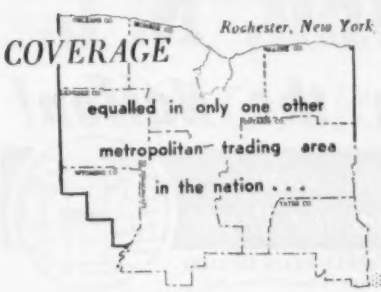
Why?

Simple! Rochester regularly does business with eight rich counties . . . Totaling more than 720,000 population, $1 and 1/3 billions of Effective Buying Income (says Sales Management). In this area there is no other shopping center of as much as 20,000 population. The work-horse advertising medium that Rochester department stores use to blanket it is The Rochester Times-Union and Democrat and Chronicle.

Impact!

The appeal of these Rochester newspapers throughout this huge market has been intrinsic for more than sixty years. The ratio of circulation to families is 91.6%. They are newspapers which in every way, represent high standards of local editing and circulation excellence . . . there are none better. And at the lowest general advertising Milline rate of any standard page size newspaper in the State.

***P.S.:* Rochester leads these big cities in per capita Grocery Sales too!**



ROCHESTER TIMES-UNION

Democrat and Chronicle

Members: The Gannett Group

Represented nationally by
J. P. McKinney and Son, Inc.
New York Syracuse
Chicago San Francisco



*52.4% of all retail sales in New York are made in NEW YORK CITY!—another GOA market.

General Outdoor Advertising Co.

General Offices: Harrison and Loomis Streets • Chicago 7, Illinois

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
New York (Manhattan)	99A	1,885.1	1.1369	636.4	1,885.1	4,312,258	1.6235	2,288	6,776		857.1	5,031	30.8	8.8	30.0	19.8	24.3	24.8	14.9	46.6
1▲New York City		7,999.3	4.8243	2,516.4		15,625,903	5.8832	1,953	6,210		2,805.4	5,570	22.5	5.8	24.6	14.7	33.6	31.0	19.3	48.5
Niagara	21	209.9	.1266	61.9	165.4	337,896	.1272	1,606	5,454	13,466	65.3	5,165	19.8	5.5	22.2	14.4	42.0	41.7	16.0	38.4
Niagara Falls		101.4	.0612	29.3		173,606	.0654	1,712	5,925		32.2	5,399	17.8	4.8	20.9	12.8	43.7	41.6	17.6	40.8
North Tonawanda-Tonawanda		44.7	.0270	12.9		68,403	.0258	1,530	5,330											

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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15TH MARKET IN THE SOUTH!

GREENSBORO, N. C.

89th Market in the Nation!

- GREENSBORO ranks 12th in the nation in per family retail sales!
- GREENSBORO has over 1,000,000 people within a fifty mile radius!
- GREENSBORO has a greater population within a fifty mile radius than any other Southern city!*

*Federal Reserve Bank of Richmond

Greensboro News and Record

GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

Detailed information on Pages 117 through 242 and on Pages 603 and 613.

The ROME Market

132,700 People
$192,548,000 Income
$129,343,000 Retail Sales

Covered ONLY by the
ROME DAILY SENTINEL

Your stake in the Rome market gets bigger every day. Rome is booming . . . a *Preferred* High-Spot City month after month . . . balanced diversification of industries . . . high wages . . . huge Air Force electronics research installation employing over 6,300 civilians . . . $42 million city-wide expansion planned this year.

Of the two major cities in Oneida County, Rome has the higher family income and higher income per consumer spending unit— is the only one with more than half of its consumer spending units above the $4,000 level. And it's the market center for Oneida County farmers—with the third highest total farm income of New York's 62 counties.

A.B.C. figures show that the Rome Daily Sentinel alone Covers This Important Market

Rome Daily Sentinel

Call, wire or write W. S. DeHimer, Adv. Dir., for complete merchandising and market services to supplement your campaigns.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Lockport		26.2	.0158	7.8		42,704	.0161	1,630	5,475		8.9	4,810	22.3	6.7	25.9	17.9	38.3	40.9	13.5	34.5
North Tonawanda		28.2	.0170	7.9		41,443	.0156	1,470	5,246		8.1	5,123	16.4	4.6	23.5	15.3	45.1	45.2	15.0	34.9
Oneida	154	234.5	.1414	68.5	170.0	340,274	.1281	1,451	4,968	27,242	71.6	4,751	24.4	7.4	27.0	18.8	34.9	37.8	13.7	36.0
▲Utica		104.6	.0631	31.5		159,445	.0600	1,524	5,062		33.6	4,752	24.2	7.3	27.5	19.3	34.9	37.7	13.4	35.7
▲Rome		46.7	.0282	12.2		64,315	.0242	1,377	5,272		13.2	4,878	21.4	6.3	27.3	18.6	36.9	38.9	14.4	36.2

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

If You'd Know Your Groceries
Know Niagara Falls!

Only two big cities (over 100,000 population in the Empire State) exceed Niagara Falls' per capita grocery sales volume . . . Rochester and Albany . . . surpassing Buffalo by 11%, Syracuse by 12%, New York City by 6%.

And among these big cities, also, it is third in Effective Buying Income per Family. A natural result because the latest U.S. census showed Niagara Falls to have the largest proportion of its population engaged in industrial production and at the highest annual industrial wage, among all of the large industrial cities of the State.

No other newspaper penetrates the homes of Niagara Falls' A.B.C. City Zone of well over 100,000 population for the leisurely evening reading . . . for the sales effectiveness of women's shopping traffic . . . not within one-fifth that afforded by the complete local intensity of the Gazette. More copies are sold in the A.B.C. City Zone each day than there are homes. The panel at the right demonstrates its standing as a sales producer.

GAZETTE RETAIL ADVERTISING . . .
10,838,508 LINES IN 1955

More lines 6 days against 6 than were carried by the . . .

Louisville Times
Pittsburgh Press
Indianapolis News
Cleveland Plain Dealer
San Francisco Examiner
New York Times
Philadelphia Inquirer
and many other better known newspapers!

NIAGARA FALLS GAZETTE

Member: The Gannett Group

Represented by J. P. McKinney & Son, Inc. — *New York • Syracuse • Chicago • San Francisco*

Table of Contents appears on pages 1, 3 and 5

LEADERSHIP
based on
Superior Coverage



Effective daytime service area, as measured by Nielsen Coverage Service

All recognized market coverage services give WSYR a wide margin of superiority over competitor stations. Take Nielsen for example: Daytime, WSYR's weekly circulation of 193,530 homes is from 47% to 212% better than any other Syracuse station's. Nighttime, WSYR's circulation of 132,540 homes is from 46% to 257% better. This kind of undisputed leadership has made WSYR the clear first choice of radio advertisers — national and local — in Central New York. The WSYR market has a population of over 1.5 million — and annual buying power in excess of $2.2 billion. And remember: metropolitan Syracuse is ranked by Sales Management as America's finest test market.

NBC Affiliate

WSYR

The Measure of a Great Radio Station

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

5 KW • 570 KC SYRACUSE, N. Y.

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Onondaga	148	377.3	.2278	112.3	305.6	625,478	.2358	1,658	5,570	19,507	127.4	4,909	26.2	7.7	24.2	16.4	34.3	35.9	15.3	40.0
▲Syracuse		229.7	.1385	67.8		403,225	.1518	1,755	5,947		84.2	4,792	28.5	8.6	24.3	16.9	32.4	34.7	14.8	39.8
Ontario		62.6	.0377	18.0	27.0	98,237	.0332	1,410	4,902	18,700	19.7	4,489	29.7	9.5	29.5	22.0	26.8	32.7	12.2	35.8
Geneva		18.6	.0112	5.3		31,779	.0120	1,709	5,996		6.9	4,635	30.8	9.6	26.3	18.9	30.1	33.3	12.8	38.2
Canandaigua		8.3	.0050	2.5		13,446	.0051	1,620	5,378		2.9	4,710	24.4	7.5	32.2	22.7	30.3	33.1	13.1	36.7
Orange	242	1 56.7	.0945	47.0	84.9	232,089	.0674	1,481	4,937	27,530	51.5	4,505	29.3	9.4	27.0	18.9	30.9	35.2	12.8	36.5
△Newburgh-Beacon		47.4	.0285	14.4		77,726	.0292	1,640	5,398											
△Newburgh		32.4	.0195	10.5		54,044	.0203	1,668	5,147		11.1	4,869	23.5	7.0	27.1	18.6	34.7	36.5	14.7	37.9
Middletown		23.2	.0140	6.5		34,960	.0132	1,507	5,378		7.2	4,858	24.6	7.3	26.3	17.9	34.5	36.5	14.6	38.3
Port Jervis		9.2	.0055	3.1		11,482	.0043	1,248	3,704		3.0	3,835	30.3	11.4	32.0	27.7	30.7	41.1	7.0	19.8
Orleans		30.8	.0186	9.5	11.6	39,283	.0147	1,275	4,135	11,518	9.8	4,125	30.4	10.6	29.2	23.8	31.1	35.7	9.3	27.2
Oswego		81.1	.0489	23.7	37.6	100,313	.0378	1,237	4,233	12,875	25.4	3,943	33.6	12.3	28.3	23.9	29.5	35.4	8.6	25.4
Oswego		23.1	.0139	6.6		30,980	.0117	1,341	4,694		7.8	3,992	35.3	12.7	26.9	22.5	28.6	35.8	9.2	28.0
Fulton		14.4	.0087	4.4		19,659	.0074	1,365	4,468		4.8	4,385	24.4	8.0	27.5	20.9	37.4	43.8	10.7	27.3
Otsego		53.5	.0323	16.8	17.4	73,526	.0277	1,374	4,377	24,937	18.1	4,069	35.1	12.4	28.2	23.1	27.3	34.4	9.4	30.1
Oneonta		14.5	.0087	4.5		24,661	.0093	1,701	5,480		5.7	4,299	35.6	11.9	24.0	18.6	29.9	35.7	10.5	33.8
Putnam		21.2	.0128	6.9		34,053	.0128	1,606	4,935	2,445	8.3	5,423	29.1	7.5	22.6	13.8	32.0	39.3	17.3	46.4
1 Queens	99A	1,703.9	1.0276	532.8	1,703.9	3,605,187	1.3574	2,116	6,766	3,990	539.4	6,684	14.3	3.1	18.8	9.3	40.0	30.7	27.1	56.9
Rensselaer	2	139.8	.0841	42.4	100.9	219,559	.0827	1,574	5,178	9,563	46.7	4,703	27.0	8.3	29.1	18.4	33.1	36.2	13.8	37.1
▲Troy		76.1	.0459	22.1		124,111	.0467	1,631	5,616		27.4	4,535	29.0	9.2	26.7	19.7	31.7	35.8	12.6	35.3
Rensselaer		11.3	.0068	3.2		18,838	.0071	1,667	5,887		3.7	5,094	18.9	5.3	25.6	16.8	39.8	40.1	15.7	37.8
1 Richmond	99A	202.3	.1220	56.7	202.3	351,204	.1322	1,736	6,194	1,291	60.0	5,852	17.7	4.3	21.6	12.4	38.7	34.0	22.0	49.3
Rockland	99A	103.0	.0621	26.2	51.1	154,330	.0581	1,498	5,890	2,886	28.4	5,440	22.4	5.9	24.0	14.7	35.1	33.1	18.5	46.3
Nyack		6.2	.0037	1.8		9,951	.0037	1,605	5,528		2.1	4,849	29.0	8.6	27.4	18.9	28.2	29.8	15.4	42.7
St. Lawrence		101.1	.0610	27.8	47.9	121,281	.0456	1,199	4,409	26,252	31.4	3,859	37.9	14.1	27.2	23.5	26.1	34.7	8.8	27.7
Massena		16.0	.0096	4.9		21,551	.0081	1,347	4,398		4.9	4,401	25.0	8.2	26.8	20.3	37.5	43.7	10.7	27.8
Ogdensburg		16.2	.0098	4.0		18,130	.0068	1,119	4,533		4.5	4,046	34.1	12.1	27.8	22.9	28.6	36.3	9.5	28.7
Potsdam		7.9	.0048	1.8		11,942	.0045	1,512	6,634		3.7	3,248	53.2	23.6	23.1	23.6	16.1	28.5	7.6	27.3
Gouverneur		5.2	.0031	1.6		7,402	.0028	1,423	4,626		1.7	4,375	30.8	10.1	27.1	20.6	30.6	35.9	11.7	33.4

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
© SM, 1956.

Where There's High

BUYING POWER . . .

General Electric Company operations alone in Schenectady in 1955 provided 33,300 jobs with a total payroll of $200,000,000 (an average yearly paycheck of $6,000). These earnings will increase under the company's "Five year better living program" with a projected average yearly paycheck in 1960 of $6,400.

. . . You Need The Best

SELLING POWER

GAZETTE CIRCULATION AND ADVERTISING IS KEEPING PACE WITH SCHENECTADY'S CLIMBING PURCHASING POWER

44,195 Daily Net Paid Circulation for 6 Months Ending Sept. 30, 1955 ABC Publisher's Statement

7,298 Greater Daily Circulation Than Schenectady's Second Newspaper

IN 1955 THE GAZETTE CARRIED 2,370,882 LINES MORE ADVERTISING THAN THE 2ND PAPER

MORE SCHENECTADIANS WITH MORE MONEY READ THE

SCHENECTADY GAZETTE

Leader in Circulation and Advertising For Over 61 Years

REYNOLDS-FITZGERALD, Inc.—National Representatives.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/5				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Saratoga		81.0	.0489	24.3	44.1	117,736	.0444	1,454	4,845	7,443	25.6	4,595	26.4	8.3	26.8	19.4	34.0	38.0	12.8	34.3
Saratoga Springs		16.3	.0098	4.8		25,187	.0095	1,543	5,241		6.0	4,164	35.7	12.4	26.4	21.0	27.3	33.7	10.6	32.9
Mechanicville		7.5	.0045	2.2		13,314	.0050	1,775	6,052		2.4	5,536	16.0	4.2	21.2	12.7	44.0	40.8	18.8	42.3
Schenectady	2	156.0	.0940	49.5	135.3	295,952	.1114	1,897	5,979	2,540	53.1	5,572	19.0	4.9	20.2	12.1	40.8	37.6	20.0	45.4
▲Schenectady		96.1	.0580	30.3		187,322	.0705	1,949	6,182		34.7	5,397	20.6	5.5	21.3	13.1	39.3	37.4	18.8	44.0
Schoharie		24.0	.0145	7.2	3.4	31,752	.0119	1,323	4,410	12,946	7.9	4,042	35.4	12.8	29.3	24.2	25.2	32.0	10.1	31.2
Schuyler		15.1	.0091	4.6	3.2	15,853	.0060	1,050	3,448	4,289	4.6	3,443	32.2	16.0	32.5	31.5	24.2	36.0	5.1	16.5
Seneca		27.4	.0165	7.1	10.5	32,628	.0123	1,191	4,595	6,923	7.3	4,470	27.5	8.9	27.7	20.6	32.8	37.7	12.0	32.5

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

A COMMON MEETING GROUND

FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable . . . that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

CORNING, N.Y.—Where Big-Name Industrial Plants Mean E-X-P-A-N-D-I-N-G POPULATION, PAYROLLS, INCOME, SALES



New Corning Glass project—largest construction project in company's 103-year history.

The Corning ABC market has a trading area of 93,137 population, a city zone of 26,325. And it's growing fast . . . as Corning Glass, Westinghouse, Ingersoll-Rand keep pace with the country's expanding market . . . more jobs, more wage earners, more buying power, more sales . . .

In Corning alone income averages $6,138 per family . . . and shows a well balanced spread throughout the market. 56.3% of the consumer spending units can buy in plus proportions . . . with incomes over the $4,000 mark. 81% with incomes of $2,500 up, assure a heavy return to advertisers of staple products.

This is the kind of buying power you attract when you cultivate the growing Corning market—with more than $100,000,000 of buying power . . . over $75,000,000 retail sales.

It can be sold most economically through the Corning Leader—which covers the city thoroughly and . . . in addition . . . reaches twice as many families in the trading area.

THE CORNING LEADER . . . CORNING, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Steuben		95.3	.0575	28.2	43.2	126,878	.0478	1,331	4,499	19,753	29.9	4,240	29.0	9.9	28.1	22.0	32.6	39.5	10.3	28.6
Corning		18.9	.0114	5.4		33,146	.0125	1,754	6,138		6.4	5,170	19.0	5.3	24.7	15.9	40.2	40.0	16.1	38.8
Hornell		15.1	.0091	4.7		21,289	.0080	1,410	4,530		5.3	4,034	30.3	10.8	26.2	21.6	34.8	44.3	8.7	23.3
Bath		5.9	.0036	1.9		9,958	.0037	1,688	5,241		2.3	4,311	27.5	9.2	29.6	22.8	32.4	38.6	10.5	29.4
Suffolk	99A	446.0	.2690	122.3	199.8	674,464	.2539	1,512	5,515	42,585	124.4	5,424	21.9	5.8	24.4	15.0	35.7	33.8	18.0	45.4
Patchogue		9.6	.0058	2.9		15,281	.0058	1,592	5,269		3.1	4,937	23.6	6.9	25.7	17.3	35.0	36.4	15.7	39.4
Babylon		8.4	.0051	2.7		18,371	.0069	2,187	6,804		3.0	6,221	17.1	4.0	22.6	12.0	36.6	30.2	23.7	53.8
Kings Park		14.0	.0084	1.0		7,902	.0030	564	7,902		1.4	5,660	17.4	4.4	21.6	12.7	37.1	33.7	23.9	49.2
Sullivan		42.5	.0256	13.2	9.7	56,657	.0213	1,333	4,292	10,713	14.3	3,952	35.2	12.8	29.6	24.9	26.1	34.0	9.1	28.3
Monticello		4.6	.0028	1.4		8,140	.0031	1,770	5,814		1.7	4,673	29.4	9.1	25.5	18.1	29.9	32.8	15.2	40.0
Liberty		5.1	.0031	1.6		8,011	.0030	1,571	5,007		1.9	4,295	25.7	8.6	32.9	25.5	31.5	37.7	9.9	28.2
Tioga		31.8	.0192	9.7	12.1	40,752	.0154	1,282	4,201	10,568	10.0	4,083	33.7	11.9	29.2	23.8	27.6	34.8	9.5	29.5
Tompkins		68.1	.0411	18.6	34.3	113,283	.0426	1,663	6,090	9,276	28.9	3,917	41.9	15.4	24.1	20.4	23.4	30.7	10.6	33.5
Ithaca		31.5	.0190	7.6		59,466	.0224	1,888	7,824		16.8	3,533	48.4	19.7	22.9	21.5	20.0	29.1	8.7	29.7
Ulster		96.4	.0581	30.2	42.4	133,386	.0503	1,384	4,417	15,579	31.4	4,244	32.5	11.0	28.5	22.4	28.1	34.0	10.9	32.6
Kingston		29.5	.0178	9.1		46,121	.0174	1,563	5,068		9.9	4,679	27.7	8.5	26.9	19.2	32.0	35.1	13.4	37.2
Warren		40.9	.0247	12.7	20.3	56,632	.0213	1,385	4,459	1,101	13.0	4,353	30.7	10.2	30.7	23.3	27.8	32.9	10.8	33.6
Glens Falls		20.3	.0122	6.4		32,387	.0122	1,595	5,060		6.8	4,796	27.8	8.3	27.6	19.2	31.2	33.4	13.4	39.1
Washington		47.2	.0284	13.7	18.6	56,574	.0213	1,199	4,129	14,570	13.8	4,094	31.2	11.0	29.5	24.0	29.6	37.1	9.7	27.9
Wayne		58.5	.0353	18.0	18.1	74,137	.0279	1,267	4,119	22,490	17.3	4,284	30.8	10.4	29.6	22.9	28.6	34.3	11.0	32.4
Newark		12.0	.0072	2.8		14,967	.0056	1,247	5,345		3.0	4,966	25.1	7.3	27.6	18.5	32.3	33.4	15.0	40.8
Westchester	99A	723.4	.4363	214.0	678.5	1,817,283	.6842	2,512	8,492	6,804	230.9	7,869	18.1	3.3	19.3	8.2	31.6	20.6	31.0	67.9
Yonkers		162.6	.0981	48.9		370,300	.1394	2,277	7,573		50.4	7,352	16.3	3.2	18.5	8.4	35.7	24.9	29.5	63.5
White Plains		53.5	.0323	14.8		136,276	.0513	2,547	9,208		18.3	7,459	19.9	3.8	20.4	9.1	30.2	20.8	29.5	66.3
Mount Vernon		75.5	.0455	22.4		181,692	.0684	2,407	8,111		25.1	7,242	17.8	3.5	19.9	9.1	34.2	24.3	28.1	63.1
New Rochelle		70.1	.0423	19.8		185,032	.0697	2,640	9,345		24.1	7,678	22.1	4.1	21.3	9.3	27.5	18.4	29.1	68.2
Port Chester		25.5	.0154	7.0		49,701	.0187	1,949	7,100		7.8	6,405	16.7	3.8	23.6	12.2	35.9	28.8	23.8	55.2
Peekskill		18.4	.0111	5.2		34,713	.0131	1,887	6,676		5.8	5,992	20.7	5.0	22.6	12.5	36.0	30.9	20.7	51.6
Ossining		16.6	.0100	4.4		30,613	.0115	1,844	6,958		5.0	6,182	17.4	4.1	20.4	11.0	39.6	32.9	22.6	52.0
Bronxville		7.3	.0044	1.9		38,021	.0143	5,208	20,011		2.9	12,954	19.8	2.2	16.0	4.1	17.5	7.0	46.7	86.7
Mount Kisco		6.3	.0038	1.8		12,796	.0048	2,031	7,109		2.0	6,307	21.1	4.8	22.4	11.9	32.8	26.7	23.7	56.6
Scarsdale		15.7	.0095	4.1		85,543	.0322	5,449	20,864		5.0	16,986	16.7	1.4	12.9	2.6	12.7	3.8	57.7	92.2
Mamaroneck		16.3	.0098	4.7		41,435	.0156	2,542	8,816		5.0	8,304	15.9	2.8	17.3	6.9	32.8	20.3	34.0	70.0
Rye		12.9	.0078	3.7		45,934	.0173	3,561	12,415		4.4	10,480	16.3	2.2	18.2	5.8	24.6	12.1	40.9	79.9
Larchmont		6.6	.0040	1.8		25,561	.0096	3,873	14,201		2.1	12,218	17.1	2.0	15.0	4.1	22.4	9.4	45.5	84.5
Tarrytown		10.0	.0060	2.9		26,888	.0101	2,689	9,272		3.8	7,020	23.9	4.9	16.3	7.7	31.3	22.9	28.5	64.5
Wyoming		32.7	.0197	9.2	11.9	36,303	.0137	1,110	3,946	16,099	9.0	4,017	30.9	11.1	30.7	25.5	30.1	38.4	8.3	25.0
Yates		18.5	.0112	5.8	5.9	25,930	.0097	1,402	4,471	7,343	6.6	3,948	37.6	13.7	30.5	25.7	22.4	29.1	9.5	31.5
Total Above Cities		12,494.4	7.5352	3,844.7		24,361,937	9.1722	1,950	6,336		3,972.6	5,505	22.7	5.9	24.5	14.8	34.1	31.8	18.7	47.5
State Total		15,989.6	9.6312	4,880.0	13736.7	29,508,041	11.1099	1,848	6,047	810,969	5,320.8	5,548	22.9	6.0	24.2	14.4	34.0	31.5	18.9	48.1

© SM, 1956.

Before using these figures, see explanation page 11.



Of course you won't find this picture hanging in some musty old museum. Much too valuable for that. Nor hidden away in some private collection - perish the thought. No, this is a portrait we want all to see - anytime, anywhere. It's a composite painting really, representing the entire family of Westchester County residents. A family that is worth, in annual income alone, NEARLY TWO BILLION DOLLARS. This breaks down to nearly $2,500 for every man, woman or child in the county, (per family, nearly $8,500), highest figure for the entire state of New York.

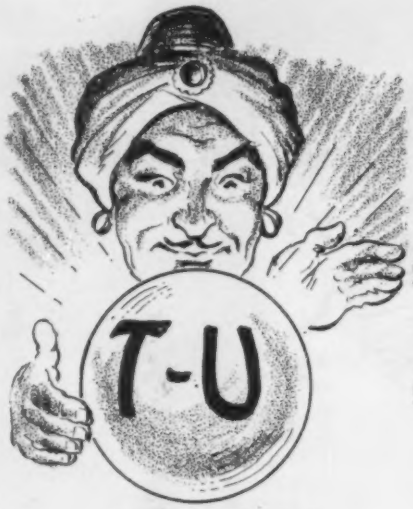
What does this mean to advertisers? Well, it's easy to see that people who earn more just naturally buy more. They can afford to - it's that simple. It also follows that a sales message that reaches more of the right consumers in the right place will be the most effective. In Westchester County only one medium really reaches the market, IS 85% CARRIER DELIVERED TO OVER 140,000 HOMES DAILY...

WESTCHESTER GROUP NEWSPAPERS

Yonkers HERALD STATESMAN
Mount Vernon DAILY ARGUS
New Rochelle STANDARD STAR
Mamaroneck DAILY TIMES
Port Chester DAILY ITEM
White Plains REPORTER DISPATCH
Tarrytown DAILY NEWS
Ossining CITIZEN REGISTER
Peekskill EVENING STAR (Affiliated)

Represented Nationally
by the Kelly-Smith Co.

8 CHURCH ST., WHITE PLAINS, N. Y.



It's All In HOW You Look At It

DO YOU LOOK AT . . .

Circulation?

The Albany Times-Union leads by 7,136 daily and 63,381 Sunday. Big leader means best buy . . . better results!

Milline Rate?

With The Times-Union you gain 4% daily...21% Sunday... 31% on the daily combo rates. Millionaires are made on percentages like these!

Food Advertising?

4 out of 5 leading food merchants invest more dollars in the Times-Union. They get more circulation—lower milline —more business!

Retail Linage

The Albany Times-Union's gain in 1955 was 2 times greater than competition. Retail sales gained, too!

Good Editorial Content?

Top features, best "names," most popular comics, expert local coverage, and top wire services —assure maximum readership . . . better advertising results!

DAILY **TIMES UNION** SUNDAY

ALBANY NEW YORK

REPRESENTED NATIONALLY BY THE HEARST ADVERTISING SERVICE

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Albany	2	383,943	.1961	4,549	.1710	112	129	76,468	28,100	72,139	31,646	19,284	60,967	15,967	14,660	8,129
3▲Albany		237,304	.1270		.1034	122	151	50,007	20,457	26,469	29,170	15,118	47,887	7,811	8,008	6,740
Cohoes		18,468	.0100		.0117	91	78	5,716	1,314	2,016	1,566	1,045	2,647	1,360	730	574
Watervliet		13,756	.0074		.0085	94	82	5,988	1,789	344	161	499	2,176	1,179	629	63
3Menands		46,756	.0252		.0090	529	1,482	341	650	42,925	512	41	...	257	205	45
Allegany		37,179	.0201	2,774	.0227	83	73	8,650	1,938	2,679	1,382	1,382	3,748	2,586	3,784	886
Wellsville		14,585	.0079		.0055	138	198	3,111	823	1,139	916	671	4,220	1,015	1,136	420
1Bronx	99A	1,107,131	.5967	2,438	.8501	95	67	409,966	94,239	60,657	127,735	71,124	130,438	35,006	34,528	26,260
Broome	16	240,401	.1295	4,068	.1230	104	109	53,429	19,236	37,841	14,806	11,503	45,694	13,989	13,360	6,536
▲Binghamton		145,092	.0782		.0599	121	158	27,422	10,539	31,446	9,037	7,684	27,948	7,521	4,906	3,994
Endicott		41,029	.0221		.0165	126	160	10,718	2,859	4,100	3,680	1,723	8,531	1,622	2,602	1,481
Johnson City		20,429	.0110		.0123	98	88	7,476	2,536	801	1,163	1,266	3,333	1,065	1,099	643
Cattaraugus		66,730	.0462	3,543	.0445	91	94	19,775	6,379	7,701	5,861	4,665	15,995	4,958	6,487	2,259
Olean		38,456	.0207		.0161	110	141	8,981	2,572	4,832	4,255	3,137	6,805	1,720	2,077	1,075
Salamanca		11,149	.0060		.0053	96	111	3,369	904	754	492	754	2,543	681	730	281

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
3 The unusually high volume and indexes of sales reflects the location of a large branch mail order house, just outside the Albany city limits.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

© SM, 1956.

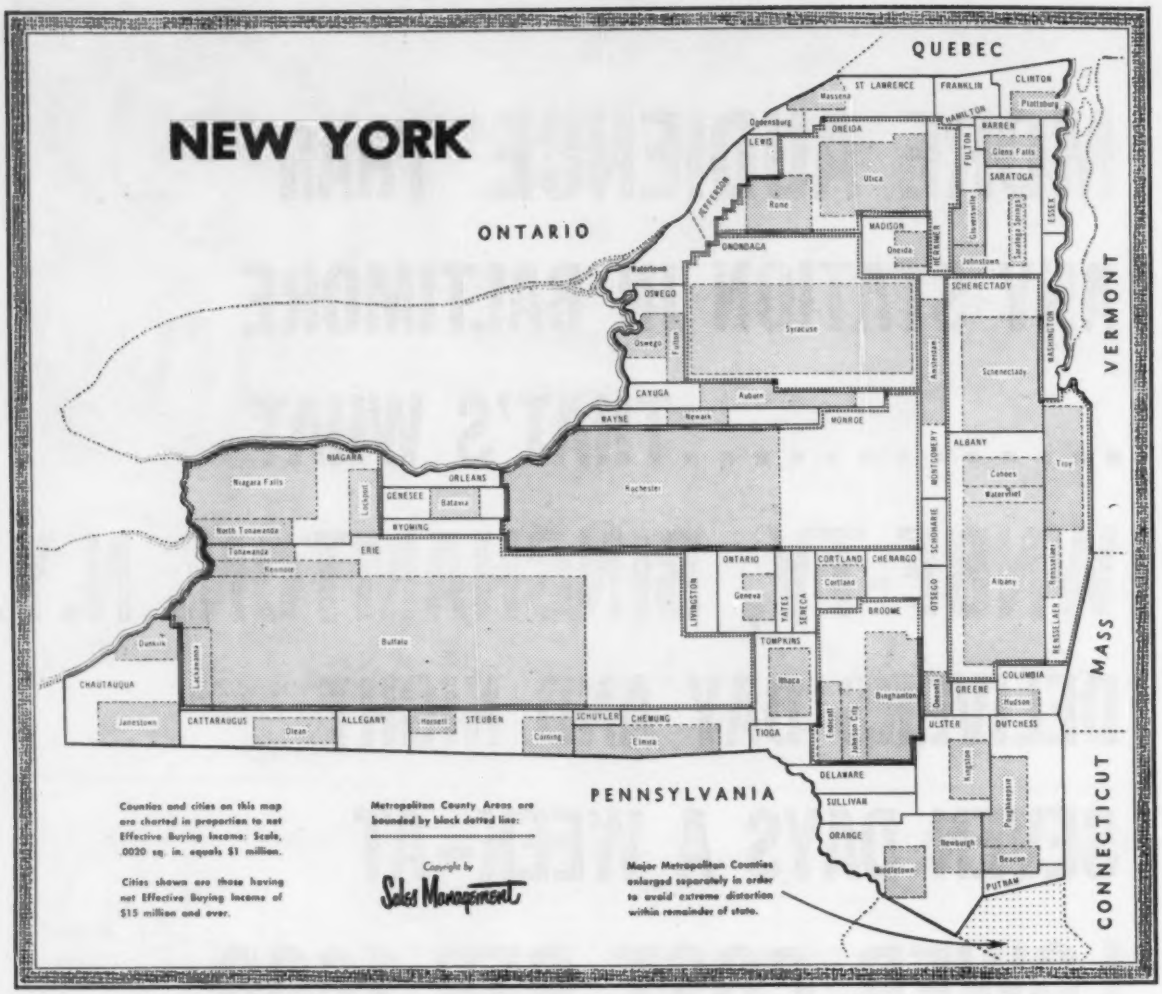
MONTHLY SALES FORECAST

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to changes in the making . . . each month.

MORE AUDIENCE* THAN ANY STATION IN BALTIMORE .....THAT'S WHAT WNBF-TV, BINGHAMTON, N.Y. DELIVERS DAY AND NIGHT SEVEN DAYS A WEEK–AT LOWER COST PER 1000. YOUR BLAIR-TV MAN HAS THE EVIDENCE FOR YOU.

* Also more audience than any station in Kansas City, Buffalo, Minneapolis-St. Paul, Houston, Milwaukee and other major markets; at lower cost than every station in eight out of the ten major markets. Telepulse, December, 1955.





AUBURN

NEW YORK

$98,805,000

INCOME

•

$80,183,000

RETAIL SALES

•

UPSTATE METROPOLITAN CENTER TOPS NEW YORK CITIES IN SALES PRODUCTION

Auburn's 133 sales production index is head and shoulders above the index average for cities in this state. In food sales, Auburn scores an index of 145 compared with 131 for the cities. In furniture-household-radio sales it tops all-cities index 196 to 146 . . . in automotive sales 116 to 83 . . . gasoline-service station sales 89 to 62 . . . lumber-building-hardware sales 121 to 63.

This fast sales pace results from a substantial inflow of suburban shoppers . . . and from high wages paid to more than 6,000 workers in the city's big industrial plants. Companies like General Electric, American Locomotive, Enna Jettick, U.S. Hoffman Machinery, Columbia Rope, New Process Gear Co. are a dominant factor in Auburn's prosperous income picture. Over 50% of the city's consumer spending units are above the $4,000 income level . . . and 76.7% have income above $2,500—with 92.9% of the city's buying power.

Auburn's own newspaper gives you near-saturation coverage of this busy, prosperous market.

The Citizen-Advertiser

Represented by The Julius Mathews Special Agency, Inc.

Correction!

True ELMIRA population 74,405

Quite misleading is the population figure for Elmira reflected below in Sales Management's tabulations. Corporate city limits are so closely confined and completely antiquated that population growth has been forced outside. Literally across the street from the Elmira city line, with only the thickness of a signpost between, is a continuous urban area totalling close to 75,000 (A.B.C. City Zone).

That's why only 4 cities of 50,000 population or more in Up-state New York equal Elmira's Total Retail Sales per Capita; only 3 its Grocery Sales; 3 its Furniture and Appliance Sales; 1 its Automotive.

But the real Elmira market is the 238,000 population area where 70% of all homes regularly read Elmira's newspapers, and shop their advertisements. No other medium can approach such penetration of this rich market.

THE ELMIRA STAR-GAZETTE & ADVERTISER • THE SUNDAY TELEGRAM

Members: The Gannett Group

Represented by J. P. McKinney & Son, Inc. — *New York • Syracuse • Chicago • San Francisco*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Cayuga	173	80,183	.0432	3,747	.0403	92	99	18,033	5,063	6,422	5,578	4,699	14,681	3,534	7,760	1,551
△Auburn		55,648	.0300		.0238	105	133	13,600	3,613	5,022	5,329	4,213	9,419	2,346	3,808	1,208
Chautauqua	210	165,638	.0893	3,547	.0831	96	103	39,791	13,392	17,437	16,904	6,722	32,880	10,990	13,112	3,868
△Jamestown		70,899	.0382		.0318	119	143	16,978	4,316	11,905	6,826	3,654	11,988	3,869	3,932	1,914
Dunkirk-Fredonia		*35,962*	*.0194*		*.0164*	*103*	*121*	*9,156*	*3,018*	*2,385*	*3,254*	*1,585*	*9,064*	*1,659*	*2,757*	*686*
Dunkirk		26,333	.0142		.0116	103	126	6,674	2,412	1,863	2,730	1,438	6,342	925	1,861	371
Chemung	197	105,931	.0571	3,628	.0586	97	100	24,946	7,450	11,020	8,832	6,046	21,357	5,118	9,741	2,526
△Elmira		85,520	.0461		.0352	113	148	18,231	5,411	10,489	8,314	5,024	17,780	3,640	7,408	2,179
Chenango		46,234	.0249	3,759	.0230	93	101	10,013	3,463	3,505	2,037	1,022	8,023	2,862	2,703	736
Norwich		18,019	.0097		.0069	119	167	4,332	1,128	2,519	1,268	594	4,448	1,098	873	256
Clinton		52,747	.0285	3,699	.0280	83	84	12,948	3,316	7,837	2,548	1,860	10,279	2,668	2,938	1,050
Plattsburg		31,016	.0167		.0131	108	138	6,951	1,842	6,149	2,341	1,159	5,868	1,169	933	831
Columbia		50,850	.0274	3,659	.0282	93	101	12,779	3,122	2,794	2,302	1,675	11,676	3,455	4,044	966
Hudson		24,504	.0132		.0088	122	183	6,704	1,100	1,587	1,887	1,339	7,887	776	551	554
Cortland		49,746	.0268	4,252	.0229	97	114	10,090	3,311	5,004	2,617	1,616	11,362	2,567	5,097	830
Cortland		32,299	.0174		.0132	114	150	6,959	2,333	4,030	2,522	1,291	6,921	1,358	2,578	556
Delaware		52,478	.0283	3,803	.0251	90	102	9,939	3,453	3,271	1,272	1,588	13,367	3,223	3,041	898
Dutchess	242	179,865	.0969	4,835	.0859	101	114	39,995	14,214	24,809	10,051	6,674	34,051	9,854	10,755	4,360
△Poughkeepsie		99,366	.0536		.0353	141	214	20,432	7,089	20,021	8,090	4,551	15,815	4,158	4,909	1,975
△Beacon		19,578	.0106		.0094	104	118	6,097	1,195	2,416	869	807	4,597	509	779	615
See Newburgh-Beacon.																

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

LATE NEWS! BUFFALO IS *Growing Fast!*



AND THIS MUSHROOMING AREA IS DOMINATED BY

WGR-TV
AND
WGR
BUFFALO'S FAVORITE STATIONS

• Blanket coverage of the nation's 14th largest market—plus a huge bonus coverage in nearby Canada—is assured when you schedule WGR-TV . . . WGR.

• SM's May 1956 Survey shows the effective Buying Income per family for Buffalo is $5,710 against the national average of $5,465. Total retail sales in the Buffalo area in 1955 were estimated at $1,203,051,000 and are growing. Make sure of sales in this growing area by scheduling the WGR stations.

You can **DOMINATE** *this Market when you* **USE...** **WGR** *Radio*
Buffalo's FIRST Station
Represented by PETERS, GRIFFIN, WOODWARD, Inc.

NBC BASIC AFFILIATES

WGR-TV CHANNEL **2**
Buffalo's FAVORITE Station
Represented by PETERS, GRIFFIN, WOODWARD, Inc.

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Erie	21	1,203,051	.6484	4,074	.6244	103	107	288,056	113,309	174,629	100,653	61,645	216,774	60,780	72,879	34,105
▲Buffalo		839,216	.4523		.3071	109	124	175,501	81,920	152,909	86,024	49,662	134,977	36,314	43,284	22,659
Kenmore		51,735	.0279		.0189	149	230	21,962	2,211	1,323	1,619	1,288	15,222	3,017	1,079	1,789
Lackawanna		38,630	.0208		.0182	99	114	11,628	4,111	3,192	1,022	2,034	10,628	1,307	2,073	1,275
See North Tonawanda-Tonawanda																
Tonawanda		36,216	.0195		.0130	130	195	8,878	3,748	5,225	3,284	1,351	6,061	3,179	388	1,847
Hamburg		30,261	.0163		.0091	169	302	7,539	1,783	672	1,346	762	9,824	1,754	3,638	866
Essex		34,738	.0187	3,340	.0176	82	87	8,586	3,149	1,916	1,947	1,398	7,977	2,223	1,629	1,133
2Saranac Lake																
Franklin		53,122	.0286	4,216	.0247	99	104	11,382	3,373	5,684	3,272	2,020	11,688	3,165	3,132	1,505
Malone		20,945	.0113		.0071	118	188	3,904	993	2,836	1,206	878	5,417	1,179	1,625	576
2Saranac Lake		12,930	.0070		.0050	119	167	2,824	769	907	1,324	593	3,091	297	281	217
Fulton		56,962	.0307	3,256	.0300	94	97	14,160	3,635	3,949	3,713	2,682	13,821	3,117	4,807	1,224
Gloversville-Johnstown		*49,488*	*.0267*		*.0235*	*106*	*135*	*11,990*	*2,691*	*3,789*	*3,678*	*2,184*	*12,768*	*2,255*	*4,198*	*1,014*
Gloversville		33,682	.0182		.0153	106	126	8,123	1,889	2,993	2,932	1,590	8,079	1,440	3,660	718
Johnstown		15,740	.0085		.0072	106	125	3,867	802	736	740	594	4,689	795	532	296
Genesee		64,102	.0346	4,421	.0297	99	116	13,142	4,238	5,407	4,033	2,893	17,444	3,881	5,925	1,581
Batavia		39,667	.0214		.0142	129	195	8,363	2,296	4,172	3,548	2,495	10,677	1,433	3,117	894
Greene		40,475	.0218	4,548	.0162	92	124	9,491	4,492	2,647	1,052	1,538	9,333	3,017	3,043	910
Catskill		16,868	.0091		.0047	152	294	3,355	1,151	1,320	760	1,117	5,436	1,005	572	343
Hamilton		5,072	.0027	3,902	.0023	92	108	929	760	1,078	52	86	843	613	284	118
Herkimer	153	66,298	.0358	3,435	.0346	92	95	17,878	4,532	5,380	2,783	3,621	11,832	4,254	4,472	1,311
Herkimer-Ilion		*31,389*	*.0169*		*.0130*	*115*	*150*	*10,169*	*1,465*	*3,370*	*1,655*	*2,086*	*6,370*	*1,465*	*1,611*	*584*
Herkimer		20,746	.0112		.0074	132	200	5,992	842	2,594	955	1,467	4,779	860	1,380	381
Little Falls		13,105	.0071		.0058	104	127	3,523	840	1,091	782	723	2,511	648	586	225
Jefferson	255	107,693	.0580	4,064	.0504	98	111	22,061	7,798	12,593	7,288	3,469	22,144	5,969	8,245	2,960
△Watertown		62,018	.0334		.0255	119	155	13,124	3,478	10,089	6,384	2,550	12,680	2,323	2,886	1,642
1Kings	99A	2,345,041	1.2639	2,804	1.6007	97	77	765,885	219,068	243,531	255,960	161,773	243,419	79,424	72,289	62,756
Lewis		20,336	.0110	3,178	.0107	79	81	3,943	1,242	2,051	454	691	4,762	1,451	1,120	394

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
2 Saranac Lake is in Essex and Franklin Counties.

© SM, 1956.

Before using these figures, see explanation page 11.
▲ and △ See end of state for SM Metropolitan County Areas.

A Market Where People Really Buy—— Retail Sales Index 200!... Double U. S. Average

• Herkimer County's sales activity hits its peak in Herkimer stores—where sales production is 100% above the U.S. level! No other city within a hundred miles of Herkimer . . . and very few cities in New York State . . . can match this sales output.

• Herkimer . . . with 14.9% of the County's population . . . accounts for 31.2% of its sales. Herkimer's nearly $21,000,000 sales per year represents $8,000 per family . . . with food sales of $2,266 . . . automotive $1,838. And that's only part of the story . . .

• In the compact Herkimer City Zone . . . Herkimer, Ilion, Mohawk and Frankfort . . . sales are 60% above average volume. In this 100% urban market—wholly within the county—8,200 families buy at the rate of $4,711 per year . . . or $893 above the U.S. average—spending a total of $38,628,000.

• Families in this upper middle income area depend almost exclusively on the Herkimer Telegram for their daily home-town news . . . insulated from outside newspaper influence. Its 80% coverage provides a low cost medium to reach this high sales production county seat city zone.

HERKIMER CITY ZONE

Population	26,400	Apparel	$2,622,000
Families	8,200	Furn-Hshld	2,825,000
Income	$43,337,000	Automotive	8,697,000
Income Per Fam.	5,285	Gas.-Serv. Sta.	2,577,000
Retail Sales	38,628,000	Lumb-Bldg.-Hdwre	2,905,000
Sales Per Fam.	4,711	Drug	837,000
Food	13,852,000	Quality Index	124
Eating, Drinking	2,042,000	Sales Prod. Index	160
Genl. Mdse.	3,926,000		

Data from Sales Management Survey of Buying Power, 5/10/56

The HERKIMER TELEGRAM

HERKIMER, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

The Little Falls Times Adds a $42,528,000 Market to Your Upstate Sales

The Times alone blankets this market of 30,000 people, with $42,528,000 income—and delivers a $31,800,000 sales package at very low cost.

The 9,000 families in the Little Falls market spend $31,800,000 for retail goods . . . $8,610,000 for food . . . $2,580,000 for general merchandise . . . $1,350,000 for apparel . . . $1,740,000 for furniture-household-radio products . . . $5,700,000 for automotive products . . . $2,040,000 for gasoline-service station products . . . $2,160,000 for lumber-building-hardware products . . . and $630,000 for drugs.

The Times . . . with better than 75% coverage of this market . . . gives you adequate coverage . . . and the local news and local advertising necessary for intimate and responsive readership.

THE LITTLE FALLS TIMES . . .

LITTLE FALLS, N.Y.

Represented by The Julius Mathews Special Agency, Inc.

AMSTERDAM, N. Y.—$101,786,000 BUYING POWER

—with more than half the families earning $4,000 and up

Family income in Amsterdam averages $6,122 . . . in Montgomery County, $5,357. *Median* family income in both city and county is *above* $4,000! In Amsterdam, 55.6% of the consumer spending units are above that level . . . in the county, 53.5%. More than 78% of the county's spending units earn $2,500 and up . . . and have 94% of the buying power.

It all adds up to this—if your advertising can blanket the homes in Montgomery County, you're reaching families with response-able buying power . . . not wasted impact—families that spend

$66,541,000 for Retail Goods

And you can do it . . . with the Amsterdam Evening Recorder, Montgomery County's only daily. It covers the city thoroughly . . . almost 100%—and delivers better than 70% of the county's homes.



AMSTERDAM EVENING RECORDER

AMSTERDAM, N. Y.

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Livingston		43,487	.0234	3,990	.0211	87	97	9,527	3,104	2,313	1,448	2,031	12,562	3,080	3,085	799
Madison		58,210	.0363	3,077	.0287	94	99	11,078	3,600	2,543	2,304	2,444	14,170	3,682	4,890	1,878
Oneida		21,582	.0116		.0054	115	189	3,864	821	1,535	1,202	1,735	6,683	1,007	1,204	948
Monroe	119	863,461	.3576	4,016	.3532	110	111	148,435	47,583	99,822	47,839	36,538	137,961	31,201	38,883	19,338
▲Rochester		574,249	.3095		.2508	121	149	127,980	39,236	96,376	46,184	33,933	110,995	23,843	29,425	17,462
East Rochester		15,917	.0086		.0057	133	200	1,529	1,453	1,630	746	434	6,366	1,352	796	1,207
Montgomery		66,541	.0388	3,502	.0373	102	98	17,958	5,085	4,531	4,522	3,380	11,958	3,620	5,209	1,467
Amsterdam		41,200	.0222		.0215	111	114	10,638	3,250	3,365	3,658	2,449	7,891	1,405	3,164	888
Nassau	99A	1,479,111	.7972	4,690	.8537	133	124	385,252	112,014	152,846	100,423	77,618	266,761	79,111	114,832	35,229
Hempstead Township		973,298	.5245		.5324	137	135	238,511	69,209	96,566	77,619	55,720	185,437	49,564	79,491	22,017
North Hempstead Township		341,696	.1842		.1736	146	155	94,916	26,481	48,590	13,207	14,836	53,638	20,152	23,930	8,485
Oyster Bay Township		97,767	.0527		.1149	106	49	31,251	10,762	4,644	4,776	3,806	14,228	6,874	7,952	2,863
Long Beach		31,358	.0169		.0183	130	120	11,642	3,782	1,325	2,655	1,084	3,476	1,117	1,739	1,025
Glen Cove		34,992	.0189		.0155	125	152	8,962	1,780	1,521	2,166	2,172	9,982	1,404	1,820	839

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

WHLI "THE VOICE OF LONG ISLAND"

DELIVERS

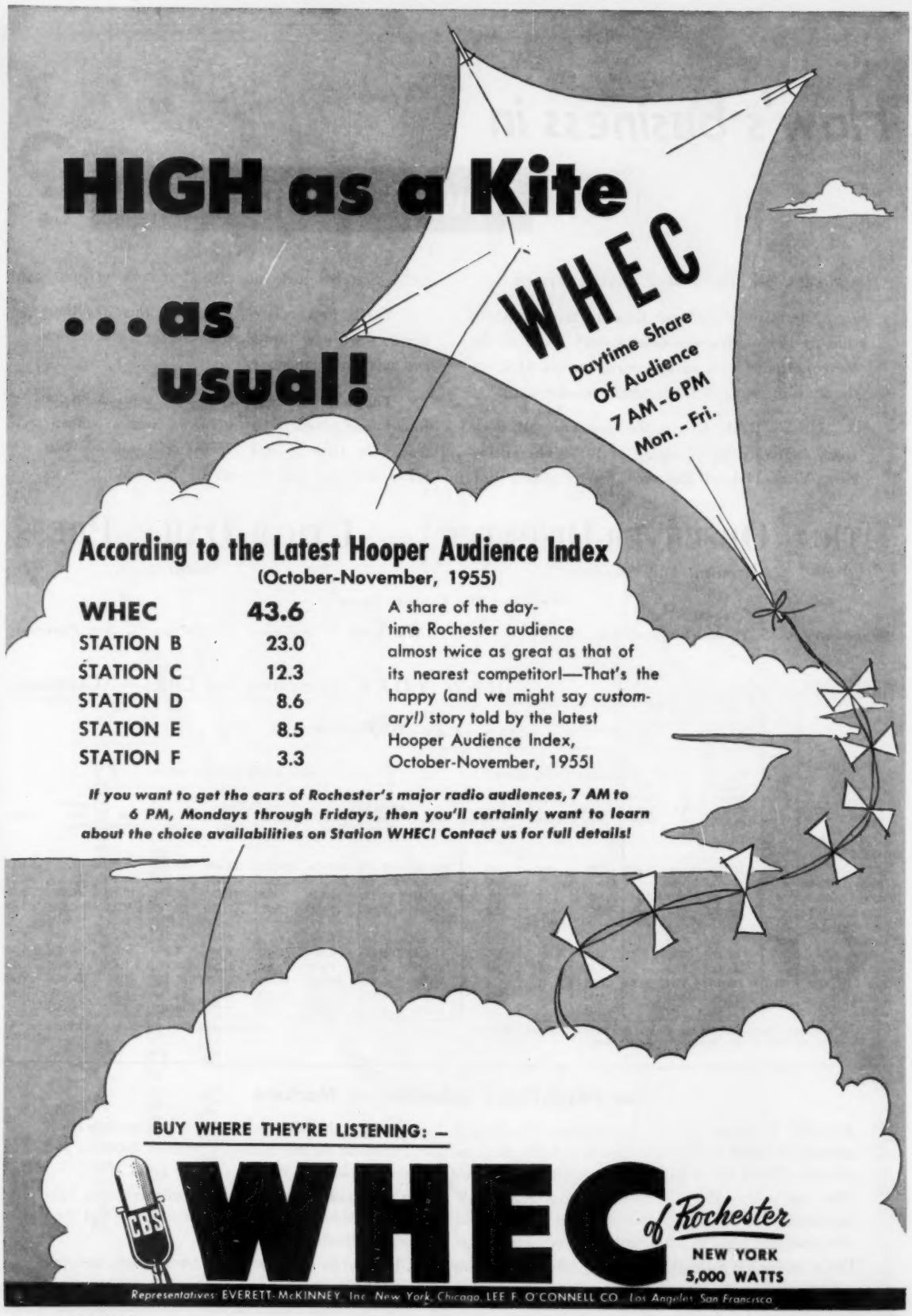
BIG, BOOMING, RICH NASSAU COUNTY

RETAIL SALES—$1,479,111,000
Ranks 10th among U.S. Counties

BUYING INCOME—Per Family $8187
Ranks 3rd among U.S. Counties

"PULSE" proves WHLI has a larger daytime audience in the MAJOR LONG ISLAND MARKET than any network or independent station.

WHLI, Hempstead, Long Island, N. Y. Paul Godofsky, Pres. Represented by Gill-Perna


HIGH as a Kite
...as usual!
WHEC
Daytime Share Of Audience 7 AM - 6 PM Mon. - Fri.
According to the Latest Hooper Audience Index
(October-November, 1955)
WHEC 43.6
STATION B 23.0
STATION C 12.3
STATION D 8.6
STATION E 8.5
STATION F 3.3
A share of the daytime Rochester audience almost twice as great as that of its nearest competitor!—That's the happy (and we might say customary!) story told by the latest Hooper Audience Index, October-November, 1955!
If you want to get the ears of Rochester's major radio audiences, 7 AM to 6 PM, Mondays through Fridays, then you'll certainly want to learn about the choice availabilities on Station WHEC! Contact us for full details!
BUY WHERE THEY'RE LISTENING: —
CBS
WHEC of Rochester
NEW YORK
5,000 WATTS
Representatives: EVERETT-McKINNEY, Inc. New York, Chicago. LEE F. O'CONNELL CO. Los Angeles, San Francisco

How's business in

New Diversified Utica ?

Let's ask the Federal Reserve System.

The Annual Federal Reserve Bank reports that in 1955 Utica was one of only 6 out of 20 Metropolitan Cities in the north-eastern U.S., to show an increase in Department Store Sales.

Utica's Bank Debits for January and February 1956, are 13.9% ahead of 1955. The entire New York Federal Reserve District shows but 6.6%. March figures not issued at this writing.

That's how matters stand in this one-time textile town now turned to hard goods, electronics and aviation components.

These newspapers will carry your message into 8 out of each 10 of 79,984 homes concentrated in Oneida and Herkimer Counties. No other medium can do one-third as well.

UTICA OBSERVER-DISPATCH
Evening and Sunday

UTICA DAILY PRESS
Morning

Members: The Gannett Group

Represented by J. P. McKinney & Son, Inc. — *New York . Syracuse . Chicago . San Francisco*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwrs.	Drugs
1New York (Manhattan)	99A	4,122,696	2.2220	6,478	1.7088	150	195	629,466	730,403	724,419	751,826	302,886	223,505	38,085	69,077	101,902
1▲New York City		9,497,475	5.1188		5.4422	113	106	2,444,538	1,212,903	1,204,826	1,277,583	647,077	895,882	228,586	246,620	240,410
Niagara	21	246,866	.1329	3,985	.1257	102	105	58,342	21,573	22,948	18,530	11,454	40,284	15,394	25,558	6,826
Niagara Falls		138,056	.0744		.0673	110	122	32,636	13,693	16,325	12,581	7,192	23,740	7,398	8,578	3,790
North Tonawanda-Tonawanda		*69,059*	*.0372*		*.0295*	*107*	*138*	*16,995*	*5,838*	*6,308*	*3,879*	*2,598*	*13,515*	*5,050*	*7,308*	*2,510*
Lockport		46,734	.0252		.0188	110	159	11,556	2,996	4,629	2,949	2,643	9,956	3,042	3,078	1,296
North Tonawanda		32,823	.0177		.0165	97	104	8,115	2,084	1,083	595	1,241	7,454	1,871	6,920	663
Oneida	154	259,218	.1397	3,784	.1343	95	99	59,886	20,585	25,387	19,676	13,413	46,379	15,907	19,893	6,791
▲Utica		143,003	.0771		.0658	104	122	33,270	9,122	17,541	14,544	8,382	24,755	6,980	8,865	3,706
▲Rome		52,456	.0283		.0262	93	100	12,583	3,671	4,878	3,785	2,649	10,367	2,914	4,397	1,538

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

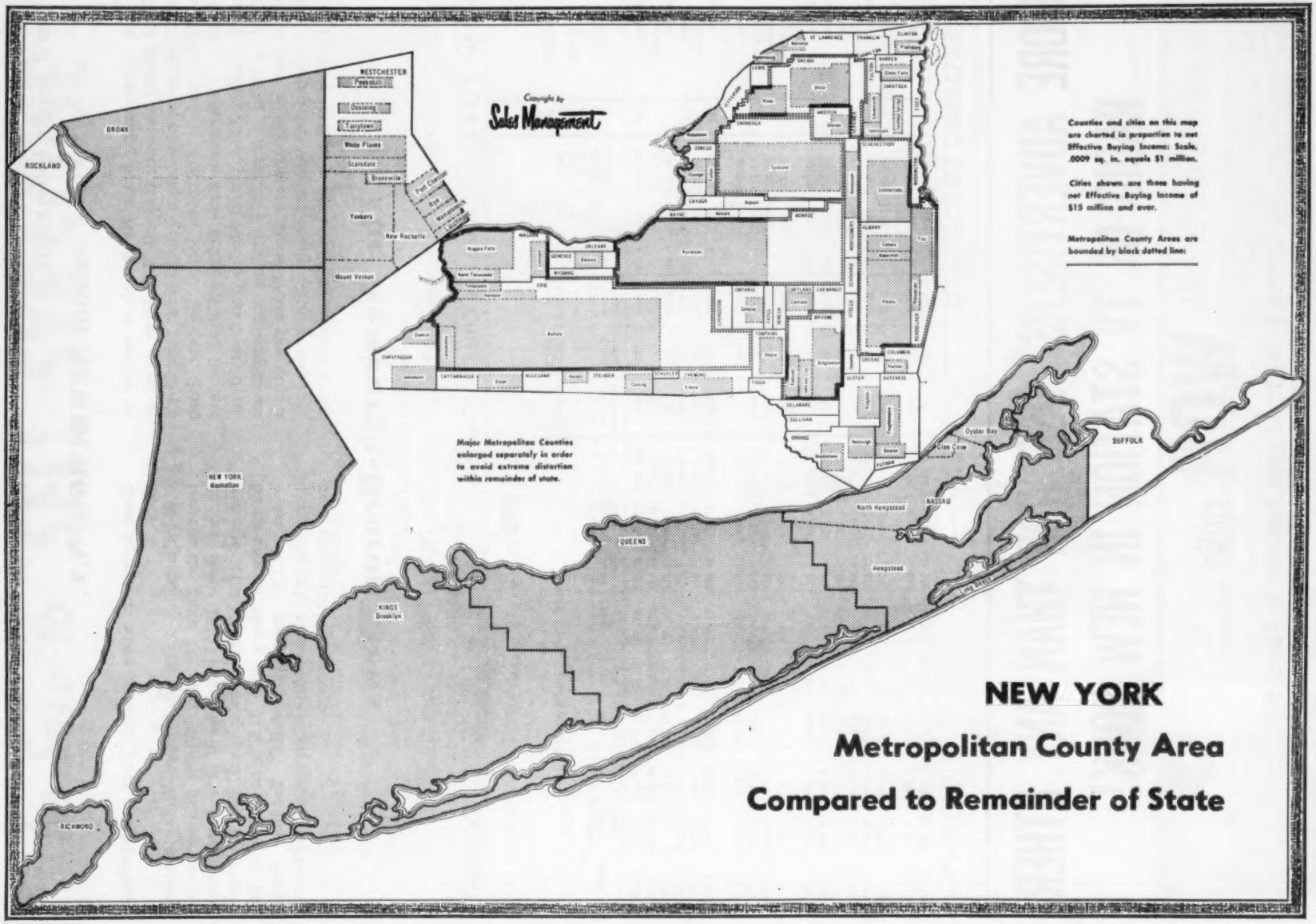
Before using these figures, see explanation page 11.
© SM, 1956.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.


Copyright by
Sales Management
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0009 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state.
WESTCHESTER
BRONX
ROCKLAND
Yonkers
New Rochelle
Mount Vernon
White Plains
Tarrytown
Scarsdale
Bronxville
Port Chester
Rye
Mamaroneck
New York
Manhattan
KINGS
Brooklyn
QUEENS
NASSAU
North Hempstead
Hempstead
Oyster Bay
Glen Cove
SUFFOLK
RICHMOND
NEW YORK
Metropolitan County Area
Compared to Remainder of State

You'll hardly believe this . . .

about NEWBURGH, N.Y.

On a per capita basis, Newburgh is second in Total Retail Sales among all N.Y. State cities of 25,000 or *more* population outside New York City's suburbs; and is FIRST in Retail Grocery Store Sales . . . surpasses such acknowledged leaders as Rochester, Albany and Elmira and beats Syracuse by 70%! It leads in Furniture and Appliance Store and in Department Store Sales per capita too! Knowing that you can easily adjust newspaper advertising costs to a per capita circulation basis, these figures on sales potential pack a compelling story.

A lot is going on in the Hudson Valley market besides the State Thruway. Watch it! Newburgh-Beacon since 1940, has grown 42% faster than average for the State. Newspapers, like the Newburgh-Beacon News with 91.6% coverage of its entire 55,130 population A.B.C. Trading Area, afford the only sure means of obtaining anywhere near comparable coverage.

The Newburgh-Beacon News

Member: The Gannett Group

Represented by J. P. McKinney & Son, Inc. *New York • Syracuse • Chicago • San Francisco*

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Onondaga	145	475,635	.2564	4,235	.2402	108	113	109,909	41,778	67,627	35,973	19,183	101,079	23,490	27,146	12,395
▲Syracuse		359,215	.1936		.1617	117	140	69,487	30,885	62,549	34,084	16,518	81,662	14,990	13,780	8,226
Ontario		81,663	.0436	4,504	.0372	99	116	18,755	7,629	6,014	4,183	3,485	19,046	4,581	8,088	1,983
Geneva		34,143	.0184		.0138	123	164	6,453	3,572	3,662	2,478	2,107	7,378	904	2,682	954
Canandaigua		20,632	.0111		.0060	138	222	4,732	1,714	1,218	1,495	823	5,661	966	1,349	612
Orange	242	218,714	.1179	4,883	.0980	104	125	55,263	17,473	18,564	13,552	11,085	45,035	9,911	15,985	4,971
△Newburgh-Beacon		95,459	.0515		.0357	185	181	22,821	6,901	12,858	8,316	5,801	20,173	3,671	6,388	2,070
△Newburgh		75,911	.0409		.0263	135	210	16,724	5,006	9,842	7,447	4,394	15,576	3,162	5,609	1,455
Middletown		39,501	.0213		.0158	113	152	8,104	2,279	3,888	3,854	3,754	7,810	1,545	2,586	1,006
Port Jervis		18,970	.0102		.0063	115	155	6,279	1,414	1,317	994	1,102	3,307	527	1,243	542
Orleans		23,305	.0180	3,506	.0164	88	97	8,902	1,884	2,412	1,582	1,380	6,821	1,882	3,328	803
Oswego		75,136	.0405	3,170	.0409	84	83	19,274	5,772	6,048	3,187	3,449	13,846	5,190	5,749	2,482
Oswego		26,351	.0142		.0129	93	102	7,776	1,829	2,161	1,825	1,042	4,941	1,389	1,147	950
Fulton		23,709	.0122		.0091	105	140	5,927	1,673	2,255	1,078	1,604	4,344	1,589	1,403	509
Otsego		67,542	.0364	4,020	.0312	97	113	12,310	4,023	7,676	2,120	1,550	13,488	3,178	6,072	1,448
Oneonta		30,124	.0162		.0113	130	188	5,476	1,864	6,170	1,394	1,022	6,146	1,108	2,368	848
Putnam		33,650	.0182	4,906	.0144	113	142	7,005	2,911	933	414	557	10,979	1,928	4,915	919
1Queens	93A	1,745,108	.9405	3,275	1.1664	114	92	577,818	152,827	164,740	127,820	103,347	267,591	71,551	63,763	42,682

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
© SM, 1956.

MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station With The Largest Audience In America

*National spot and local Source: Broadcast Advertisers Report

be Sure to SELL SYRACUSE

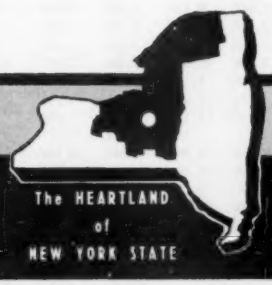
. . . and the 15-county SYRACUSE MARKET

SALES MANAGEMENT has ranked Syracuse as the nation's No. 1 Test Market, an audit of the test operations of 503 national advertisers over a nine-year period. That's **authentic** research. Here's something else authentic: The Syracuse Newspapers deliver **100% saturation** coverage of metropolitan Syracuse . . **plus** effective circulation in 14 surrounding counties.

If you want to sell Syracuse **and the rest** of Central New York, where 1.3 million people spend $1.9 billion a year . . . you can't buy any other combination of media that will do a comparable job at a comparable cost.



Represented Nationally by MOLONEY, REGAN & SCHMITT



the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN ★ THE POST-STANDARD
Evening Sunday Morning & Sunday

CIRCULATION Combined Daily 228,754 Sunday Herald American 221,533 Sunday Post-Standard 103,260

TROY, N. Y. ABC CITY ZONE FIGURES

Effective Buying Income: $211,621,000
Income per family: $5,510
Total Retail Sales: $149,653,000
Food Sales: $43,993,000
Eating and Drinking Sales: $11,518,000
Automotive: $24,552,000
Gas Service Stations: $8,010,000
Gen. Mdse.: $15,785,000
Apparel: $19,042,000
Furn., HH., Appliances: $8,853,000
Lumber, Bldg. Material and Hardware: $4,468,000
Drugs: $3,215,000

TOTAL POPULATION: 129,600
FAMILIES: 38,400
TOTAL MARKET POPULATION: 211,148
CIRCULATION: 47,465
RATE: 20c

THE RECORD NEWSPAPERS
· THE TROY RECORD ·
· THE TIMES RECORD ·
TROY, N. Y.

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Rensselaer	2	147,232	.0794	3,472	.0820	98	94	36,026	11,316	15,551	16,132	8,442	26,078	8,270	5,195	3,272
▲Troy		105,029	.0566		.0495	108	123	26,769	7,030	13,260	15,928	6,849	17,883	4,232	2,233	2,281
Rensselaer		11,295	.0061		.0067	99	90	3,799	1,197	189	75	1,096	684	1,132	887	531
‡Richmond	99A	177,499	.0957	3,130	.1192	96	78	61,403	16,346	11,479	11,242	7,947	30,931	6,520	6,965	4,810
Rockland	99A	104,137	.0561	3,975	.0583	94	90	29,074	9,153	6,340	5,781	4,647	22,096	4,913	9,876	2,466
Nyack		20,161	.0109		.0050	159	295	5,306	929	1,216	2,599	1,136	5,603	599	663	430
St. Lawrence		102,681	.0553	3,734	.0516	93	91	24,141	7,333	9,625	5,941	3,656	21,371	6,283	7,635	2,339
Massena		23,621	.0127		.0098	102	132	5,456	1,614	1,893	1,824	1,116	6,335	1,187	1,352	320
Ogdensburg		20,733	.0112		.0087	89	114	5,105	977	2,263	1,594	1,284	4,857	1,210	1,023	390
Potsdam		15,950	.0086		.0058	121	179	3,690	1,018	1,825	978	331	3,474	726	1,203	247
Gouverneur		12,644	.0068		.0041	132	219	2,915	737	1,253	776	825	3,350	543	1,177	258
Saratoga		77,445	.0418	3,187	.0445	91	85	21,680	8,300	3,816	3,107	2,846	15,594	4,954	5,181	1,798
Saratoga Springs		24,677	.0133		.0107	109	136	3,411	3,464	1,919	1,486	1,478	6,661	1,203	1,076	714
Mechanicville		12,472	.0067		.0054	120	149	3,241	914	647	763	341	3,107	735	988	200
Schenectady	2	190,724	.1028	3,853	.1053	112	109	49,555	12,777	29,615	14,275	8,899	28,636	9,141	12,992	4,879
▲Schenectady		169,115	.0911		.0742	128	157	43,007	10,834	28,218	14,127	7,911	25,424	7,321	11,452	4,244

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
© SM, 1956.



WGY IS THE CAPITAL OF THE 17TH STATE*

TOPS in SALES RESULTS . . . COVERAGE . . . PRESTIGE

For the past 34 years, WGY has been serving Eastern Upstate New York and Western New England. This populous and prosperous area contains:

- ★ 22 cities over 10,000 population
- ★ 2,200,540 people
- ★ 878,130 families
- ★ $3,367,407,300 effective buying income
- ★ New York's Capital District

**The WGY area is so named because its retail sales is exceeded by only 16 states.*

WGY

STUDIOS IN SCHENECTADY

A GENERAL ELECTRIC STATION • 50,000 WATTS

CONTACT YOUR HENRY I. CHRISTAL MAN

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT • BOSTON

HORNELL
ABC TRADING ZONE

Two highly responsive markets in the southern tier of New York State.

BATH
ABC TRADING ZONE

$21,289,000	←	Effective Buying Income	→ $9,958,000
23,860,000	←	Retail Sales	→ 15,050,000
5,830,000	←	Food Sales	→ 2,783,000
4,806,000	←	Automotive Sales	→ 4,788,000

The above figures are only part of the industrialized and agricultural market in and around Hornell and Bath. The entire area is effectively covered only by the HORNELL TRIBUNE and the BATH STEUBEN ADVOCATE. One order, one mat, one bill.

NATIONAL REPRESENTATIVES: JOHNSON • KENT • GAVIN AND SINDIG, INC.
NEW YORK • CHICAGO • BOSTON • ATLANTA • GREENSBORO • LOS ANGELES • SAN FRANCISCO

NEW YORK — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Schoharie		28,801	.0144	3,722	.0132	91	99	4,974	1,457	1,849	409	632	6,222	2,233	2,477	413
Schuyler		13,576	.0073	2,951	.0070	77	80	3,520	1,292	421	431	625	3,504	1,108	1,090	203
Seneca		29,038	.0157	4,090	.0142	96	95	6,950	2,781	610	1,082	922	7,792	3,088	2,064	829
Steuben		93,495	.0504	3,315	.0505	88	88	22,862	6,866	7,295	5,785	4,190	21,287	6,174	7,741	2,079
Corning		25,364	.0137		.0126	111	120	6,305	1,890	2,501	1,930	1,314	7,054	1,433	451	706
Hornell		23,860	.0129		.0097	107	142	5,830	1,303	2,430	2,131	1,414	4,806	1,207	2,545	546
Bath		15,050	.0081		.0050	139	225	2,783	869	967	1,176	683	4,788	695	1,156	238
Suffolk	99A	520,028	.2802	4,252	.2648	98	104	137,190	37,038	32,140	27,706	19,809	93,421	28,472	63,319	11,704
Patchogue		40,014	.0216		.0105	181	372	9,430	1,324	5,876	3,081	2,171	7,374	1,298	2,228	791
Babylon		27,020	.0146		.0089	175	288	10,635	1,490	741	1,081	1,019	5,876	671	1,237	752
Kings Park		14,819	.0080		.0056	67	95	3,832	1,119	834	772	544	2,622	868	1,957	333
Sullivan		82,917	.0447	6,282	.0292	114	175	20,283	6,763	3,979	3,676	2,621	14,905	3,489	7,873	2,490
Monticello		19,085	.0103		.0052	186	368	6,576	1,376	711	1,282	594	4,587	523	1,791	550
Liberty		16,152	.0087		.0047	152	281	3,952	1,266	499	1,427	728	3,393	602	1,233	426
Tioga		33,933	.0183	3,498	.0170	89	95	7,627	1,490	1,669	1,234	708	6,214	2,635	2,183	463
Tompkins		68,076	.0367	3,660	.0405	99	99	16,293	4,634	6,247	3,694	2,791	12,950	4,388	4,535	2,147
Ithaca		51,723	.0279		.0234	123	147	10,844	3,942	5,661	3,522	2,288	10,746	3,522	2,788	1,335
Ulster		117,864	.0634	3,896	.0556	96	109	27,690	9,399	9,627	5,791	4,784	19,345	6,742	13,351	3,043
Kingston		56,419	.0304		.0214	120	171	12,129	4,075	6,376	4,510	2,702	10,336	2,172	6,418	1,542
Warren		72,061	.0389	5,674	.0273	111	157	16,206	6,704	7,639	5,779	3,269	16,245	3,072	5,209	2,180
Glens Falls		46,367	.0250		.0160	131	205	10,892	2,483	6,677	5,422	2,853	7,824	1,634	3,152	1,378
Washington		40,803	.0219	2,979	.0229	81	77	11,302	3,157	1,914	1,246	851	5,209	3,444	3,440	1,052
Wayne		128,248	.0692	7,128	.0418	118	198	15,416	4,465	59,705	2,255	2,824	19,588	3,672	7,658	1,509
Newark		73,655	.0397		.0162	225	551	3,648	1,120	57,267	899	1,012	6,137	779	804	432
Westchester	99A	1,000,973	.5394	4,677	.5911	135	124	259,991	76,216	95,370	89,910	59,386	189,397	51,533	46,651	23,920
Yonkers		183,519	.0989		.1190	121	101	56,029	16,045	10,043	17,401	10,862	35,416	9,780	6,274	4,713
White Plains		182,053	.0981		.0615	190	304	27,824	10,144	35,053	28,095	16,174	31,685	6,042	7,049	2,092
Mount Vernon		105,428	.0568		.0603	133	125	25,762	6,326	8,329	8,729	8,359	23,046	3,888	3,834	2,295
New Rochelle		114,286	.0616		.0618	146	146	23,006	7,343	14,841	13,573	6,241	30,564	3,673	4,293	2,276
Port Chester		41,830	.0225		.0192	125	146	12,292	3,952	3,930	4,090	3,157	4,503	1,860	2,316	1,167
Peekskill		43,933	.0237		.0159	143	214	11,591	2,666	3,932	4,587	2,697	8,469	1,766	3,495	1,279
Ossining		24,654	.0133		.0117	117	133	7,463	1,727	1,006	1,353	1,387	5,755	1,103	992	533
Bronxville		19,243	.0104		.0112	255	236	7,112	1,912	1,631	1,748	287	492	1,733	...	1,060
Mount Kisco		27,065	.0146		.0075	197	384	6,958	872	738	1,842	1,192	8,087	714	2,066	350
Scarsdale		26,787	.0144		.0223	235	182	7,016	1,603	8,672	703	441	1,229	2,039	2,005	986
Mamaroneck		33,290	.0126		.0135	138	129	6,448	3,119	2,346	1,151	746	3,409	1,305	1,244	759
Rye		19,022	.0103		.0133	171	132	6,161	1,440	220	429	633	5,366	937	425	647
Larchmont		21,842	.0118		.0091	228	295	7,104	1,560	370	930	1,712	5,038	1,277	384	496
Tarrytown		15,453	.0083		.0087	145	138	6,159	1,853	480	982	1,265	1,558	243	1,083	614
Wyoming		36,854	.0198	3,984	.0188	85	101	7,726	1,816	2,380	1,160	1,161	9,592	2,097	3,765	770
Yates		29,745	.0112	3,877	.0104	93	100	6,484	1,072	1,381	544	690	5,306	1,381	1,762	466
Total Above Cities		16,625,716	8.9610		8.7818	117	119	4,112,481	1,744,819	2,203,845	1,874,917	1,035,423	2,256,437	553,961	658,173	419,742
State Total		19,367,489	10.4382	3,969	10.6126	110	108	4,814,690	1,961,169	2,338,608	1,951,772	1,116,674	2,792,411	758,081	947,318	485,680

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Before using these figures, see explanation page 11.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

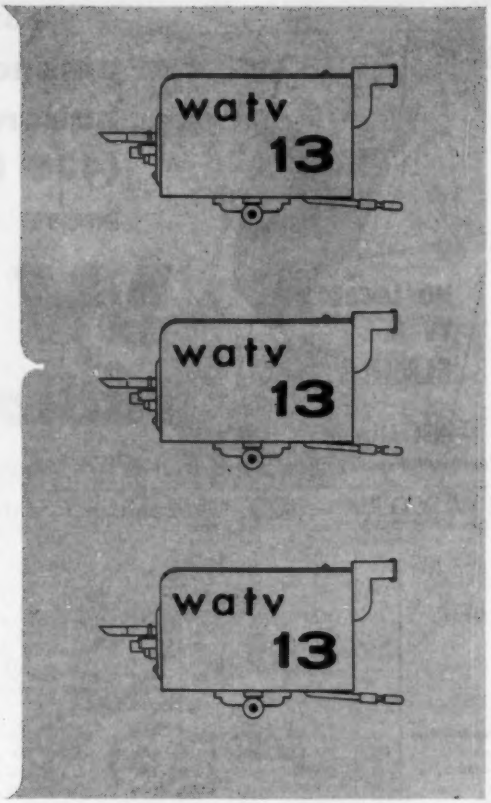
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THIRTEEN

the FIRST local TV station
in the metropolitan N. Y.
– N. J. market.

WATV 13

TELEVISION CENTER
NEWARK 1, NEW JERSEY

national rep.: FORJOE-TV, inc.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

NEW YORK — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Albany-Schenectady-Troy	2	547.7	.3302	171.9	448.3	949,741	.3578	1,734	5,525
Auburn	173	72.4	.0437	21.4	37.5	96,806	.0372	1,365	4,617
Binghampton	16	198.6	.1185	58.6	155.7	321,408	.1210	1,638	5,486
Buffalo	21	1,212.4	.7312	357.2	1,060.6	1,978,712	.7451	1,632	5,540
△Elmira	197	94.9	.0573	29.2	69.0	143,737	.0541	1,515	4,923
△Jamestown	210	143.3	.0864	46.7	87.8	207,208	.0780	1,446	4,437
New York-N. E. New Jersey (N. Y. Portion Only)	99A	10336.8	6.2340	3,194.3	9,993.8	20,854,303	7.8516	2,017	6,529
△Poughkeepsie-Newburgh-Beacon	242	297.3	.1793	84.2	151.5	443,868	.1672	1,493	5,272
Rochester	119	533.2	.3216	165.2	486.0	964,852	.3633	1,810	5,841
Syracuse	145	377.3	.2276	112.3	305.6	625,478	.2355	1,658	5,570
Utica-Rome	154	298.9	.1790	87.8	209.7	427,602	.1609	1,440	4,870
△Watertown	255	86.8	.0523	26.5	49.0	119,346	.0450	1,375	4,504
Total Above Areas		14195.6	8.5611	4,355.5	13,025.5	27,135,060	10.2165	1,912	6,230

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Before using these figures, see explanation page 11.

MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station with the Largest Audience in America

*National spot and local Source: Broadcast Advertisers Report



a stronger signal emanating from one of the nation's tallest local station towers (430 ft. half-wave antenna)...one more reason why

WENY is radio in Elmira, N. Y.

Representatives: Everett McKinney, Inc., New York, Chicago—Lee F. O'Connell, West Coast...Member GANNETT Radio Group

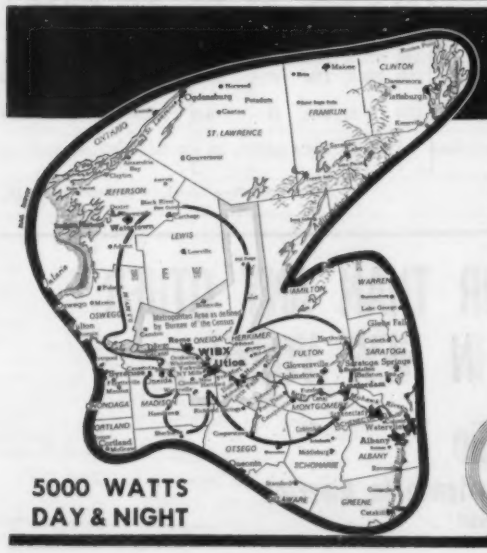
NEW YORK— SM Metropolitan County Areas — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Albany-Schenectady-Troy	2	701,899	.3763	4,083	.3583	109	115	164,051	52,193	117,305	62,053	36,405	115,681	33,378	32,847	16,380
△Auburn	173	80,183	.0432	3,747	.0403	92	99	18,033	5,063	6,422	5,578	4,699	14,681	3,534	7,780	1,551
Binghamton	16	240,401	.1295	4,088	.1230	104	109	53,429	19,238	37,541	14,606	11,503	45,894	13,989	13,360	6,536
Buffalo	21	1,449,717	.7813	4,059	.7531	103	107	348,398	134,882	197,575	117,189	73,099	263,038	76,174	98,467	40,931
△Elmira	197	105,931	.0571	3,628	.0556	97	100	24,948	7,450	11,020	8,832	6,048	21,357	5,118	9,741	2,526
△Jamestown	210	165,639	.0893	3,547	.0831	96	103	39,791	13,392	17,437	10,904	6,722	32,880	10,990	13,112	3,868
NewYork-N. E. New Jersey (N. Y. Portion Only)	99A	12,601,724	6.7917	3,945	7.2101	116	109	3,256,075	1,447,322	1,491,322	1,501,463	808,537	1,467,557	392,615	481,298	313,729
△Poughkeepsie-Newburgh-Beacon	242	398,579	.2148	4,734	.1839	103	120	95,258	31,687	43,373	23,603	17,759	79,056	19,765	26,750	9,331
Rochester	119	883,481	.3576	4,016	.3532	110	111	148,435	47,583	99,522	47,839	36,538	137,961	31,201	38,893	19,338
Syracuse	145	475,635	.2564	4,235	.2402	106	113	109,909	41,778	67,627	35,973	19,183	101,079	23,490	27,146	12,395
Utica-Rome	154	325,816	.1756	3,707	.1589	94	98	77,764	25,117	36,767	22,459	17,034	58,211	20,251	24,365	8,102
△Watertown	255	107,693	.0580	4,084	.0504	96	111	22,001	7,796	12,593	7,288	3,469	22,144	5,969	8,245	2,960
Total Above Areas		17,316,397	9.3327	3,976	9.6201	112	109	4,356,090	1,833,501	2,132,504	1,857,787	1,040,994	2,359,319	636,474	781,984	437,647

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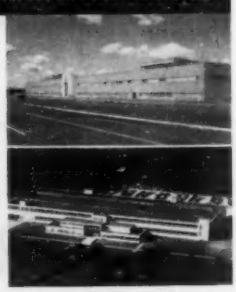
5000 WATTS
DAY & NIGHT

It's a *New* UTICA, N.Y.

with the LARGEST Department Store Sales Increase in New York State

New, diversified industry has sent per capita retail sales soaring—up over 280% since World War II—the highest increase (first 8 months of 1955 over 1954) of of any metropolitan city in the New York Federal Reserve District! Aim your message at this growing market through its most powerful voice—WIBX!

Shown right (top to bottom): G-E's Light Military Electronics Plant, one of 3 G-E plants in Utica, and the Utica Division of Bendix Aviation. But there's much more—including the Griffiss Air Force Base 11 miles west at Rome, wth a payroll of $35,000,000 annually. It's all in WIBX-land!



Nationally represented by:

THE WALKER REPRESENTATION CO., INC.

New York • Chicago • Boston

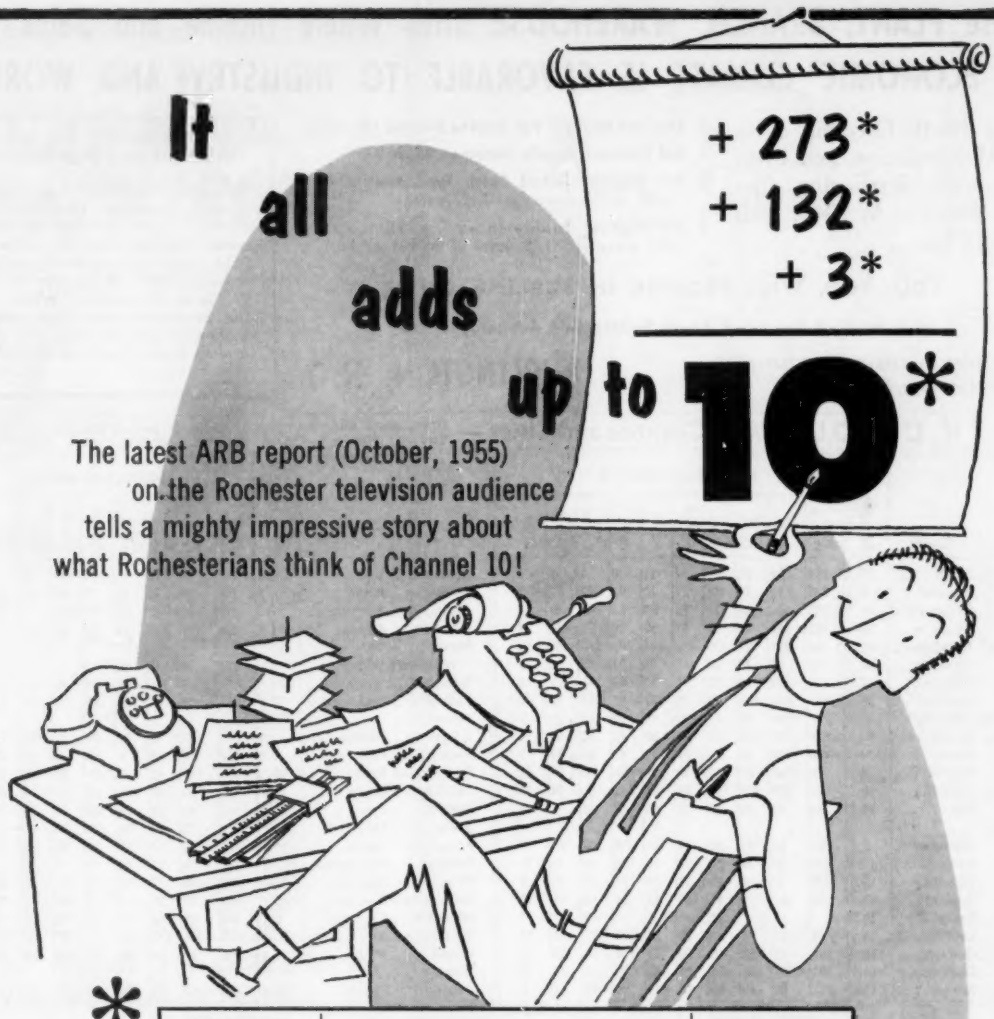
California—Walter Biddick Co.

Canada—Horace N. Stovin and Co.

The Voice of the Mohawk Valley

CBS in UTICA **WIBX**

It all adds up to 10*



The latest ARB report (October, 1955) on the Rochester television audience tells a mighty impressive story about what Rochesterians think of Channel 10!

*

FIRSTS		SECONDS
273	Of the 461 competitive quarter hours weekly Channel 10 rates first in 273, and ties for first 11 times!	177
132	Daytime, Mondays through Fridays, 7 AM to 5 PM, Channel 10 rates first 132 times--better than 2 to 1!	60
3	Three of the four top-rated programs are heard on Channel 10!	1

WRITE US TODAY FOR CHOICEST AVAILABILITIES IN ROCHESTER!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

Choose PLANT, BRANCH, WAREHOUSE Sites Where Income and Sales Show THE ECONOMIC CLIMATE IS FAVORABLE TO INDUSTRY AND WORKERS

Among North Carolina cities of 25M population and over, fast-growing Burlington (the state's 20th city in 1940, 12th in 1955) has . . .

1 The 2nd Highest Per Capita Income ($1,676)
2 3rd Highest Family Income ($5,960)
3 3rd Highest Retail Sales Production Index (164) (64% above the U. S. average)
4 3rd Highest Quality Index (122) (22% above the U. S. level of market quality)

BEST INCOME DISTRIBUTION

Burlington has 50% of its Consumer Spending Units above the $4,000 income level . . . with 74.5% of the total income. Only one other city in the over-25M group matches Burlington in this respect (with 50.1% of the units, 71.4% of the dollars). Which means that among the state's large cities only Burlington and one other city show a *median* family income of $4,000!

YOU, TOO, WILL PROSPER IN BURLINGTON

May We Tell You More About Burlington's Advantages?

BURLINGTON CHAMBER OF COMMERCE
George D. Colclough, Manager

BURLINGTON, N. C.

NORTH CAROLINA — Counties and Cities — (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, South Carolina, Virginia, West Virginia.)

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Albemarle	Stanly	13.5	214	88	21	14	14	11	20	24	17	7
Asheboro	Randolph	8.3	239	75	14	16	21	20	21	27	17	7
Asheville	Buncombe	56.8	846	180	125	73	58	64	52	98	31	34
Burlington	Alamance	28.1	481	102	60	52	51	32	30	74	14	13
Charlotte	Mecklenberg	157.3	1,625	311	291	175	127	94	73	230	57	53
Concord	Cabarrus	17.3	308	92	37	24	19	17	27	43	8	8
Dunn	Harnett	7.0	152	23	19	12	15	10	10	18	7	8
Durham	Durham	74.9	854	233	129	73	75	37	40	107	24	26
Elizabeth City	Pasquotank	14.5	257	105	19	14	23	15	16	28	12	3
Fayetteville	Cumberland	45.1	584	150	104	51	43	36	42	70	18	14
Gastonia	Gaston	34.4	480	124	57	32	33	33	41	57	18	8
Goldsboro	Wayne	24.5	363	100	27	41	33	19	26	45	14	12
Greensboro	Guilford	88.0	1,072	225	152	118	89	68	42	151	34	33
Greenville	Pitt	18.2	325	55	60	37	23	25	23	33	7	11
Hendersonville	Henderson	6.6	258	54	22	16	19	16	19	29	23	7
Henderson	Vance	11.6	281	78	23	25	20	16	23	36	13	11
Hickory	Catawba	16.5	331	66	35	29	29	29	34	39	14	9
High Point	Guilford	43.1	640	152	111	80	60	48	43	69	17	19
Kannapolis	Cabarrus	30.7	*	*	*	*	*	*	*	*	*	*
Kinston	Lenoir	25.9	325	80	30	27	30	22	16	37	16	15
Lenoir	Caldwell	11.5	187	42	21	16	19	14	16	16	13	6
Lexington	Davidson	16.2	321	99	34	34	20	21	29	37	13	6
Lumberton	Robeson	14.6	232	69	18	16	18	13	25	19	11	7
Monroe	Union	10.6	198	73	18	11	14	11	19	12	13	4
Morganton	Burke	8.8	214	68	16	22	11	10	16	32	9	6
Mount Airy	Surry	7.9	272	88	35	18	19	18	19	19	25	15	5
New Bern	Craven	18.6	286	79	40	15	23	25	22	33	9	9
North Wilkesboro	Wilkes	4.8	175	31	18	18	15	11	19	26	16	4
Raleigh	Wake	74.8	815	155	144	85	96	43	31	111	21	28
Reidsville	Rockingham	13.4	267	65	25	26	17	22	21	34	12	5
Roanoke Rapids	Halifax	12.9	216	77	15	25	24	13	13	13	4	4
Rockingham	Richmond	3.3	158	33	9	19	15	9	15	25	8	3
Rocky Mount	Nash	29.9	484	140	47	42	54	28	29	54	15	12
Salisbury	Rowan	22.5	372	99	41	31	38	19	22	52	11	9
Sanford	Lee	11.7	207	41	14	29	23	20	14	28	10	7
Shelby	Cleveland	16.5	271	72	18	35	12	16	22	39	12	7
Statesville	Iredell	19.7	316	90	32	27	29	20	20	34	17	8
Tarboro	Edgecombe	8.8	130	38	13	12	10	5	10	14	4	9
Thomasville	Davidson	11.2	196	46	27	21	15	17	17	25	9	3
Washington	Beaufort	10.3	242	73	28	26	17	21	12	19	11	7
Whiteville	Columbus	4.9	143	28	14	14	7	10	11	24	10	5
Wilmington	New Hanover	53.9	702	191	113	50	71	51	29	77	19	23
Wilson	Wilson	25.8	378	85	44	30	44	34	23	44	11	10
Winston-Salem	Forsyth	102.6	1,085	299	176	100	94	61	63	104	41	32

COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Alamance		78.8	.0475	20.5	33.3	104,282	.0393	1,323	5,067	7,079	23.2	4,497	25.7	8.3	29.6	21.8	32.0	36.6	12.7	33.3
Burlington		28.1	.0169	7.5		47,087	.0177	1,676	5,960		9.5	4,957	21.3	6.2	28.7	19.3	34.6	35.9	15.4	38.6
Alexander		14.8	.0099	3.5		11,403	.0043	0,770	3,258	3,100	3.9	2,913	49.2	24.4	33.8	38.6	13.5	23.8	3.5	13.2
Alleghany		7.9	.0048	2.1		6,027	.0023	0,763	2,870	2,706	2.4	2,564	65.5	36.8	22.7	29.6	8.5	17.0	3.3	16.6
Anson		25.8	.0156	6.0	3.3	18,662	.0070	0,724	3,114	8,874	6.5	2,863	52.6	26.4	28.4	32.9	15.1	26.9	3.7	13.8
Ashe		21.6	.0130	5.0		13,469	.0051	0,624	2,694	5,034	5.4	2,475	63.0	36.7	28.5	35.7	8.1	16.8	2.4	10.8
Avery		13.0	.0078	3.1		8,902	.0032	0,682	2,775	1,934	3.5	2,480	60.8	35.3	28.0	37.7	9.4	19.5	1.8	7.5
Beaufort		37.0	.0223	9.0	12.4	29,035	.0109	0,785	3,226	18,737	10.0	2,909	53.8	26.7	29.4	33.8	12.8	22.0	4.0	17.1
Washington		10.3	.0062	2.8		10,392	.0039	1,009	3,711		3.3	3,140	49.0	22.5	30.6	32.5	15.7	25.7	4.7	19.3
Bertie		26.5	.0160	6.8		18,891	.0072	0,713	3,202	15,084	6.6	2,845	53.5	27.1	29.5	34.8	13.6	24.5	3.4	13.8
Bladen		30.0	.0181	6.8		20,116	.0075	0,671	3,049	10,479	7.1	2,848	50.1	25.3	32.9	38.5	13.9	25.2	3.1	11.0
Brunswick		20.2	.0122	4.8		13,338	.0050	0,660	2,964	4,804	4.9	2,706	52.0	27.7	34.1	42.1	11.5	21.8	2.4	8.4
Buncombe	7	132.5	.0799	35.5	63.3	171,539	.0646	1,295	4,832	6,754	42.4	4,049	32.3	11.5	32.8	27.0	25.5	32.4	9.4	29.1
▲Asheville		56.8	.0343	18.6		88,754	.0334	1,563	5,347		21.0	4,222	31.7	10.8	31.6	25.0	26.0	31.6	10.7	32.6
Burke		49.0	.0296	11.4	12.1	44,321	.0167	0,905	3,889	1,626	12.3	3,592	33.1	13.3	36.3	33.7	24.7	35.3	5.9	17.7
Morganton		8.8	.0053	2.5		11,778	.0044	1,338	4,710		2.9	4,069	29.9	10.6	32.6	26.7	28.2	35.6	9.3	27.1
Cabarrus		66.8	.0401	17.3	45.9	63,952	.0316	1,282	4,953	4,493	19.2	4,373	23.8	7.8	32.6	25.0	32.7	38.5	10.7	28.7
Concord		17.3	.0104	4.9		24,530	.0092	1,418	5,006		8.5	4,447	27.3	8.8	30.8	23.1	30.5	35.3	11.4	32.8
1Kannapolis		30.7	.0185	8.1		43,134	.0162	1,406	5,325		9.2	4,673	17.4	5.4	32.5	23.2	37.4	41.1	12.7	30.3

1 Kannapolis is in Cabarrus and Rowan Counties.
© SM, 1956.

Before using these figures, see explanation page 11.
▲ and △ See end of state for SM Metropolitan County Areas.

sales come easier in the

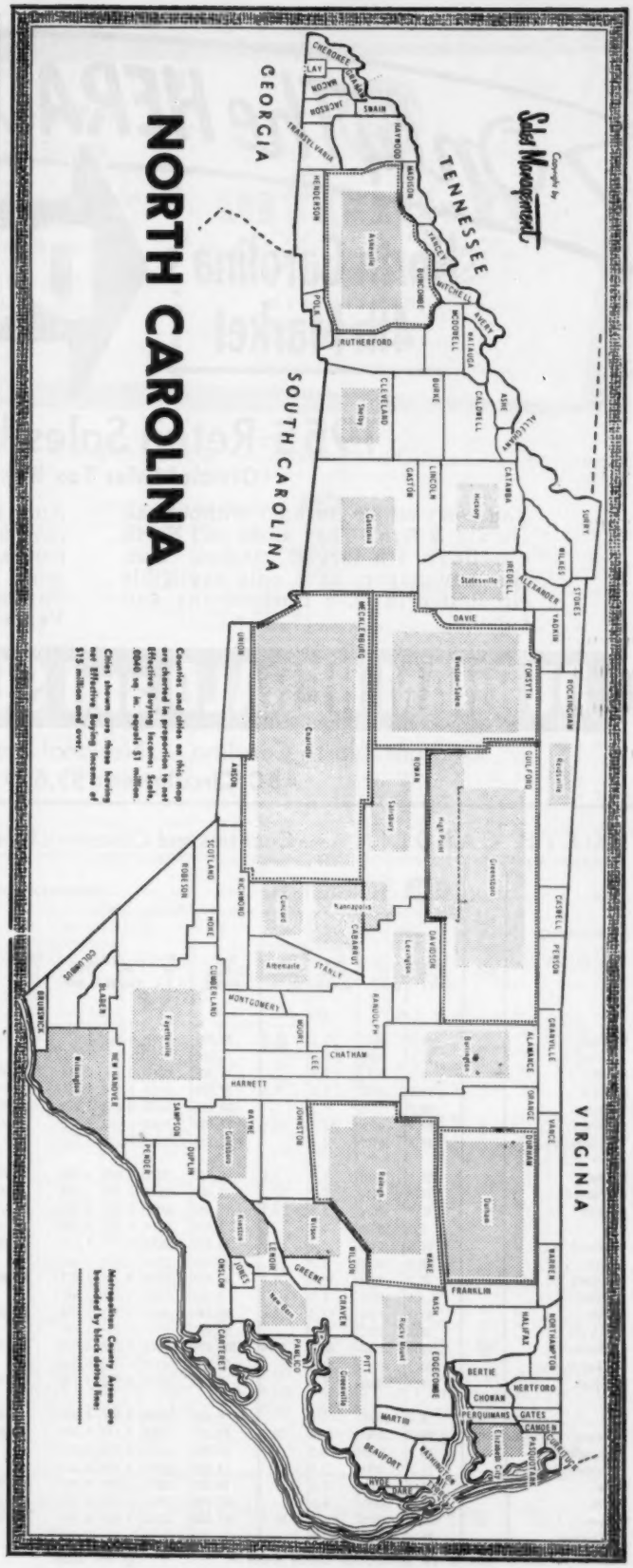
GROWING GREENSBORO

ABC RETAIL TRADING AREA!

1/6th of North Carolina's population accounts for

1/5th of North Carolina's Total Retail Sales and

1/5th of North Carolina's Retail Sales Gain!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.



1955 Retail Sales Up 14%

(Official Sales Tax Report)

You can't reach Durham without the Herald & Sun. They alone sell North Carolina's 4th largest market. Outside newspapers have only negligible circulation in both Durham city and county.

And, in addition to blanket Durham coverage, the Herald & Sun Newspapers also serve a rich A.B.C. trading area including Orange, Alamance, Chatham, Lee, Person, Granville and Vance counties.

DURHAM HERALD and SUN NEWSPAPERS

Durham, North Carolina National Rep.: The Katz Agency

ABC Circulation: 53,659 9-30-55

NORTH CAROLINA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Caldwell		46.8	.0282	11.1	11.5	43,030	.0162	0,919	3,877	1,905	11.9	3,624	32.7	13.0	38.5	35.4	23.3	33.1	5.5	18.5
Lenoir		11.5	.0069	3.5		14,996	.0056	1,304	4,285		3.7	4,076	30.7	10.9	37.5	30.6	23.3	29.4	8.5	29.1
Camden		5.1	.0031	1.4		4,106	.0016	0,805	2,933	2,849	1.5	2,797	52.9	27.3	32.2	38.3	11.2	20.7	3.7	13.7
Carteret		28.0	.0156	8.6	9.5	27,028	.0102	1,040	4,095	2,603	7.6	3,561	37.6	15.2	32.8	30.7	23.3	33.6	6.3	20.5
Caswell		20.6	.0125	4.3		14,075	.0053	0,683	3,273	9,934	4.8	2,913	48.8	24.2	31.5	35.8	16.6	29.4	3.1	10.6
Catawba		67.7	.0408	17.7	23.1	78,937	.0297	1,166	4,460	5,047	19.6	4,034	29.0	10.4	34.5	28.4	28.9	36.9	7.6	24.3
Hickory		16.5	.0100	4.6		23,859	.0090	1,446	5,187		5.5	4,308	28.5	9.6	32.1	24.7	30.4	36.3	9.0	29.4
Chatham		25.0	.0151	6.1	2.6	20,732	.0078	0,829	3,399	9,931	6.5	3,177	46.0	20.9	32.0	33.5	17.1	27.7	4.9	17.9
Cherokee		18.2	.0110	4.2		12,469	.0047	0,685	2,969	1,145	4.6	2,688	57.3	30.7	27.7	34.3	12.0	22.9	3.0	12.1
Chowan		12.7	.0076	2.9	4.7	11,042	.0041	0,869	3,808	4,422	3.5	3,122	51.7	23.9	28.1	27.9	16.9	27.8	5.3	20.4
Clay		5.9	.0036	1.3		3,570	.0014	0,605	2,746	1,124	1.5	2,343	62.5	38.5	29.2	41.5	7.2	15.7	1.1	4.3
Cleveland		67.3	.0406	16.4	24.2	89,415	.0281	1,031	4,233	15,385	18.9	3,672	40.2	15.8	30.2	27.4	21.9	30.6	7.7	26.2
Shelby		16.5	.0100	4.8		26,059	.0098	1,579	5,429		5.7	4,538	28.3	9.0	30.7	22.5	28.6	32.4	12.4	36.1
Columbus		32.2	.0314	11.9	4.9	40,587	.0153	0,778	3,411	24,898	13.3	3,043	50.8	24.1	30.7	33.6	13.9	23.4	4.6	18.9
Whiteville		4.9	.0030	1.5		6,999	.0026	1,428	4,666		1.8	3,934	34.9	12.8	34.1	28.8	22.1	28.9	8.9	29.5
Craven		67.1	.0345	13.4	18.6	65,740	.0247	1,151	4,908	10,053	20.5	3,212	48.6	21.8	27.2	28.3	18.4	29.4	5.8	20.5
New Bern		18.6	.0112	5.3		23,051	.0087	1,239	4,349		6.4	3,577	43.3	17.5	29.4	27.3	20.1	28.9	7.2	26.3
Cumberland	202	125.0	.0754	28.6	49.4	154,476	.0582	1,236	5,034	9,538	61.5	2,512	71.2	40.9	15.6	20.8	9.1	18.5	4.1	19.8
△Fayetteville		45.1	.0272	12.4		65,751	.0248	1,458	5,303		18.4	4,258	32.1	10.9	29.9	23.4	26.4	31.8	11.6	33.9
Currituck		6.1	.0036	1.8		5,644	.0021	0,925	3,138	3,310	1.9	2,999	49.3	23.7	29.5	32.7	17.5	30.0	3.7	13.6
Dare		5.3	.0032	1.3		4,984	.0019	0,940	3,834	34	1.7	2,932	47.2	23.2	34.7	39.5	15.1	26.4	3.0	10.9
Davidson		67.3	.0408	17.8	28.4	74,814	.0282	1,112	4,251	6,604	18.6	4,024	27.7	9.9	35.7	29.6	29.0	37.0	7.6	23.5
Lexington		15.2	.0092	4.2		19,235	.0072	1,265	4,580		4.4	4,373	25.9	8.5	34.2	26.1	30.4	35.7	9.5	29.7
Thomasville		11.2	.0068	2.8		14,334	.0054	1,280	5,119		3.2	4,438	22.0	7.2	37.4	27.9	30.4	35.3	10.2	29.6
Davie		15.6	.0094	3.9		16,406	.0061	1,052	4,207	3,397	4.5	3,636	36.6	14.5	35.4	32.4	21.0	29.7	7.0	23.4
Duplin		41.1	.0249	9.6		27,016	.0102	0,657	2,814	20,449	10.5	2,583	59.7	33.3	27.1	34.9	10.7	21.3	2.5	10.5
Durham	44	111.8	.0675	29.0	81.1	167,368	.0630	1,497	5,771	4,398	39.7	4,211	33.7	11.5	28.7	22.8	26.7	32.5	10.9	33.2
▲Durham		74.9	.0452	19.9		120,538	.0454	1,609	6,057		29.2	4,131	35.0	12.2	28.7	23.2	25.7	32.0	10.6	32.6

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Check This Outstanding Record For Sales Power In The Industrial South

✓ **WFMY-TV** is now in its **seventh** year of successful selling to the Prosperous Piedmont section of North Carolina and Virginia. Sept. '56 starts the eighth.

✓ **WFMY-TV** . . . with full 100,000 watts power . . . is the **only** basic CBS outlet completely covering this booming industrial area of the South.

CBS

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York—Chicago—San Francisco—Atlanta

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NORTH CAROLINA—Counties and Cities—(Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME—SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Edgecombe		52.4	.0316	11.8	22.8	51,224	.0193	0,978	4,341	25,363	13.8	3,706	42.6	16.6	28.3	25.4	21.2	29.4	7.9	28.6
Tarboro		8.8	.0053	2.2		11,550	.0043	1,313	5,250		2.7	4,306	37.0	12.4	27.9	21.6	23.8	28.4	11.3	37.6
2Rocky Mount																				
Forsyth	183	170.2	.1026	46.4	111.9	253,644	.0955	1,490	5,466	7,235	56.6	4,478	28.2	9.1	31.4	23.4	28.6	32.8	11.8	34.7
▲Winston-Salem		102.6	.0619	29.5		169,662	.0639	1,654	5,751		37.7	4,501	29.7	9.5	31.1	23.0	26.8	30.6	12.4	36.9
Franklin		30.8	.0186	7.0	2.6	23,290	.0088	0,756	3,327	16,880	8.0	2,905	52.8	26.2	28.4	32.7	14.8	26.1	4.0	15.0
Gaston	206	122.3	.0737	31.0	68.6	150,835	.0566	1,233	4,866	4,565	34.9	4,323	24.2	8.1	34.1	26.3	31.8	37.8	9.9	27.8
△Gastonia		34.4	.0207	9.0		48,377	.0182	1,406	5,375		10.8	4,486	24.4	7.8	33.7	25.1	30.7	35.2	11.2	31.9
Gates		9.6	.0058	2.3		5,925	.0022	0,617	2,576	4,265	2.4	2,500	65.2	37.6	23.3	31.0	8.5	17.4	3.0	14.0
Graham		7.2	.0044	1.7		5,403	.0020	0,750	3,178	559	1.9	2,776	55.7	28.9	28.1	33.8	13.1	24.2	3.1	13.1
Granville		32.5	.0196	8.9	6.9	26,667	.0101	0,821	3,922	14,560	7.9	3,392	44.0	18.7	32.2	31.7	17.4	26.4	6.4	23.2
Greene		17.8	.0107	3.8		14,209	.0053	0,798	3,947	18,536	4.0	3,537	50.4	20.6	25.6	24.1	15.7	22.8	8.3	32.5
Guilford	58	214.8	.1295	56.5	143.1	336,956	.1269	1,569	5,964	14,370	72.6	4,643	29.4	9.1	28.6	20.6	28.7	31.7	13.3	38.6
▲Greensboro		88.0	.0531	23.3		162,110	.0610	1,842	6,958		34.6	4,685	32.0	9.8	26.5	18.9	27.2	29.8	14.3	41.5
▲High Point		43.1	.0260	12.2		67,419	.0254	1,564	5,526		14.7	4,581	27.7	8.7	31.5	22.9	28.6	32.1	12.2	36.3
Halifax		58.6	.0354	12.7	18.8	50,373	.0190	0,860	3,966	21,057	14.7	3,425	45.7	19.3	29.1	28.2	18.7	28.1	6.5	24.4
Roanoke Rapids		12.9	.0078	3.7		17,814	.0067	1,381	4,815		4.3	4,189	32.0	11.0	30.5	24.3	27.2	33.4	10.3	31.3
Harnett		49.3	.0297	11.5	10.2	45,362	.0170	0,920	3,945	22,653	13.4	3,380	42.4	18.1	32.3	31.8	19.5	29.6	5.8	20.5
Dunn		7.0	.0042	1.8		8,767	.0033	1,252	4,871		2.3	3,849	37.9	14.2	33.3	28.8	20.1	26.8	8.7	30.2
Haywood		38.8	.0233	9.8	10.6	41,049	.0155	1,063	4,189	4,128	10.5	3,898	34.0	12.6	27.6	23.6	30.0	39.5	8.4	24.3
Henderson		33.1	.0200	9.2	6.6	34,349	.0129	1,038	3,734	3,741	9.9	3,454	44.1	18.4	31.6	30.5	17.9	26.6	6.4	24.5
Hendersonville		6.6	.0040	2.1		9,036	.0034	1,369	4,303		2.4	3,756	40.1	15.4	32.5	28.8	19.5	26.6	7.9	29.2
Hertford		21.9	.0132	4.8	3.6	16,100	.0061	0,735	3,354	9,733	5.5	2,923	52.2	25.8	30.6	34.9	13.1	23.0	4.1	16.3
Hoke		15.9	.0096	3.3		9,470	.0036	0,596	2,870	6,359	3.5	2,677	57.7	31.1	26.3	32.6	12.9	24.8	3.1	11.5
Hyde		6.0	.0036	1.4		3,854	.0014	0,642	2,753	1,573	1.6	2,340	66.0	40.7	24.1	34.3	7.9	17.3	2.0	7.7
Iredell		58.7	.0354	15.1	25.5	60,340	.0227	1,028	3,996	9,772	16.5	3,653	35.5	14.0	32.9	30.1	24.7	34.7	6.9	21.2
Statesville		19.7	.0119	5.5		23,225	.0087	1,179	4,223		6.0	3,855	34.4	12.9	32.8	28.3	24.6	32.8	8.2	26.0
Jackson		18.9	.0114	4.3		13,124	.0050	0,694	3,052	1,178	4.9	2,672	56.4	30.4	29.2	36.5	11.6	22.2	2.8	10.9
Johnston		65.6	.0395	15.7	8.3	51,907	.0195	0,791	3,306	36,208	17.2	3,020	49.4	23.6	31.2	34.4	15.2	25.9	4.2	16.1
Jones		10.7	.0065	2.5		7,200	.0027	0,673	2,880	6,924	2.5	2,921	52.1	25.7	28.3	32.3	15.3	26.8	4.3	15.2
Lee		26.5	.0160	6.3	11.7	28,596	.0108	1,079	4,539	5,562	7.6	3,784	34.1	13.0	34.2	30.2	24.3	33.0	7.4	23.8
Sanford		11.7	.0071	3.2		16,022	.0060	1,369	5,007		3.8	4,199	29.4	10.1	34.1	27.0	26.7	32.7	9.8	30.2
Lenoir		48.7	.0293	11.4	25.9	46,426	.0175	0,953	4,072	19,996	13.3	3,483	47.0	19.5	28.9	27.5	16.7	24.7	7.4	28.3
Kinston		25.9	.0156	7.3		33,008	.0124	1,274	4,522		9.0	3,683	44.0	17.2	29.4	26.6	18.2	25.4	8.4	30.8
Lincoln		28.1	.0170	6.9	5.6	24,939	.0094	0,889	3,622	6,032	7.1	3,497	38.7	16.0	36.3	34.6	19.6	29.0	5.2	20.4
McDowell		27.1	.0163	6.6	6.1	26,371	.0099	0,973	3,996	1,039	7.5	3,539	35.1	14.3	36.1	34.0	22.9	33.3	5.9	18.4
Macon		16.4	.0099	3.9		11,278	.0043	0,688	2,892	1,649	4.2	2,710	56.0	29.8	28.1	34.5	12.5	23.7	3.4	12.0

2 Rocky Mount is in Edgecombe and Nash Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.



Sales figures from
1956 Survey of Buying Power

RETAIL SALES UP 15.5%!

Wilmington, N. C. 8-county area has increase of $31,475,000.00

ANNUAL RETAIL SALES $231,785,000

and, happy days . . . you can reach this rich market effectively with the

STAR-NEWS NEWSPAPERS

NO OTHER MEDIUM GIVES AS MUCH COVERAGE OF THIS AREA

- First in homes reached in Southeastern N.C.
- 110% coverage of the families in Wilmington and New Hanover County.
- 58% coverage of prosperous 5-county zone within 8-county area.

STAR-NEWS NEWSPAPERS, INC. — REPRESENTED NATIONALLY BY THE BRANHAM COMPANY.

NORTH CAROLINA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Madison		19.5	.0118	4.3		13,219	.0049	0,678	3,074	5,377	5.7	2,299	68.2	41.5	25.4	36.9	6.9	15.4	1.5	6.2
Martin		28.6	.0172	6.1	5.2	20,011	.0076	0,700	3,280	17,533	6.8	2,928	52.2	25.7	29.2	33.2	14.8	26.0	3.8	15.1
Mecklenberg	26	229.4	.1384	61.6	164.5	385,921	.1453	1,682	6,265	7,493	78.3	5,056	26.4	7.5	27.3	18.0	30.3	30.8	16.0	43.7
▲Charlotte		137.3	.0949	44.7		290,537	.1094	1,847	6,500		56.1	5,176	26.1	7.3	27.2	17.5	30.0	29.8	16.7	45.4
Mitchell		14.5	.0087	3.4		10,055	.0037	0,693	2,957	1,227	3.7	2,729	56.3	29.7	29.2	35.7	11.3	21.3	3.2	13.3
Montgomery		17.6	.0106	4.3		15,078	.0057	0,857	3,507	2,679	4.7	3,186	45.6	20.6	31.9	33.4	18.1	29.2	4.4	16.8
Moore		33.2	.0201	8.2	4.3	34,971	.0132	1,053	4,265	8,142	9.6	3,647	41.5	16.4	32.3	29.5	18.8	26.5	7.4	27.6
Nash		62.2	.0375	14.2	15.9	57,187	.0215	0,919	4,027	31,119	16.0	3,581	42.9	17.3	31.1	29.0	18.7	26.8	7.3	26.9
2Rocky Mount		29.9	.0180	8.3		41,310	.0155	1,378	4,965		9.9	4,145	34.3	11.9	31.2	25.1	24.4	30.3	10.1	32.7
New Hanover	257	72.7	.0438	20.3	53.9	92,394	.0348	1,271	4,551	2,551	23.9	3,872	37.5	14.0	30.5	26.2	23.3	30.9	8.7	28.9
△Wilmington		53.9	.0335	14.6		74,605	.0281	1,384	5,110		19.1	3,900	37.6	13.9	30.3	26.0	23.2	30.5	8.9	29.6
Northampton		23.2	.0170	5.9		19,224	.0072	0,982	3,258	15,788	6.6	2,927	56.1	27.7	27.5	31.3	11.5	20.1	4.9	20.9
Onslow		54.2	.0327	10.8	10.0	71,330	.0269	1,316	6,793	7,605	24.9	2,866	56.2	28.3	24.3	28.3	15.1	27.1	4.4	16.3
Orange		38.8	.0234	8.7	10.8	55,121	.0208	1,421	6,336	6,015	15.6	3,538	49.3	20.1	25.9	24.4	16.8	24.4	8.0	31.1
Pamlico		10.3	.0062	2.5		7,894	.0029	0,766	3,158	3,431	2.8	2,800	54.2	27.9	30.2	36.0	12.4	22.7	3.2	13.4
Pasquotank		26.0	.0157	6.9	14.5	28,387	.0107	1,092	4,116	5,244	8.4	3,367	44.4	19.0	29.8	29.5	19.9	30.4	5.9	21.1
Elisabeth City		14.5	.0087	4.2		17,736	.0067	1,223	4,223		5.0	3,569	41.2	16.6	29.9	28.0	22.0	31.6	6.9	23.8
Pender		18.6	.0112	4.3		12,264	.0046	0,659	2,852	6,052	4.5	2,730	58.9	31.1	25.8	31.5	11.7	22.0	3.6	15.4
Perquimans		9.8	.0058	2.5		7,425	.0028	0,762	2,970	3,381	2.7	2,783	57.6	29.8	27.7	33.2	10.8	19.9	3.9	17.1
Person		23.2	.0140	5.2	4.1	18,405	.0070	0,793	3,539	10,501	5.8	3,180	42.6	19.3	33.8	35.4	19.2	31.0	4.4	14.3
Pitt		66.3	.0393	14.7	29.4	59,680	.0224	0,914	4,060	37,206	18.0	3,316	50.6	22.0	26.6	28.7	16.3	25.2	6.5	26.1
Greenville		18.2	.0110	4.6		24,048	.0091	1,331	5,228		6.8	3,542	48.2	19.6	26.0	24.4	17.9	26.0	7.9	30.0
Polk		11.5	.0070	3.0		11,889	.0045	1,034	3,963	1,204	3.3	3,552	48.3	19.6	27.1	25.4	16.6	24.0	8.0	31.0
Randolph		53.2	.0321	13.8	8.3	67,270	.0216	1,077	4,180	7,947	18.1	3,784	33.3	12.7	31.7	27.9	27.0	36.7	8.0	22.7
Asheboro		8.3	.0050	2.5		13,147	.0049	1,584	5,259		3.0	4,329	28.0	9.3	30.9	23.8	29.7	35.3	11.4	31.6

2 Rocky Mount is in Edgecombe and Nash Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



According to the Jan. '56 PULSE

WNCT

delivers the Big Majority Audience **every minute** of **every day** in the near-billion-dollar Eastern Carolina market.

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EASTERN CAROLINA'S NO 1 TELEVISION STATION
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No. 1 Market

IN THE

BOOMING CAROLINAS

. . . fastest growing section in the Southeast!

Charlotte "Observerland"

. . . the big, prosperous, 2-state market area of the Charlotte Observer, where . . .

nearly 2 Million People* annually spend

1 Billion 411 Million Dollars* in Retail Sales!

*All Population and Sales Figures—1956 S. M. SURVEY OF BUYING POWER

FACTS* about "Observerland"

TOTAL POPULATION	1,817,000
TOTAL FAMILIES	445,000
RETAIL SALES	
FOOD	$ 310,941,000
GEN. MDSE.	189,029,000
F-H-R	73,076,000
AUTOMOTIVE	298,510,000
GAS SER. STA.	114,655,000
LUMBER—BUILDING MATERIALS—HDWE.	101,280,000
DRUGS	41,380,000
TOTAL Retail Sales	$1,411,324,000

All across the Carolinas' Piedmont plateau, business is booming. Charlotte, largest city in the Carolinas is the geographical capital and the commercial, financial and cultural hub of this rich, fast-growing area. Located just 15 miles north of the South Carolina border, Charlotte overrides state lines in defining its trading area. Post-war industrial development has poured a generous helping of prosperity into the Piedmont, where earnings are rising faster than the national average. Big things are happening in Charlotte . . . and throughout "Observerland"! They mean bigger and better business for you . . . right now and for many years to come.

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FOREST CITY . . . RUTHERFORD COUNTY . . . N. C.
The Rich Industrial and Agricultural Section of the Carolinas.

NORTH CAROLINA — Counties and Cities — (Continued)

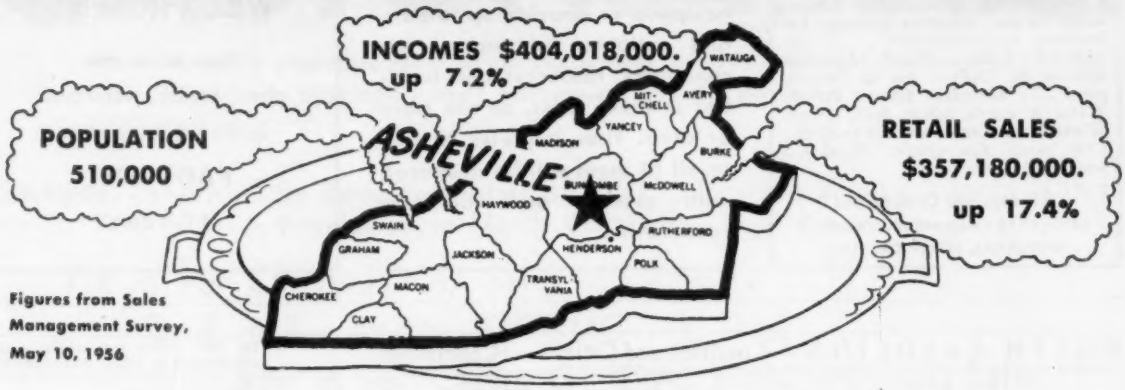
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Richmond		40.3	.0243	10.1	14.1	46,029	.0173	1,142	4,557	4,839	11.0	4,189	32.5	11.3	29.1	23.1	28.2	34.8	10.2	30.8
Rockingham		3.3	.0020	1.0		4,457	.0017	1,351	4,457		1.1	4,115	34.3	12.0	33.7	27.3	22.3	27.8	9.7	32.9
Robeson		93.9	.0566	20.2	14.6	70,550	.0266	0,751	3,493	36,660	23.0	3,061	51.0	24.0	29.2	31.8	14.6	24.5	5.2	19.7
Lumberton		14.6	.0088	3.0		18,636	.0070	1,276	4,776		4.9	3,771	43.4	16.6	28.3	25.1	19.4	26.4	8.9	31.9
Rockingham		68.7	.0414	17.7	20.9	76,837	.0289	1,118	4,341	13,389	19.5	3,943	29.8	10.9	34.8	29.4	27.1	35.4	8.3	24.3
Reidsville		13.4	.0081	3.9		18,595	.0070	1,388	4,768		4.4	4,189	28.7	9.9	32.1	25.5	29.0	35.6	10.2	29.0
Rowan		79.2	.0478	21.3	33.5	102,058	.0384	1,289	4,791	6,159	24.3	4,198	27.4	9.4	31.9	24.5	32.1	39.4	9.5	26.7
Salisbury-Spencer-East Spencer		*28.8*	*.0174*	*8.6*		*47,690*	*.0180*	*1,656*	*5,545*											
Salisbury		22.5	.0136	6.7		38,960	.0147	1,732	5,815		8.8	4,407	29.8	9.8	28.2	21.4	30.6	35.6	11.4	33.2
1Kannapolis																				
Rutherford		45.5	.0274	11.5	15.4	41,844	.0157	0,915	3,621	4,205	12.1	3,453	40.2	16.8	32.2	31.1	21.7	32.3	5.9	19.8
Sampson		50.5	.0305	11.5	4.8	33,291	.0125	0,659	2,895	22,639	12.7	2,622	58.4	32.1	28.8	36.6	10.0	19.5	2.8	11.8
Scotland		27.2	.0164	6.2	7.5	20,827	.0078	0,765	3,311	5,609	6.7	3,078	49.2	23.1	29.5	31.8	16.8	26.0	4.5	17.1
Stanly		39.9	.0241	10.7	13.8	44,299	.0166	1,110	4,140	4,446	12.0	3,696	31.7	12.4	36.5	32.9	25.2	35.0	6.6	19.7
Albemarle		13.5	.0081	3.9		18,466	.0070	1,368	4,735		4.3	4,269	25.4	8.6	34.3	26.8	30.2	36.3	10.1	28.3
Stokes		20.4	.0123	4.8		17,731	.0067	0,869	3,694	11,798	5.4	3,261	40.1	17.7	37.3	38.2	17.9	28.2	4.7	15.9
Surry		47.3	.0285	11.7	13.7	48,089	.0185	1,037	4,193	13,631	13.0	3,773	38.5	14.0	34.4	30.3	22.1	30.1	7.0	25.6
Mount Airy		7.9	.0045	2.2		11,314	.0043	1,432	5,143		2.6	4,365	31.8	10.5	34.0	25.9	24.6	29.0	9.6	34.6
Swain		9.2	.0055	2.3		6,749	.0025	0,734	2,934	329	2.3	2,967	57.4	27.9	26.8	30.2	11.3	19.5	4.5	22.4
Transylvania		16.4	.0099	3.8	4.3	15,415	.0058	0,940	4,057	784	5.0	3,102	47.9	22.3	29.9	32.1	17.0	28.2	5.2	17.4
Tyrrell		5.1	.0031	1.2		3,553	.0014	0,697	2,961	1,654	1.4	2,511	60.6	34.8	27.7	36.7	9.4	19.3	2.3	9.2
Union		43.9	.0265	10.6	10.6	37,526	.0141	0,855	3,540	12,383	11.7	3,213	44.4	19.9	32.5	33.7	18.2	29.1	4.9	17.3
Monroe		10.6	.0064	2.7		11,976	.0045	1,130	4,436		3.2	3,786	36.5	13.9	33.2	29.3	22.6	30.6	7.7	26.2
Vance		32.8	.0198	7.8	11.6	31,335	.0118	0,955	4,017	9,796	8.8	3,567	41.2	16.6	29.5	27.6	22.6	32.6	6.7	23.2
Henderson		11.6	.0070	3.1		14,651	.0055	1,263	4,726		3.6	4,036	34.8	12.4	31.0	25.6	25.2	32.1	9.0	29.9
Wake	115	156.0	.0940	38.3	83.1	220,664	.0831	1,415	5,761	27,585	53.9	4,096	38.0	13.4	27.4	22.3	23.4	29.3	11.2	35.0
▲Raleigh		74.5	.0449	19.0		132,400	.0498	1,777	6,968		30.9	4,292	37.2	12.5	26.1	20.3	24.0	28.7	12.7	38.5
Warren		23.7	.0143	4.9		15,553	.0059	0,656	3,180	9,387	5.3	2,925	56.0	27.6	27.1	30.8	12.4	21.8	4.5	19.8
Washington		13.4	.0081	3.0	4.7	12,211	.0046	0,911	4,070	2,437	3.7	3,325	43.2	18.7	31.3	31.3	20.6	31.9	4.9	18.1
Watauga		18.1	.0109	4.1	3.0	12,248	.0047	0,677	2,987	3,400	5.1	2,402	65.2	39.1	24.3	33.8	8.3	17.7	2.2	9.4
Wayne		67.8	.0408	15.8	27.4	56,421	.0212	0,835	3,571	24,553	17.8	3,174	49.7	22.6	29.3	30.6	15.7	25.5	5.3	21.3
Goldsboro		24.5	.0148	7.0		28,817	.0108	1,176	4,117		8.0	3,602	43.9	17.6	29.8	27.6	18.8	26.8	7.5	28.0
Wilkes		48.0	.0277	10.9	4.8	33,087	.0125	0,720	3,036	9,601	11.6	2,853	51.7	26.2	31.5	36.7	13.6	24.5	3.2	12.6
North Wilkesboro		4.8	.0029	1.4		6,400	.0024	1,333	4,571		1.6	4,069	38.7	13.7	31.4	25.7	20.2	25.5	9.7	35.1
Wilson		55.2	.0333	13.0	25.8	59,562	.0224	1,079	4,582	29,156	15.5	3,848	42.6	16.0	30.5	26.4	18.0	24.1	8.9	33.5
Wilson		25.8	.0156	7.1		38,282	.0144	1,484	5,392		9.2	4,166	39.0	13.5	30.0	24.0	20.5	25.2	10.5	37.3
Yadkin		22.8	.0138	5.6		18,978	.0071	0,832	3,389	9,224	5.9	3,192	42.8	19.3	32.5	34.0	20.3	32.7	4.4	14.0
Yancey		15.7	.0094	3.5		9,626	.0037	0,613	2,751	2,404	3.8	2,548	59.2	33.5	29.3	39.0	8.4	16.9	2.6	10.6
Total Above Cities		1,236.2	.7459	342.4		1,911,711	.7194	1,546	5,583		437.7	4,367	32.1	10.6	29.3	22.7	26.4	31.1	11.7	35.6
State Total		4,337.4	2.6158	1,089.9	1,545.0	4,738,766	1.7835	1,092	4,469	933,241	1,288.1	3,677	41.9	16.1	29.5	26.8	21.6	30.1	7.0	27.0

1 Kannapolis is in Cabarrus and Rowan Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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WESTERN NORTH CAROLINA — ON A SILVER PLATTER



Figures from Sales Management Survey, May 10, 1956

THE BIG 19-COUNTY ASHEVILLE MARKET

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Daily Circulation 59,467

Asheville, N. C.
MORNING EVENING
CITIZEN & TIMES
SUNDAY CITIZEN-TIMES

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NORTH CAROLINA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Alamance		73,255	.0395	3,573	.0410	86	83	17,041	3,609	8,193	4,619	4,905	15,878	5,975	6,083	2,097
Burlington		51,656	.0278		.0206	122	164	10,436	2,188	5,630	4,133	3,340	11,864	4,055	4,671	1,424
Alexander		9,087	.0048	2,501	.0054	61	54	2,084	112	2,102	173	625	2,144	698	449	23
Alleghany		4,070	.0022	1,938	.0028	58	46	515	181	564	48	346	1,877	261	200	215
Anson		13,293	.0072	2,216	.0057	56	46	2,806	420	2,104	599	902	3,522	1,026	1,169	232
Ashe		6,209	.0034	1,242	.0062	48	26	947	77	1,277	303	346	1,930	387	387	182
Avery		3,190	.0017	1,029	.0037	47	22	370	92	1,120	50	76	364	408	310	196
Beaufort		29,284	.0158	3,254	.0148	65	71	6,551	904	2,907	1,439	1,783	5,999	1,739	3,776	844
Washington		20,956	.0113		.0066	106	182	4,453	655	2,073	1,203	1,450	4,867	1,104	2,552	425
Bertie		12,661	.0068	2,146	.0089	56	43	2,366	78	2,043	234	399	3,642	1,165	703	210
Bladen		17,179	.0092	2,803	.0101	56	51	3,076	112	2,794	1,099	373	5,307	1,423	2,424	226
Brunswick		6,955	.0038	1,546	.0061	50	31	1,836	343	640	38	144	1,645	977	660	346
Buncombe	7	128,114	.0690	3,609	.0690	86	88	28,603	5,332	22,119	6,333	6,037	19,414	9,200	8,555	5,079
▲Asheville		107,540	.0580		.0410	120	109	20,352	4,057	20,228	6,185	5,258	16,693	6,448	7,122	4,236
Burke		26,198	.0141	2,298	.0185	63	48	7,317	960	2,483	1,746	1,378	4,176	2,674	3,312	739
Morganton		18,527	.0100		.0063	119	189	4,450	564	1,640	1,539	886	3,368	1,556	2,963	497

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

THE GROWING **GREENSBORO** A.B.C. RETAIL TRADING AREA
HAS 1/5 OF N.C.'S **TOTAL RETAIL SALES** AND 1/5 OF N.C.'S **RETAIL SALES GAIN**

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WILL PROSPER

if you locate your plant, branch, warehouse in the city featured on

PAGE 602

of this issue

NORTH CAROLINA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Cabarrus		60,309	.0325	3,488	.0338	84	81	15,447	1,938	7,413	3,339	5,666	13,139	5,187	3,008	1,997
Concord		28,169	.0152		.0113	108	148	6,144	1,382	4,015	1,487	2,743	6,709	2,210	1,403	672
1Kannapolis		22,058	.0119		.0154	83	64	6,388	382	2,331	1,271	2,006	4,417	2,044	1,102	909
Caldwell		30,721	.0165	2,788	.0187	96	89	8,383	822	2,918	2,154	1,980	6,563	2,394	2,726	927
Lenoir		18,207	.0098		.0071	103	142	5,063	559	2,337	1,916	1,550	1,874	1,165	1,935	829
Camden		924	.0005	680	.0016	52	16	481	34	...	...	...	...	56	...	...
Carteret		20,069	.0109	3,041	.0114	73	70	5,423	1,228	1,872	857	861	3,481	1,307	1,657	672
Caswell		5,495	.0029	1,278	.0061	49	23	896	73	1,222	54	116	1,149	498	338	126
Catawba		68,783	.0371	3,866	.0341	94	91	16,285	2,818	8,079	4,406	3,861	16,110	5,306	2,483	1,711
Hickory		41,215	.0222		.0132	133	222	9,515	1,745	6,609	3,763	2,127	8,915	2,545	998	1,057
Chatham		23,426	.0126	3,841	.0107	71	83	4,128	574	1,152	1,214	819	5,382	2,295	5,948	429
Cherokee		17,533	.0082	2,746	.0064	58	56	2,338	334	2,169	275	250	2,919	690	415	298
Chowan		9,188	.0050	3,168	.0051	67	98	2,148	200	703	584	498	1,912	665	1,371	183
Clay		2,836	.0015	2,182	.0019	53	42	449	17	282	...	...	208	223	157	88
Cleveland		44,842	.0242	2,734	.0284	70	80	10,125	1,006	6,880	1,763	2,248	9,843	3,587	4,254	1,161
Shelby		28,355	.0153		.0115	115	153	5,752	587	3,348	1,561	1,530	7,222	2,027	2,533	775
Columbus		34,832	.0187	2,927	.0195	82	80	6,483	653	3,833	1,692	1,314	9,490	2,068	4,838	986
Whiteville		16,673	.0090		.0046	153	300	2,509	360	1,734	926	1,022	4,837	816	2,066	533
Craven		45,080	.0243	3,365	.0268	77	70	10,014	2,351	5,329	3,164	3,124	10,816	3,133	2,962	1,359
New Bern		31,988	.0172		.0118	105	154	6,478	1,467	4,599	2,631	2,429	7,240	1,594	2,375	1,252
Cumberland	202	107,382	.0579	4,195	.0615	82	77	21,162	5,667	15,511	7,343	6,372	25,848	8,518	4,639	2,273
△Fayetteville		88,728	.0478		.0322	118	176	13,439	4,518	14,501	7,278	5,611	23,014	5,702	3,647	1,800
Currituck		3,092	.0017	1,716	.0023	64	47	563	31	1,381	...	149	...	185	...	...
Dare		6,296	.0034	4,843	.0026	81	106	1,738	538	660	206	67	1,176	186	431	470
Davidson		60,000	.0323	3,409	.0319	79	80	13,769	2,666	5,743	4,469	3,214	15,119	4,114	6,586	1,396
Lexington		28,054	.0151		.0100	109	164	7,464	1,068	2,381	3,506	1,811	5,845	1,781	2,031	779
Thomasville		18,371	.0099		.0070	103	146	4,001	718	1,925	900	1,077	6,003	1,675	791	574
Davie		10,030	.0054	2,572	.0066	70	57	2,938	280	897	186	536	2,165	562	1,310	377
Duplin		20,799	.0112	2,167	.0134	54	45	4,295	253	2,617	1,267	810	4,168	2,096	2,798	577
Durham	44	111,625	.0602	3,849	.0630	93	89	22,065	5,471	15,858	7,530	7,701	23,026	7,801	6,357	3,716
▲Durham		106,346	.0573		.0489	108	127	20,798	4,878	15,484	7,530	6,815	23,026	6,692	7,640	3,595
Edgecombe		40,258	.0217	3,412	.0225	71	69	10,014	965	5,022	2,204	1,878	7,460	1,971	1,740	739
Tarboro		14,613	.0079		.0056	108	149	3,105	324	2,511	718	313	3,495	852	738	523
2Rocky Mount																
Forsyth	163	168,723	.0909	3,636	.0955	93	89	33,619	7,788	28,351	14,127	10,089	32,326	10,397	9,721	5,030
▲Winston-Salem		148,690	.0801		.0684	111	129	27,627	6,721	24,677	13,797	8,933	29,915	7,384	7,925	4,696
Franklin		13,228	.0072	1,690	.0103	55	39	2,881	258	1,438	771	1,031	2,981	1,260	870	421
Gaston	206	94,299	.0508	3,041	.0584	79	69	24,257	2,837	14,805	5,318	5,388	20,429	6,709	5,009	2,706
△Gastonia		59,297	.0320		.0228	110	155	13,041	1,410	12,127	4,454	3,606	13,562	3,128	2,379	1,346
Gates		5,093	.0027	2,214	.0030	52	47	440	31	845	...	1,203	1,314	358	846	...
Graham		2,822	.0014	1,484	.0023	52	32	292	50	1,255	28	73	443	381	...	...
Granville		18,772	.0101	2,761	.0120	61	52	3,869	454	2,355	734	739	3,952	2,111	2,938	525
Greene		9,418	.0035	1,763	.0059	55	33	1,141	20	1,329	20	202	1,304	766	289	43

1 Kannapolis is in Cabarrus and Rowan Counties.
2 Rocky Mount is in Edgecombe and Nash Counties.

▲ and △ See end of state for SM Metropolitan County Areas.

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GASTONIA, N.C.

A NEW Metropolitan Area according to this issue of Sales Management's Survey of Buying Power

Gastonia . . . with a City Zone Population of 50,919 (1950 Census) . . . ranks 10th in Population in North Carolina — BUT It's

1st in Per Capita FOOD Sales
2nd in Per Capita AUTOMOTIVE Sales
3rd in Per Capita GENERAL MERCHANDISE Sales
and Per Capita FURNITURE-HOUSEHOLD Sales
4th in Per Capita RETAIL Sales

North Carolina's 6th Largest Food Market

Gaston County is 7th in Population in North Carolina. Retail Sales . . . $94,259,000—Food Sales . . . $24,257,000 (Sixth largest food market in the state)—Automotive Sales . . . $20,429,000—General Merchandise Sales . . . $14,805,000. Effective Buying Income . . . $150,835,000.

A "FIRST TEAM" MARKET WITH "FIRST TEAM" COVERAGE

The Gastonia Gazette is the *only* newspaper that *adequately* covers this market — reaching 92.5% of all families in the A.B.C. City Zone — 90% of all Gaston County families in Cities of 1,000 and over!

GAZETTE CIRCULATION keeps pace with Gastonia's STEADY GROWTH

Period	Circulation
1st Quarter 1950	17,356
1st Quarter 1951	19,083
1st Quarter 1952	18,740
1st Quarter 1953	18,864
1st Quarter 1954	19,243
1st Quarter 1955	19,761

a 13.8% increase since 1950
. . . and still climbing!

75 Years of Service to Gastonia and Gaston County — Established 1880

THE GASTONIA GAZETTE

The Only A.B.C. Newspaper Published In Its Market

Nationally Represented by
JOHNSON, KENT, GAVIN & SINDING, INC.
New York • Chicago • Boston • Atlanta • Greensboro • San Francisco • Los Angeles

ROCKY MOUNT

A $150 million gateway to Tobaccoland, N. C.



Rocky Mount, the heart of tobacco-land, is the rich trading center for Nash and Edgecombe Counties which have an effective buying income of over $108 million dollars. This market is covered effectively by Rocky Mount Telegram. Over 9 out of 10 families in the Rocky Mount City Zone read the Rocky Mount Telegram every evening and Sunday.

	COMPARE—ROCKY MOUNT	COMPARE—NORTH CAROLINA
Per Capita Income	$1378	$1092
Per Family Income	$4965	$4469
Total Per Family Retail Sales	$6192	$3350
Food Sales Per Family	$1081	$ 688
General Merchandise	$ 721	$ 483
Furn.—House—Radio	$ 454	$ 187
Automotive	$1236	$ 698
Drugs	$ 156	$ 96

Rocky Mount TELEGRAM

Represented by the WARD-GRIFFITH CO., Inc.

ROCKY MOUNT, NORTH CAROLINA

NORTH CAROLINA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Guilford	88	261,724	.1518	4,988	.1349	104	117	52,777	10,746	69,423	18,456	13,727	49,530	17,114	15,847	7,489
‡▲Greensboro		190,672	.1028		.0720	136	194	29,237	5,812	63,179	11,595	7,349	30,730	9,696	8,256	4,030
▲High Point		69,000	.0372		.0291	112	143	15,663	2,978	4,926	6,377	4,472	16,896	4,769	5,517	2,988
Halifax		42,597	.0230	3,354	.0235	66	65	9,821	1,846	5,390	2,343	2,067	9,017	3,140	3,348	985
Roanoke Rapids		19,449	.0105		.0081	104	135	4,619	546	3,441	1,249	1,137	4,955	958	222	445
Harnett		33,322	.0179	2,898	.0196	67	60	5,452	947	3,965	1,583	1,349	6,901	3,034	4,582	1,240
Dunn		19,774	.0107		.0057	136	255	1,812	819	1,867	1,086	716	5,014	1,992	3,031	753
Haywood		27,503	.0149	2,808	.0169	73	64	4,685	1,111	4,023	848	1,848	6,519	2,389	2,280	1,124
Henderson		30,670	.0166	3,358	.0154	77	83	7,617	1,129	2,263	1,441	1,942	6,111	2,217	4,503	981
Hendersonville		26,006	.0140		.0067	108	350	5,965	665	2,022	1,399	1,836	4,879	1,682	4,292	854
Hertford		16,741	.0090	3,468	.0084	64	68	2,360	563	1,819	1,262	1,186	3,854	1,004	1,705	487
Hoke		6,567	.0036	1,990	.0048	50	38	1,648	87	1,083	340	201	1,169	847	625	123
Hyde		1,501	.0008	1,072	.0017	47	22	400	32	822	25	115	51	256	...	...
Iredell		43,448	.0234	2,877	.0254	72	66	11,085	1,551	4,900	2,704	2,781	8,255	3,494	4,060	1,187
Statesville		26,106	.0141		.0110	92	118	6,454	1,010	3,035	2,038	1,136	4,903	1,989	2,856	737
Jackson		9,957	.0053	2,316	.0084	56	46	1,984	197	1,259	681	350	2,700	731	1,270	276
Johnston		39,890	.0214	2,528	.0240	61	54	8,402	976	5,818	1,620	2,189	8,448	3,563	3,967	1,102
Jones		3,350	.0018	1,340	.0032	49	28	852	...	534	...	50	1,223	215	166	85
Lee		25,566	.0138	4,068	.0126	90	96	5,000	733	4,263	1,573	1,646	5,356	1,765	2,485	881
Sanford		24,221	.0131		.0084	118	185	4,597	582	3,955	1,573	1,646	5,356	1,455	2,370	823
Lenoir		50,230	.0271	4,406	.0227	77	92	7,963	1,218	7,482	4,686	4,057	8,750	2,584	4,923	1,501
Kinston		39,260	.0212		.0157	101	136	7,068	932	5,959	4,611	3,906	5,981	1,706	3,224	1,344
Lincoln		17,606	.0095	2,582	.0110	65	56	5,286	288	1,710	761	805	3,869	1,321	2,053	432
McDowell		15,935	.0086	2,414	.0108	68	53	3,383	783	1,643	631	1,150	3,909	1,542	981	762
Macon		10,933	.0059	2,803	.0059	60	60	1,532	276	829	620	364	2,851	1,511	915	319
Madison		7,006	.0037	1,629	.0059	50	31	1,328	279	1,112	20	402	1,949	483	949	224
Martin		18,765	.0102	3,076	.0103	60	59	2,909	369	3,309	718	1,394	5,289	1,498	1,334	308
Mecklenburg	26	294,138	.1585	4,775	.1478	107	115	48,603	21,045	50,546	19,070	13,080	53,943	22,276	16,982	11,048
▲Charlotte		272,585	.1469		.1177	124	135	41,515	19,675	48,870	18,917	11,614	50,832	18,632	13,709	10,821
Mitchell		8,845	.0048	2,542	.0049	56	53	1,382	280	1,147	342	233	3,197	377	904	201
Montgomery		10,571	.0057	2,458	.0067	63	54	2,288	247	962	657	419	2,956	1,286	710	264
Moore		29,443	.0159	3,591	.0154	77	79	6,554	1,362	2,609	1,472	973	4,652	2,788	2,413	1,056
Nash		49,070	.0265	3,456	.0262	70	71	7,705	1,686	8,977	4,128	2,643	9,530	4,186	4,307	1,431
2Rocky Mount		31,394	.0277		.0197	109	154	8,972	1,667	5,965	5,312	3,768	10,261	2,758	3,282	1,293
New Hanover	257	86,035	.0463	4,238	.0401	92	106	17,624	7,654	8,789	6,004	7,670	14,148	5,064	4,954	3,263
△Wilmington		76,492	.0412		.0329	101	127	15,966	6,557	8,194	5,902	7,423	13,740	3,859	3,025	3,024
Northampton		8,492	.0046	1,439	.0063	49	27	2,117	148	1,365	176	179	789	1,244	1,605	295

‡ General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

© SM, 1956.

2 Rocky Mount is in Edgecombe and Nash Counties.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

In 1955 - over - 1948 GAINS — the

GREENSBORO

ABC RETAIL TRADING AREA

Sets the Pace for Leadership in North Carolina!

LET'S LOOK AT THE GROWING GREENSBORO MARKET

WHEN PROJECTED AGAINST NORTH CAROLINA'S PERFORMANCE!

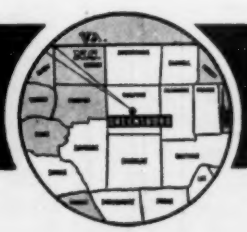
	N. C. Total 1955 (000)	Greensboro ABC Market 1955 (000)	Greensboro % of N. C.	N. C. Gain 1955-1948 (000)	Greensboro ABC Market Gain 1955-1948 (000)	% Greensboro Mkt. Gain To N. C. Gain 1955-1948
Population	4,337.4	723.7	16.68	627.4*	130.4	20.78
Families	1,059.9	185.3	17.48	213.8*	46.3	31.65
Total Sales	$3,550,339	$699,141	19.69	$1,301,679	$276,420	21.24
Food Sales	729,273	148,180	20.32	242,075	55,232	22.82
General Merchandise	511,677	109,342	21.37	160,441	35,006	21.82
Furn., House., Radio	197,823	36,024	18.21	59,292	7,473	12.60
Automotive	739,689	135,891	18.37	668,521	64,723	9.68
Drug	101,470	18,874	18.60	34,611	6,991	20.20
Apparel	210,532	44,603	21.19	49,105	14,015	28.54
Gasoline	267,272	52,668	19.71	127,072	25,319	19.92
Agriculture Prod. Value	1,072,000	116,000	10.82	127,100	1,270	1.00
Manufacturing Value	6,482,000	1,591,000	24.54	1,984,700	462,888	23.32
Construction	706,000	139,000	19.69	358,261	81,386	22.72

* Sales Management Survey of Buying Power 1948. All other 1948 Sales figures from U. S. Census of Business 1948. Agriculture, Construction and Manufacturing from Manufacturers Record Blue Book of Southern Progress, 1955 and 1948. All other 1955 figures from Sales Management Survey of Buying Power, May 10, 1956.

OVER *100,000* CIRCULATION DAILY!

OVER *400,000* READERS DAILY!

Greensboro News and Record



GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

OVER 100 INDUSTRIAL PLANTS POUR MILLIONS INTO THE

SALISBURY NORTH CAROLINA MARKET

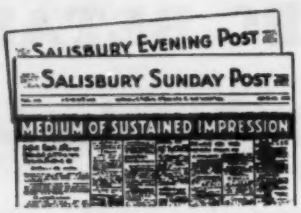
GREATER SALISBURY INCLUDES SPENCER AND EAST SPENCER. COMBINED POPULATION 25,788

Only the SALISBURY POST thoroughly covers, sells this market!

POST Circulation over 17,000

All outside state metropolitan newspapers combined have a fraction over 3000 circulation in Rowan.

Post Publishing Company
Salisbury, North Carolina



WARD- GRIFFITH CO. Representatives

Write for your copy of the 1956 FOOD PREFERENCE SURVEY

NORTH CAROLINA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Onslow		36,039	.0194	3,432	.0258	79	59	7,558	2,730	3,541	1,910	4,016	8,374	2,302	1,123	1,063
Orange		24,921	.0135	2,864	.0192	82	58	5,521	1,692	1,138	2,449	824	4,770	2,285	3,579	842
Pamlico		2,659	.0014	1,064	.0031	50	23	981	52	277	...	...	...	374	29	...
Pasquotank		27,686	.0149	4,012	.0129	82	95	6,639	984	3,306	1,480	1,782	6,273	2,188	2,012	831
Elisabeth City		24,427	.0132		.0091	105	152	5,548	686	2,115	1,480	1,565	6,060	2,039	1,892	531
Pender		5,294	.0029	1,231	.0055	49	26	1,491	110	1,061	278	134	1,040	479	111	216
Perquimans		8,469	.0046	3,388	.0039	67	78	1,124	125	767	20	178	2,315	420	2,526	71
Person		18,032	.0097	3,469	.0092	66	69	3,143	334	3,163	872	832	4,333	1,868	2,116	461
Pitt		55,391	.0299	3,768	.0280	71	76	9,042	2,318	8,799	2,725	4,203	13,248	3,706	3,224	1,229
Greenville		31,798	.0171		.0119	108	155	5,968	1,592	4,127	1,896	2,887	7,054	1,864	1,887	848
Polk		5,774	.0031	1,925	.0046	66	44	1,840	166	194	230	285	965	770	91	228
Randolph		47,282	.0255	3,428	.0249	78	79	10,656	1,410	3,953	1,949	2,486	10,688	4,400	5,440	1,304
Asheboro		27,841	.0150		.0080	160	300	6,582	491	2,559	1,691	1,487	8,233	1,780	2,913	866
Richmond		26,370	.0153	2,809	.0161	74	63	6,898	1,499	4,061	2,138	988	5,962	2,453	1,807	612
Rockingham		15,553	.0084		.0038	190	420	2,931	217	2,762	1,465	457	4,297	957	948	236
Robeson		57,933	.0312	2,988	.0338	60	55	11,069	1,018	8,695	4,199	2,922	12,699	4,020	5,478	1,469
Lumberton		27,013	.0146		.0096	109	166	5,079	492	3,034	2,661	1,349	6,115	1,436	3,680	604
Rockingham		50,655	.0273	2,962	.0310	75	66	13,431	1,774	3,984	3,776	3,310	9,788	4,550	4,204	1,579
Reidsville		21,335	.0115		.0086	106	142	5,072	730	1,620	1,320	1,704	4,104	1,818	1,479	690
Rowan		66,801	.0360	3,136	.0395	83	75	15,620	2,031	6,700	3,915	3,585	10,823	5,601	4,552	1,411
Salisbury-Spencer-East Spencer		*51,167*	*.0276*		*.0308*	*120*	*159*	*11,567*	*1,438*	*5,183*	*3,775*	*2,680*	*10,273*	*3,490*	*2,754*	*986*
Salisbury		47,508	.0256		.0178	131	188	10,286	1,276	5,043	3,775	2,157	10,273	2,877	2,533	907
‡Kannapolis																
Rutherford		32,845	.0177	2,656	.0187	68	65	7,369	843	2,956	2,154	2,275	8,647	3,121	2,222	804
Sampson		24,652	.0133	2,144	.0163	53	44	4,191	411	3,704	1,139	1,465	5,912	1,560	2,439	1,012
Scotland		19,092	.0103	3,079	.0103	63	63	5,461	286	3,645	906	652	4,334	2,284	605	261
Stanly		32,064	.0173	2,997	.0183	78	72	7,211	619	3,092	1,448	1,652	7,278	2,907	4,501	762
Albemarle		25,093	.0135		.0092	114	167	4,668	432	1,885	1,351	1,154	6,808	1,879	4,123	705
Stokes		7,270	.0039	1,515	.0070	57	32	1,729	46	1,038	430	431	354	1,264	1,096	178
Surry		43,911	.0237	3,753	.0220	77	83	8,931	1,406	5,888	2,478	2,227	10,720	3,043	4,019	1,141
Mount Airy		25,254	.0136		.0072	150	283	4,520	878	3,263	1,942	1,491	5,641	1,793	2,578	543
Swain		6,887	.0037	2,994	.0035	64	67	1,354	630	694	215	220	733	1,004	753	327
Transylvania		11,920	.0064	3,137	.0068	69	65	3,017	281	1,336	276	794	2,161	783	867	57
Tyrrell		2,041	.0011	1,701	.0016	52	35	389	65	180	108	63	560	124	196	42
Union		29,419	.0158	2,775	.0171	65	60	5,840	480	2,686	1,223	899	9,529	1,766	2,062	883
Monroe		21,507	.0116		.0070	109	181	4,384	372	2,040	1,094	619	8,026	1,072	1,437	704
Vance		25,111	.0136	3,219	.0140	71	69	5,485	624	3,419	1,281	1,256	5,299	2,720	1,554	607
Henderson		23,269	.0125		.0079	113	179	4,882	430	3,166	1,281	1,204	5,094	2,399	1,485	607

1 Kannapolis is in Cabarrus and Rowan Counties.

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Before using these figures, see explanation page 11.

MORE

NORTH CAROLINIANS LISTEN TO

WPTF

THAN TO ANY OTHER STATION

(Source: Neilsen coverage service)

SALES MANAGEMENT'S Latest Figures On WPTF's Nielsen Coverage:

Population	2,955,000
Families	693,900
Effective Buying Income	$2,915,255,000
Farm Gross Cash	864,679,000
Retail Sales	2,249,749,000
Food Sales	458,272,000
General Merchandise	307,297,000
Furn., H. H. & Radio	124,226,000
Automotive	484,295,000
Gas Stations	177,069,000
Lumber, Bldg., Hardware	187,011,000
Drugs	61,601,000

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 watts 680 kc

Peters, Griffin, Woodward, Inc., Nat. Reps

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NORTH CAROLINA—Counties and Cities—(Continued)

RETAIL SALES—SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Wake	115	174,613	.0941	4,589	.0886	94	100	34,974	8,940	27,828	11,226	8,364	36,989	12,060	10,224	5,214
▲Raleigh		128,113	.0691		.0546	122	154	21,745	7,016	22,910	10,301	6,110	26,940	8,100	5,334	4,084
Warren		6,090	.0049	1,855	.0072	50	34	1,919	158	1,504	322	474	1,392	768	1,224	247
Washington		9,354	.0051	3,118	.0055	68	63	2,678	182	1,191	540	535	2,938	444	512	110
Watauga		10,033	.0054	2,447	.0061	56	50	1,393	283	1,793	304	519	3,443	905	572	338
Wayne		55,273	.0298	3,498	.0277	68	73	8,770	971	2,768	3,141	4,515	12,389	3,277	4,478	1,161
Goldsboro		40,396	.0218		.0149	101	147	6,398	780	6,238	2,551	3,810	8,548	2,141	4,006	826
Wilkes		33,475	.0180	3,071	.0172	62	85	4,856	799	3,842	1,057	1,214	9,553	1,883	2,412	841
North Wilkesboro		22,592	.0122		.0054	186	421	2,225	639	2,965	1,057	688	5,923	1,449	1,615	495
Wilson		45,671	.0246	3,513	.0252	76	74	9,050	1,772	4,852	3,468	3,003	8,315	3,772	3,617	1,112
Wilson		35,907	.0194		.0161	103	124	6,988	1,187	3,341	3,419	2,788	7,197	2,258	3,068	953
Yadkin		12,016	.0065	2,162	.0083	60	47	1,881	485	850	392	1,450	3,362	1,066	1,381	123
Yancey		4,479	.0025	1,280	.0045	43	27	1,033	161	631	39	...	1,060	383	512	138
Total Above Cities		2,182,008	1.1763		.8623	116	158	410,157	92,064	346,651	163,121	126,980	456,730	136,136	143,603	66,633
State Total		3,550,339	1.9138	3,350	1.9890	76	73	729,273	142,730	511,677	210,532	197,823	739,689	267,272	273,110	101,470

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Sell ALL The BIG Raleigh Market

"Golden Belt of the South"

RALEIGH North Carolina

OFFICIAL RETAIL SALES FIGURES—

Raleigh, N. C. (Met. Area) $173,549,895

(3rd in N. C. . . . 9.9% Gain Over 1954)

33 County Golden Belt . . . $974,245,286

(30% of N. C. Total . . . 5.3% Gain Over 1954)

(Not estimates—Actual, Official N. C. Dept. of Revenue Sales Tax Figures)

Complete coverage of this top-ranking agricultural-industrial market with the area's ONLY Morning-Evening-Sunday Newspapers

Daily ..... 137,820 • Sunday 133,513

(ABC 9/30/55)

Represented by The Branham Company

THE RALEIGH TIMES

The News and Observer

The *Raleigh* News and Observer MORNING & SUNDAY THE RALEIGH TIMES *Evening*

GREENSBORO... North Carolina's No. 1 Market

In Per Family Sales . . . *
Greensboro is FIRST in the Carolinas
Greensboro is FIRST in the South
Greensboro is TENTH in the Nation

In 1954 Greensboro was No. 1 in Retail Sales in the Carolinas with $251,503,000*

- WBIG . . . Greensboro's first radio station . . . now in 30th year of broadcasting
- Largest listening audience among local stations, by authoritative surveys

Hollingbery, National Representative

GREENSBORO N.C. WBIG CBS Radio Network 1470 KC | 5000 WATTS

* 1955 S. M. Survey of Buying Power

NORTH CAROLINA — SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Asheville	7	132.5	.0799	35.5	63.3	171,538	.0646	1,295	4,832
Charlotte	26	229.4	.1384	61.6	164.5	385,921	.1453	1,682	6,265
Durham	44	111.8	.0675	29.0	81.1	167,369	.0630	1,497	5,771
△Fayetteville	202	125.0	.0754	25.8	49.4	154,476	.0582	1,236	6,034
△Gastonia	206	122.3	.0737	31.0	66.6	150,835	.0568	1,233	4,869
Greensboro-High Point	58	214.8	.1295	58.5	143.1	336,966	.1269	1,569	5,764
Raleigh	115	156.0	.0940	38.3	83.1	220,864	.0831	1,415	5,761
△Wilmington	257	72.7	.0438	20.3	53.9	92,394	.0348	1,271	4,551
Winston-Salem	163	170.2	.1026	46.4	111.9	253,644	.0955	1,490	5,466
Total Above Areas		1,334.7	.8048	344.2	818.9	1,933,798	.7282	1,449	5,618

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Asheville	7	128,114	.0690	3,609	.0690	86	86	26,603	5,332	22,119	6,333	6,037	19,414	9,200	8,555	5,079
Charlotte	26	294,138	.1585	4,775	.1478	107	115	46,663	21,045	50,548	19,070	13,060	53,943	22,276	16,982	11,048
Durham	44	111,625	.0602	3,849	.0630	93	89	22,065	5,471	15,858	7,530	7,701	23,026	7,801	8,357	3,716
△Fayetteville	202	107,382	.0579	4,195	.0615	82	77	21,162	5,667	15,511	7,343	6,372	25,846	8,518	4,639	2,273
△Gastonia	206	94,259	.0508	3,041	.0584	79	69	24,257	2,837	14,805	5,318	5,389	20,429	6,709	5,009	2,706
Greensboro-High Point	58	291,724	.1518	4,986	.1348	104	117	52,777	10,746	69,423	18,456	13,727	49,530	17,114	15,847	7,489

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Before using these figures, see explanation page 11.



RATINGS — RESULTS — RENEWALS
That's Why
DEWEY DRUM
has sold the Charlotte Market for over 22 years on AM WSOC FM
get full information Today from
H-R Representatives, Inc.
National Representatives
Bomar Lowrance & Associates
Southeastern Representatives
NBC Affiliate

NORTH CAROLINA — SM Metropolitan County Areas — (Continued)

AREAS	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Raleigh	115	174,613	.0941	4,559	.0886	94	100	34,974	8,940	27,828	11,226	8,364	36,989	12,060	10,224	5,214
△Wilmington	257	86,035	.0463	4,238	.0401	92	106	17,624	7,654	8,789	6,004	7,670	14,148	5,064	4,954	3,263
Winston-Salem	163	168,723	.0909	3,636	.0955	93	89	33,819	7,785	26,351	14,127	10,059	32,528	10,397	9,721	5,030
Total Above Areas		1,446,613	.7798	4,203	.7588	94	97	279,684	75,477	251,230	98,407	78,399	275,853	99,139	84,268	45,618

(Other West North Central States: Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota.)

— NORTH DAKOTA — Counties and Cities

Map, Page 618 City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Bismarck	Burleigh	23.4	235	29	43	27	19	16	23	19	22	7
Devils Lake	Ramsey	6.5	118	18	22	11	12	6	8	9	19	3
Dickinson	Stark	8.6	128	10	24	7	8	11	13	16	18	3
Fargo	Cass	43.7	466	76	86	38	54	23	21	47	37	10
Grafton	Walsh	5.4	94	14	18	6	4	5	7	11	15	2
Grand Forks	Grand Forks	30.2	310	55	65	29	30	15	15	28	23	7
Jamestown	Stutsman	14.4	152	27	26	7	11	7	12	17	24	4
Minot	Ward	26.5	280	43	51	17	28	16	15	37	23	10
Valley City	Barnes	7.9	132	20	21	10	4	5	7	15	25	3
Wahpeton	Richland	5.7	88	14	11	6	6	5	6	9	13	3
Williston	Williams	12.5	156	22	28	7	11	9	13	19	15	6

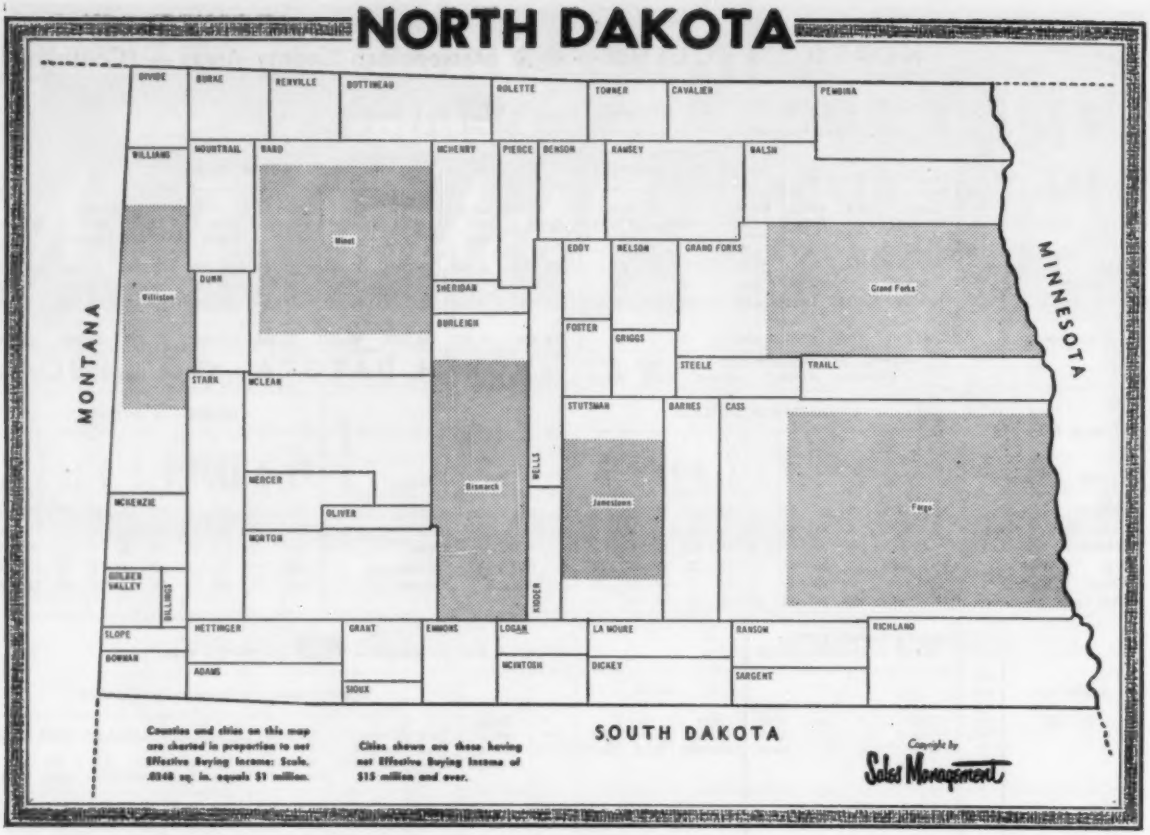
COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955												
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units							
											Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & over	
													% Units	% Income	% Units	% Income	% Units	% Income	% Units	% Income
Adams		4.5	.0028	1.2		7,582	.0028	1,687	6,327	5,302	1.5	5,140	22.9	6.3	28.5	18.0	29.0	28.3	19.6	47.4
Barnes		15.6	.0094	4.3	7.9	16,830	.0063	1,079	3,914	13,154	4.8	3,478	39.9	16.2	29.6	27.6	22.4	32.3	8.1	23.9
Valley City		7.9	.0048	2.5		9,326	.0035	1,181	3,730		2.6	3,587	38.2	15.0	27.1	24.5	26.0	36.4	8.7	24.1
Benson		9.0	.0054	2.3		9,044	.0035	1,005	3,932	8,635	2.4	3,719	44.4	16.8	23.9	20.8	21.3	28.8	10.4	33.6
Billings		2.1	.0013	.5		2,282	.0008	1,087	4,564	2,348	.6	4,149	41.8	14.2	23.4	18.3	23.5	26.4	11.3	39.1
Bottineau		10.9	.0065	3.0		13,141	.0050	1,206	4,380	15,024	3.2	4,091	38.1	12.4	28.7	22.8	23.5	26.8	11.7	38.0
Bowman		3.9	.0024	1.0		5,659	.0021	1,451	5,659	4,229	1.2	4,564	38.1	11.8	23.0	16.3	21.2	23.3	17.7	48.6
Burke		6.0	.0036	1.8		7,881	.0030	1,314	4,378	8,929	1.8	4,281	34.1	11.2	28.6	21.8	23.4	27.4	13.9	39.6
Burleigh		31.2	.0188	9.8	23.4	43,322	.0163	1,389	4,923	7,867	9.6	4,504	28.1	8.8	25.1	18.1	32.0	35.6	14.8	37.5
Bismarck-Mandan		*31.6*	*.0801*	*8.9*		*48,760*	*.0184*	*1,543*	*5,478*											
Bismarck		23.4	.0141	6.7		36,371	.0137	1,554	5,429		8.0	4,539	27.8	8.6	24.9	17.8	32.2	35.6	15.1	38.0
Cass	201	64.9	.0392	18.3	43.7	105,806	.0398	1,630	5,782	30,799	22.6	4,672	29.2	8.8	23.3	16.2	30.9	33.2	16.6	41.8
△Fargo		43.7	.0264	12.6		79,138	.0298	1,811	6,281		17.0	4,651	29.2	8.8	22.7	15.9	31.5	33.9	16.6	41.4
Cavalier		10.2	.0061	2.6		11,788	.0044	1,154	4,527	13,270	2.8	4,144	36.4	12.4	28.1	21.9	23.1	25.0	12.4	37.7
Dickey		8.9	.0054	2.5		9,162	.0035	1,029	3,665	7,482	2.8	3,306	46.3	19.7	27.6	27.2	18.6	26.2	7.5	24.9
Divide		5.1	.0031	1.4		6,559	.0025	1,286	4,685	7,627	1.5	4,329	36.8	12.0	25.8	19.3	23.8	27.6	13.6	41.1
Dunn		6.5	.0039	1.8		7,469	.0028	1,152	4,681	7,569	1.8	4,262	37.8	12.5	25.3	19.2	21.5	25.3	15.4	43.0
Eddy		4.8	.0029	1.2		5,142	.0019	1,071	4,285	4,121	1.4	3,705	35.9	13.6	27.6	24.4	27.9	37.7	8.6	24.3
Emmons		8.7	.0052	2.1		8,598	.0032	988	4,093	8,961	2.2	3,974	40.7	14.4	26.4	21.6	21.5	27.1	11.4	36.9
Foster		5.2	.0032	1.5		5,084	.0020	978	3,389	4,732	1.6	3,218	44.8	19.6	26.9	27.1	23.4	36.5	4.9	16.8
Golden Valley		2.9	.0017	.9		4,062	.0015	1,401	4,513	3,562	.9	4,483	29.0	9.1	26.4	19.1	29.7	33.2	14.9	38.6
Grand Forks		44.1	.0286	12.1	32.5	86,794	.0251	1,515	5,520	23,397	15.4	4,330	31.4	10.2	24.4	18.3	30.8	35.7	13.4	35.8
Grand Forks		30.2	.0182	8.0		47,921	.0180	1,587	5,990		11.2	4,275	31.7	10.4	23.7	18.0	31.5	37.0	13.1	34.6
Grant		6.5	.0039	1.6		6,536	.0025	1,006	4,085	6,151	1.7	3,911	39.2	14.1	25.1	20.9	24.9	31.9	10.8	33.1
Griggs		4.8	.0029	1.3		5,679	.0021	1,183	4,368	6,032	1.4	4,013	36.9	12.9	27.4	22.2	23.5	29.3	12.2	35.6
Hettinger		6.9	.0042	1.8		8,990	.0034	1,303	4,994	5,372	1.9	4,690	28.0	8.4	28.3	19.6	26.1	27.9	17.6	44.1
Kidder		6.1	.0037	1.5		5,969	.0023	982	3,982	5,812	1.8	3,296	46.1	19.7	26.4	26.0	20.7	31.5	6.8	22.8
La Moure		8.4	.0050	2.3		6,936	.0026	826	3,016	7,751	2.3	3,070	48.4	21.3	31.8	33.7	16.0	26.1	5.8	18.9
Logan		5.7	.0035	1.3		4,223	.0016	741	3,248	5,179	1.3	3,135	47.0	21.1	29.0	30.1	18.3	29.2	5.7	19.6
McHenry		11.4	.0068	3.0		12,792	.0048	1,122	4,264	12,943	3.3	3,902	37.3	13.5	28.9	24.0	23.0	29.6	10.8	32.9
McIntosh		6.9	.0042	1.7		5,807	.0022	842	3,416	5,511	1.6	3,165	43.1	19.1	33.2	34.2	17.4	27.5	6.3	19.1
McKenzie		8.1	.0037	1.8		8,314	.0031	1,363	4,619	9,461	1.9	4,376	35.7	11.5	26.4	19.6	23.9	27.4	14.0	41.5
McLean		19.6	.0118	5.2		26,594	.0100	1,357	5,114	15,075	5.8	4,587	26.7	8.2	25.0	17.7	32.4	35.3	15.9	38.8
Mercer		7.9	.0048	2.1		9,267	.0035	1,173	4,413	6,429	2.1	4,419	26.8	8.5	29.6	21.8	30.4	34.5	13.2	35.2
Morton		21.0	.0126	5.3	8.8	24,672	.0094	1,184	4,693	9,807	5.7	4,329	31.2	10.1	25.7	19.3	29.9	33.6	14.1	37.0
See Bismarck-Mandan																				
Mountrail		8.8	.0053	2.5		12,089	.0045	1,370	4,824	10,987	2.7	4,408	31.5	10.9	28.4	21.1	24.5	27.8	15.6	41.1
Nelson		7.0	.0043	1.7		8,384	.0032	1,198	4,932	8,529	2.2	3,738	38.1	14.3	29.9	29.1	23.2	31.1	8.8	25.5

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

NORTH DAKOTA



NORTH DAKOTA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Oliver		2.7	.0016	.5		3,402	.0013	1,260	6,804	3,950	.8	4,412	28.0	8.9	26.8	19.9	31.3	35.5	13.9	35.7
Pembina		13.3	.0080	3.5		18,364	.0069	1,381	5,247	19,307	3.9	4,722	29.9	8.9	25.9	17.8	26.9	28.6	17.3	44.7
Pierce		7.8	.0047	2.1	2.8	7,864	.0029	1,008	3,748	8,158	2.0	3,857	37.1	13.5	28.1	23.7	25.2	32.8	9.6	30.0
Ramsey		13.1	.0079	3.4	6.5	17,955	.0068	1,371	5,281	9,900	4.4	4,075	33.8	11.7	27.3	21.7	27.7	34.1	11.2	32.5
Devils Lake		6.5	.0039	1.9		10,313	.0039	1,587	5,428		2.4	4,265	32.6	10.8	26.3	20.0	28.7	33.7	12.4	35.5
Ransom		7.8	.0047	2.2		8,433	.0032	1,081	3,833	7,370	2.4	3,545	43.3	17.2	24.0	22.0	23.7	33.5	9.0	27.3
Renville		5.3	.0032	1.5		6,729	.0025	1,269	4,485	9,029	1.5	4,508	27.1	8.3	28.1	19.8	29.2	31.7	15.6	40.2
Richland		18.6	.0112	5.1	5.7	25,198	.0095	1,355	4,941	21,606	5.9	4,297	34.6	11.3	27.4	20.7	24.1	26.2	13.9	39.8
Wahpeton		5.7	.0034	1.3		8,608	.0032	1,510	6,622		2.2	3,958	38.3	13.6	25.7	21.2	25.7	32.5	10.3	32.7
Rolette		10.0	.0061	2.3		7,321	.0027	732	3,183	5,793	2.3	3,149	47.7	21.3	29.7	29.7	16.5	26.2	7.1	22.8
Sargent		7.1	.0042	1.8		6,827	.0026	962	3,793	8,080	2.0	3,407	41.6	17.2	29.1	27.8	21.7	31.9	7.6	23.1
Sheridan		4.7	.0029	1.2		5,225	.0020	1,112	4,354	5,766	1.2	4,207	32.4	10.9	27.4	21.1	26.2	31.2	14.0	36.8
Sioux		2.9	.0017	.6		2,259	.0008	0,779	3,765	2,255	.7	3,159	48.8	21.7	24.6	25.3	20.3	32.2	6.3	20.8
Slope		2.3	.0014	.5		2,976	.0011	1,294	5,952	3,757	.7	4,288	35.7	11.7	20.6	15.6	28.1	32.9	15.6	39.8
Stark		15.7	.0095	4.0	8.8	18,689	.0071	1,190	4,672	8,113	4.5	4,156	36.8	12.5	24.8	19.3	25.3	30.5	13.1	37.7
Dickinson		8.6	.0052	2.5		11,382	.0043	1,323	4,553		2.7	4,169	36.0	12.2	24.0	18.6	26.8	32.3	13.2	36.9
Steele		4.5	.0027	1.2		6,692	.0025	1,487	5,577	8,737	1.4	4,719	28.4	8.5	29.5	19.5	25.3	26.9	17.8	45.1
Stutsman		26.5	.0160	6.6	14.4	30,655	.0115	1,157	4,645	13,358	7.6	4,031	34.5	12.1	26.8	21.4	27.5	34.3	11.2	32.2
Jamestown		14.4	.0087	4.2		21,868	.0082	1,519	5,207		5.3	4,130	32.4	11.0	26.3	20.7	29.6	36.0	11.7	32.3
Towner		5.2	.0031	1.3		6,092	.0023	1,172	4,686	9,027	1.5	4,021	32.5	11.4	31.1	25.1	25.0	31.2	11.4	32.3
Traill		10.7	.0065	2.9		14,275	.0054	1,334	4,922	15,070	3.4	4,210	34.0	11.4	27.2	21.0	25.9	30.8	12.9	36.8
Walsh		20.0	.0120	4.6	5.4	24,851	.0094	1,243	5,402	22,739	5.6	4,410	34.1	10.9	23.6	21.1	22.7	25.8	14.6	42.2
†Grafton		5.4	.0033	.9		7,084	.0027	1,312	7,871		1.5	4,886	28.3	8.2	28.8	19.1	26.3	27.0	16.6	45.7
Ward		40.3	.0243	11.4	26.8	63,429	.0239	1,574	5,564	18,398	13.8	4,584	28.2	8.6	24.3	17.3	32.7	35.8	14.8	38.3
Minot		26.8	.0160	7.5		44,460	.0167	1,678	5,928		9.8	4,542	28.1	8.7	24.0	17.1	33.3	38.8	14.6	37.4

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WDAY POLLS 91.7% IN THE 41 COUNTIES AROUND FARGO!



THE Northwest Audit Company of Fargo has just completed a Rural Radio Survey in the Red River Valley Area. A double postcard was mailed to 3,200 rural families living within 150 miles of Fargo, in all directions.

This question was asked each family: "To what one radio station does your family listen the most?"

Twenty-five stations were mentioned in the returns. Of the 1681 replies, *1541* preferred *WDAY!* Rural listeners chose WDAY *32* to *1* over the second-best station—*11* to *1* over all 24 other stations *combined!*



This survey, which covered 41 counties in North Dakota, Minnesota and South Dakota, is a perfect example of the almost unbelievable preference that WDAY enjoys in this rich farming area.

Get all the facts from Peters, Griffin, Woodward, Inc.—or write us direct.

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NORTH DAKOTA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Wells		9.8	.0059	2.6		10,743	.0040	1,096	4,132	9,947	2.8	3,830	36.8	13.5	26.7	22.7	26.8	34.8	9.9	29.0
Williams		26.1	.0158	7.9	12.5	36,952	.0139	1,416	4,677	11,002	8.5	4,341	30.8	10.0	25.1	18.7	30.2	34.9	13.9	36.4
Williston		12.5	.0075	3.6		19,194	.0072	1,536	5,332		4.4	4,403	29.7	9.5	24.5	18.1	31.7	36.1	14.1	36.3
Total Above Cities		184.8	.1115	51.7		295,665	.1112	1,600	5,719		67.1	4,410	30.6	9.8	24.3	17.9	30.9	35.1	14.2	37.2
State Total		626.0	.3776	167.4	198.7	807,554	.3040	1,290	4,824	513,439	191.2	4,223	33.6	11.2	26.2	20.1	27.1	32.2	13.1	36.5

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
					SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adams		5,474	.0030	4,562	.0028	100	107	1,038	474	364	69	73	1,558	321	1,145	142
Barnes		18,884	.0101	4,392	.0081	86	107	3,484	1,291	2,353	453	627	3,367	1,100	4,196	350
Valley City		14,391	.0078		.0051	106	163	2,943	822	1,900	453	482	3,137	880	2,605	350
Benson		4,846	.0027	2,107	.0036	67	50	1,154	408	675	77	...	137	349	1,767	131
Billings		103		206	.0007	54		...	16	...	...	...	56	...	...	...
Bottineau		11,068	.0060	3,689	.0056	88	92	1,884	967	626	707	27	1,529	523	3,939	276
Bowman		6,192	.0033	6,192	.0025	104	138	802	607	321	111	323	889	315	2,497	109
Burke		5,005	.0027	2,781	.0031	86	75	850	561	482	40	23	756	329	1,612	163
Burleigh		43,905	.0237	4,989	.0190	101	126	6,858	2,594	6,753	2,075	1,713	13,010	1,969	4,381	1,495
Bismarck-Mandan		*55,805*	*.0300*		*.0838*	*118*	*149*	*9,267*	*5,967*	*7,606*	*2,850*	*2,372*	*15,408*	*3,270*	*5,449*	*1,843*
Bismarck		42,190	.0227		.0165	117	161	6,456	2,362	6,563	2,075	1,713	13,010	1,768	3,762	1,495
Cass	201	102,429	.0552	5,597	.0443	113	141	14,260	6,387	12,159	7,272	4,215	23,776	5,247	17,993	2,464
△Fargo		85,958	.0463		.0341	129	175	11,590	4,799	11,628	7,174	3,831	21,614	3,677	12,262	2,166

▲ and △ See end of state for SM Metropolitan County Areas.

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RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Cavalier		6,134	.0044	3,125	.0047	77	72	1,302	826	729	219	270	1,043	1,907	1,934	149
Dickey		7,923	.0042	3,169	.0041	76	78	1,355	400	545	163	64	1,202	794	2,309	260
Divide		7,857	.0038	5,041	.0039	97	123	817	386	451	262	91	1,840	155	2,031	142
Dunn		3,477	.0019	2,173	.0028	72	49	752	383	71	....	21	189	173	1,690	66
Eddy		5,895	.0032	4,913	.0025	86	110	1,074	467	450	106	68	1,743	136	1,492	157
Emmons		5,961	.0032	2,848	.0038	99	62	1,288	447	661	174	28	718	138	1,854	63
Foster		6,513	.0035	4,342	.0026	81	109	738	400	482	158	69	1,866	336	1,906	297
Golden Valley		3,918	.0021	4,353	.0018	106	124	851	227	94	166	145	737	444	690	85
Grand Forks		63,773	.0344	5,270	.0262	106	129	8,961	5,029	8,232	5,776	4,064	12,819	3,787	8,861	1,027
Grand Forks		55,416	.0299		.0216	119	164	7,122	4,207	7,842	5,575	3,872	12,071	2,959	6,273	851
Grant		3,867	.0020	2,292	.0026	67	51	648	319	350	...	38	769	397	770	111
Griggs		5,907	.0032	4,544	.0026	90	110	937	376	178	121	52	727	211	2,382	107
Hettinger		6,365	.0034	3,536	.0035	83	81	1,044	685	401	72	186	1,823	642	1,621	103
Kidder		4,421	.0024	2,947	.0026	70	65	560	250	555	...	58	1,183	478	984	105
La Moure		9,012	.0048	3,918	.0038	78	96	1,561	553	127	317	143	2,289	630	2,805	185
Logan		3,577	.0020	2,752	.0021	60	57	536	167	118	200	40	525	232	1,361	107
McHenry		5,572	.0046	2,857	.0051	75	68	1,848	798	669	42	25	1,457	494	2,304	216
McIntosh		6,754	.0036	3,973	.0030	71	86	839	330	1,157	....	61	1,805	255	1,959	108
McKenzie		4,760	.0026	2,844	.0031	84	78	788	220	288	103	23	840	338	1,566	237
McLean		13,639	.0073	2,823	.0096	81	82	3,093	1,119	1,119	223	77	2,447	1,080	3,565	550
Mercer		7,044	.0038	3,354	.0038	79	79	1,059	898	1,160	56	158	1,939	385	1,358	149
Morton		21,121	.0114	3,985	.0107	85	90	4,120	2,827	1,428	856	764	3,405	1,998	3,796	526
See Bismarck-Mandan																
Mountrail		10,200	.0055	4,006	.0049	92	104	1,487	1,002	773	369	15	1,544	761	2,905	347
Nelson		6,410	.0035	3,771	.0035	81	81	890	646	526	30	68	951	419	2,210	157
Oliver		651	.0003	1,302	.0011	69	19	129	77	230	...	...	....	23	192	...
Pembina		13,426	.0073	3,836	.0072	90	91	2,338	1,271	1,037	249	109	2,834	581	3,577	269
Pierce		6,810	.0036	3,243	.0035	74	77	1,050	510	510	405	226	1,982	183	1,468	325
Ramsey		18,954	.0102	5,575	.0080	101	129	3,304	1,854	2,108	675	553	3,635	1,201	3,572	458
Devils Lake		15,624	.0084		.0053	136	215	2,843	1,070	2,032	875	522	3,195	965	2,906	394
Ransom		8,676	.0047	3,944	.0040	85	100	1,530	464	583	322	328	1,885	491	2,248	409
Renville		5,742	.0031	3,828	.0028	88	97	728	388	140	75	....	753	411	1,883	175
Richland		20,429	.0110	4,004	.0103	92	98	3,325	1,224	2,149	849	924	3,636	1,272	5,024	441
Wahpeton		10,319	.0056		.0040	118	165	1,489	333	1,383	585	778	2,104	780	1,825	282
Rolette		8,252	.0045	3,588	.0039	64	74	1,807	616	557	271	111	2,053	867	1,797	228
Sargent		3,545	.0019	1,969	.0027	64	45	787	339	91	....	41	580	341	1,184	58
Sheridan		3,412	.0018	2,843	.0021	72	62	458	182	133	58	....	565	496	1,133	186
Sioux		1,229	.0007	2,048	.0010	59	41	82	101	474	....	....	....	57	330	....
Slope		387	.0002	774	.0009	64	14	113	92	....	....	....	....	182	....	....
Stark		29,326	.0160	5,082	.0087	92	115	2,693	2,352	2,252	1,056	714	4,736	1,592	3,531	590
Dickinson		16,411	.0088		.0058	112	160	1,542	1,854	2,208	1,056	556	3,999	1,397	2,618	466
Steele		2,869	.0015	2,224	.0022	81	56	564	247	296	....	126	331	267	771	....
Stutsman		28,837	.0155	4,369	.0136	85	97	4,796	1,889	2,124	1,291	1,272	6,055	2,262	6,911	801
Jamestown		23,247	.0125		.0096	110	144	3,768	1,258	1,719	1,291	1,024	5,593	1,811	5,334	711
Towner		5,292	.0029	4,071	.0027	87	94	806	353	296	37	113	1,330	517	1,499	110
Traill		13,017	.0070	4,469	.0061	94	108	1,813	991	853	186	406	2,597	770	3,938	290
Walsh		21,380	.0115	4,648	.0106	88	96	3,296	1,704	2,142	739	411	4,343	1,112	5,440	380
Grafton		11,229	.0061		.0038	115	185	1,798	852	1,033	676	375	2,472	487	2,633	215
Ward		57,194	.0308	5,017	.0261	107	127	8,014	4,044	6,630	3,521	3,721	12,446	3,586	8,147	2,632
Minot		48,707	.0263		.0194	121	164	6,750	2,712	6,056	3,449	3,676	11,910	2,746	5,058	2,493
Wells		9,547	.0052	3,672	.0047	80	88	1,611	608	779	279	121	2,097	587	2,436	227
Williams		28,553	.0154	3,814	.0148	94	97	4,753	2,325	2,748	1,381	1,284	7,189	2,048	4,535	746
Williston		19,766	.0107		.0083	111	143	3,640	1,051	2,155	1,023	1,145	5,622	1,244	2,205	538
Total Above Cities		343,258	.1851		.1335	120	166	49,941	21,320	44,519	24,232	17,974	84,727	18,724	47,481	9,961
State Total		700,345	.3775	4,184	.3408	90	100	110,787	53,468	70,391	31,622	23,978	147,698	44,237	149,445	18,720

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For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

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NORTH DAKOTA — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Fargo	201	64.9	.0392	18.3	43.7	105,805	.0398	1,630	5,782
Total Above Area		64.9	.0392	18.3	43.7	105,805	.0398	1,630	5,782

RETAIL SALES — SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Fargo	201	102,429	.0552	5,597	.0443	113	141	14,260	6,387	12,159	7,272	4,215	23,776	5,247	17,993	2,464
Total Above Areas		102,429	.0552	5,597	.0443	113	141	14,260	6,387	12,159	7,272	4,215	23,776	5,247	17,993	2,464

(Other East North Central States: Illinois, Indiana, Michigan, Wisconsin.)

— OHIO — Counties and Cities

Map, page 628

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Akron	Summit	295.1	2,835	640	668	218	184	144	131	253	136	123
Alliance	Stark	38.4	337	68	64	22	25	25	29	27	16	8
Ashland	Ashland	15.4	220	34	38	22	19	22	19	17	13	6
Ashtabula	Ashtabula	24.9	411	96	67	33	34	26	23	33	24	11
Athens	Athens	11.8	213	43	41	12	16	15	11	20	16	6
Barberton	Summit	30.4	413	104	88	22	32	16	24	39	23	13
Bedford	Cuyahoga	11.1	159	29	29	8	12	9	14	24	9	2
Bellaire	Belmont	12.4	208	72	39	4	19	10	10	13	5	9
Bellefontaine	Logan	11.8	190	29	30	23	20	11	15	11	16	4
Berea	Cuyahoga	14.5	134	22	23	9	17	10	9	14	8	5
Bexley	Franklin	14.2	59	9	5	14	7	3	2	4	2	4
Bowling Green	Wood	12.0	187	34	28	21	15	9	13	16	21	6
Bucyrus	Crawford	10.9	209	38	38	10	21	20	17	21	16	4
Cambridge	Guernsey	15.2	288	62	49	22	21	17	17	30	18	6
Campbell	Mahoning	13.4	132	52	34	5	3	6	7	7	5	2
Canton	Stark	123.2	1,555	356	356	129	98	95	68	138	78	49
Celina	Mercer	8.3	161	38	14	12	13	13	12	17	14	3
Chillicothe	Ross	26.1	370	86	72	23	25	26	27	30	23	14
Cincinnati	Hamilton	528.6	6,001	1,645	1255	603	438	316	172	400	198	268
Circleville	Pickaway	9.3	173	37	29	5	8	16	21	20	20	3
Cleveland	Cuyahoga	944.0	10737	3,107	2377	776	815	600	319	720	463	414
Cleveland Heights	Cuyahoga	61.1	*	*	*	*	*	*	*	*	*	*
Columbus	Franklin	420.0	4,440	949	934	417	308	244	233	382	200	177
Conneaut	Ashtabula	10.8	173	49	32	10	11	9	11	16	15	3
Coshocton	Coshocton	12.0	216	42	47	11	18	12	21	21	15	6
Cuyahoga Falls	Summit	38.4	294	71	35	32	24	11	16	39	18	14
Dayton	Montgomery	277.5	2,879	646	617	230	199	171	124	282	117	119
Defiance	Defiance	13.2	210	30	32	24	18	10	17	30	15	6
Delaware	Delaware	12.8	177	24	31	12	17	13	14	21	15	6
Dover	Tuscarawas	10.2	194	29	29	30	16	17	15	19	10	6
East Cleveland	Cuyahoga	41.4	307	63	45	40	14	21	7	40	16	20
East Liverpool	Columbiana	25.0	*	*	*	*	*	*	*	*	*	*
Elyria	Lorain	36.0	422	70	75	32	44	34	33	38	33	8
Euclid	Cuyahoga	58.5	238	41	44	33	21	10	11	20	12	13
Findlay	Hancock	26.1	367	58	62	31	26	35	32	32	31	8
Fostoria	Seneca	16.0	204	28	32	15	22	17	22	22	20	4
Fremont	Sandusky	17.8	320	59	51	24	26	34	26	24	27	4
Galion	Crawford	10.7	157	25	27	6	15	16	13	10	21	2
Gallipolis	Gallia	8.0	140	23	23	6	10	11	15	15	14	5
Garfield Heights	Cuyahoga	24.8	147	39	26	10	17	6	5	29	8	7
Girard	Trumbull	10.6	145	38	21	4	9	10	11	25	7	4
Greenville	Darke	9.4	204	37	17	21	17	17	19	21	12	5
Hamilton	Butler	66.0	811	199	170	52	56	45	47	72	53	22
Hillsboro	Highland	5.5	156	34	21	15	13	7	11	15	14	3
Ironton	Lawrence	17.5	255	51	52	15	23	9	21	26	18	8
Jackson	Jackson	6.7	165	29	28	15	12	9	20	20	12	3
Kent	Portage	13.3	167	33	36	6	14	8	16	17	7	4
Kenton	Hardin	9.1	184	27	25	14	12	9	18	21	18	3
Lakewood	Cuyahoga	48.3	508	114	90	52	28	25	22	60	29	31
Lancaster	Fairfield	26.8	377	66	69	28	32	41	30	42	29	9
Lebanon	Warren	5.1	124	15	18	9	10	7	14	17	9	3
Lima	Allen	54.8	736	136	147	69	49	52	44	59	44	22
Lockland	Hamilton	8.1	*	*	*	*	*	*	*	*	*	*
Logan	Hocking	6.0	135	23	20	10	9	6	17	13	12	4

*Not Available.

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Before using these figures, see explanation page 11.

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.



Ohio *is* different! In New York, half of the people live in New York City. You'll find half of Illinois' population in Chicago. In many other states one great city dominates the commonwealth. In Ohio, it is eight "queen" cities which hold 43 per cent of the people.

What about the rest of the state? Is it "satellite" country to the "queen" cities? Not by a long shot! In the 80 non-metropolitan counties, Ohio has 25 cities of more than 25,000 population each; more than 64 cities with populations of over 10,000. And each community has a well-read hometown daily. Coverage of 95 per cent and better is common. Even in communities but 30 miles from a "queen" city . . . "coverage" of metropolitan papers is less than 4 per cent!

Yes, Ohio is different! You'll miss a crack at the $4,000,000,000 purchasing power of 3,800,000 buyers unless you set up a budget for the 50 home dailies of the OHIO SELECT LIST.

OHIO'S NON-METROPOLITAN 'INNER EMPIRE'

3,800,000 PEOPLE / $4,000,000,000 BUYING POWER

OHIO SELECT LIST of daily *Newspapers*

REPRESENTED BY JOHN W. CULLEN CO.

3121 EUCLID AVENUE · CLEVELAND, OHIO
NEW YORK · CHICAGO · CINCINNATI

OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta	L-B-H	Drugs
London	Madison	5.4	126	20	21	17	9	8	17	10	10	3
Lorain	Lorain	55.1	696	164	147	44	85	39	28	53	34	21
Mansfield	Richland	47.9	740	157	153	52	53	55	36	69	39	19
Maple Heights	Cuyahoga	26.3	144	36	19	14	8	11	1	23	8	4
Marietta	Washington	16.8	305	59	46	18	23	22	25	37	23	8
Marion	Marion	36.1	462	95	85	50	37	25	32	35	33	7
Martins Ferry	Belmont	13.3	180	59	28	7	13	10	12	17	11	5
Massillon	Stark	33.9	448	108	81	29	41	34	22	43	19	10
Medina	Medina	5.6	151	26	19	12	11	9	12	16	13	5
Middletown	Butler	36.5	434	93	92	28	37	28	32	40	13	6
Mount Vernon	Knox	13.2	254	53	34	16	17	24	24	22	21	4
Napoleon	Henry	5.7	128	23	20	17	12	2	8	19	9	3
New Philadelphia	Tuscarawas	10.2	213	44	38	14	21	14	13	20	15	4
Newark	Licking	37.0	495	98	92	45	39	25	31	45	32	12
Niles	Trumbull	17.6	221	55	35	13	13	8	22	24	11	5
Norwalk	Huron	10.9	85	16	11	4	3	3	7	8	7	2
Norwood	Hamilton	40.0	409	102	81	38	27	36	16	23	19	18
Painesville	Lake	16.3	229	40	25	21	25	12	23	25	16	5
Parma	Cuyahoga	30.8	241	54	36	25	5	24	9	37	16	5
Piqua	Miami	20.0	268	40	46	28	20	37	17	22	18	5
Portsmouth	Scioto	43.1	528	132	105	28	42	41	35	43	26	12
Ravenna	Portage	10.7	203	59	27	9	12	13	20	17	16	7
Reading	Hamilton	8.9	134	23	34	14	6	9	9	14	6	3
Rocky River	Cuyahoga	13.0	*	*	*	*	*	*	*	*	*	*
Salem	Columbiana	13.4	221	34	31	21	25	16	21	24	17	5
Sandusky	Erie	32.1	448	84	107	28	44	36	26	31	16	15
Shaker Heights	Cuyahoga	30.8	175	28	21	18	26	14	8	18	6	6
Shelby	Richland	9.1	124	21	18	14	10	11	7	13	9	4
Sidney	Shelby	12.6	199	44	19	13	18	18	14	11	20	6
South Euclid	Cuyahoga	23.6	149	17	20	30	14	14	4	18	9	3
Springfield	Clark	84.4	965	225	203	84	61	62	41	96	49	37
Steubenville	Jefferson	36.7	509	142	106	27	42	29	31	30	22	13
Tiffin	Seneca	20.3	273	51	44	21	27	23	27	24	22	6
Toledo	Lucas	326.1	3,558	712	879	266	274	225	137	323	146	137
Troy	Miami	11.3	174	32	19	14	15	8	18	17	16	5
University Heights	Cuyahoga	14.9	*	*	*	*	*	*	*	*	*	*
Urbana	Champaign	9.9	175	36	22	4	12	13	19	13	12	5
Van Wert	Van Wert	11.0	193	35	26	14	13	13	19	31	15	4
Warren	Trumbull	55.1	731	138	156	53	62	41	48	67	32	25
Washington Court House	Fayette	12.8	192	46	32	9	10	11	14	22	12	5
Wilmington	Clinton	8.0	147	25	16	9	14	11	11	19	16	5
Wooster	Wayne	14.8	252	44	45	24	16	15	18	33	13	6
Xenia	Greene	14.7	198	42	27	13	16	14	19	12	15	3
Youngstown	Mahoning	175.1	1,893	474	411	121	129	136	85	172	79	72
Zanesville	Muskingum	42.7	646	154	132	43	55	32	33	64	34	19

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & over	
													% Units	% Income	% Units	% Income	% Units	% Income	% Units	% Income
Adams		21.7	.0131	6.6		21,038	.0079	969	3,188	8,327	7.3	2,901	51.6	26.6	31.2	37.2	14.1	25.6	3.1	10.4
Allen	79	97.5	.0588	29.4	60.4	165,360	.0623	1,696	5,624	14,167	34.0	4,865	24.2	7.4	26.2	18.7	36.2	39.6	13.4	34.3
▲Lima		54.8	.0330	17.2		101,964	.0384	1,861	5,928		20.7	4,927	24.0	7.3	25.3	17.8	36.7	39.6	14.0	35.3
Ashland		35.6	.0214	11.1	16.4	57,332	.0216	1,610	5,165	9,382	12.5	4,575	26.8	8.7	28.8	21.9	32.8	38.1	11.6	31.3
Ashland		15.4	.0093	5.1		29,236	.0110	1,898	5,733		5.9	4,922	24.5	7.4	27.1	19.0	34.2	37.0	14.2	36.6
Ashtabula		34.9	.0512	28.1	46.2	138,186	.0520	1,626	5,294	13,368	29.1	4,745	24.9	7.8	25.1	18.3	36.9	41.4	13.1	32.5
Ashtabula		24.9	.0150	7.7		48,248	.0182	1,938	6,266		9.1	5,275	20.0	5.7	24.1	15.8	39.1	39.4	16.8	39.1
Conneaut		10.8	.0065	3.6		18,977	.0071	1,757	5,271		4.0	4,761	23.5	7.4	23.3	16.9	40.4	45.2	12.8	30.5
Athens		46.2	.0279	12.5	16.8	56,394	.0212	1,221	4,512	4,091	17.6	3,205	49.5	23.1	28.5	30.7	16.8	27.9	5.2	18.3
Athens		11.8	.0071	3.3		22,405	.0084	1,899	6,789		7.1	3,147	56.8	27.0	21.9	24.0	15.4	26.0	5.9	23.0
Auglaize		33.5	.0202	10.0	13.3	48,157	.0182	1,438	4,816	18,144	10.9	4,424	26.2	8.8	29.7	23.2	34.5	41.5	9.6	26.5

▲ and △ See end of state for SM Metropolitan County Areas.
*Not Available.

Before using these figures, see explanation page 11.
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no time lost...

Sell-mates, WLW Radio offers the only Certified Audience Plan in any broadcast media... certifying a pre-determined audience at a low one dollar (or even less) per thousand home broadcasts —backed by the official NIELSEN REPORTS.



SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI . . . . . CROSLEY BROADCASTING CORPORATION A DIVISION OF AVCO

WLW

radio world

KYW-RADIO
FIRST IN CLEVELAND

KYW . . . Northern Ohio's only 50,000 watt, clear channel radio station! Covers 32 counties in one of the country's richest industrial areas. Automotive sales greater than Minneapolis-St. Paul *and* Syracuse combined.

To you this means sales in the nation's 7th largest market . . . one of the highest per-capita-income areas in the nation.

Put KYW Radio to work for you in Cleveland. Call John McIntosh, Jr., Sales Manager, At CHerry 1-0942, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, New York.

HERE ARE SALES MANAGEMENT FIGURES FOR KYW-Radio

Population	9,705,200
Families	2,842,700
Effective Buying Income	$18,749,599,000
Per capita income	$ 1,932
Total Retail Sales	$12,179,054,000
Food sales	$ 2,840,528,000
Automotive sales	$ 2,593,337,000
Drug sales	$ 409,930,000

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
CLEVELAND—KYW	CLEVELAND—KYW-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units							
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Belmont	188	88.0	.0537	26.7	47.2	110,489	.0446	1,331	4,438	6,825	29.4	4,031	31.2	11.6	32.5	27.8	28.3	37.3	8.0	23.3
Martins Ferry-Bellaire		*25.7*	*.0155*	*8.0*		*37,331*	*.0141*	*1,453*	*4,666*											
Bellaire		12.4	.0075	3.8		16,960	.0064	1,368	4,463		4.4	3,813	29.8	11.7	35.6	33.2	28.9	40.3	5.7	15.8
Martins Ferry		13.3	.0080	4.2		20,371	.0077	1,532	4,850		4.7	4,327	28.5	9.8	29.2	23.2	33.6	40.2	9.7	26.8
Brown		23.5	.0142	7.2		24,187	.0091	1,029	3,389	11,090	7.8	3,107	48.3	23.2	30.5	33.9	17.3	29.7	3.9	13.2
Butler	60	166.7	.1005	47.8	119.5	298,371	.1123	1,790	6,242	15,525	59.3	5,034	26.0	7.7	22.7	15.5	36.0	38.1	15.3	38.7
▲Hamilton		66.0	.0398	19.9		114,594	.0431	1,736	5,758		22.4	5,114	23.4	6.8	23.9	16.2	37.4	39.0	15.3	38.0
▲Middletown		36.5	.0220	10.9		75,532	.0284	2,069	6,930		13.1	5,764	19.8	5.1	20.2	12.1	39.7	38.7	20.3	46.1
Carroll		20.2	.0122	5.8	4.6	25,738	.0097	1,274	4,438	4,961	6.4	4,041	30.5	11.3	32.8	27.9	29.0	38.3	7.7	22.5
Champaign		28.5	.0172	8.7	9.9	40,895	.0154	1,435	4,701	16,139	9.6	4,246	31.5	11.1	31.1	25.3	26.5	35.7	8.9	27.9
Urbana		9.9	.0060	3.0		15,952	.0060	1,611	5,317		3.6	4,477	29.8	10.0	29.8	22.9	30.4	36.2	10.0	30.9
Clark	143	122.1	.0736	37.1	91.6	213,780	.0805	1,751	5,762	18,401	42.8	4,993	23.5	7.9	25.3	17.5	36.3	38.7	14.9	36.8
▲Springfield		84.4	.0509	26.1		155,496	.0587	1,847	5,973		31.3	4,976	23.8	7.1	25.3	17.6	36.0	38.5	14.9	36.8
Clermont		47.0	.0284	13.8		60,350	.0227	1,284	4,471	7,960	14.6	4,128	33.3	12.0	29.7	24.1	29.1	37.6	8.9	26.3
Clinton		27.6	.0166	8.5	8.9	40,101	.0151	1,453	4,718	16,980	10.1	3,967	30.5	13.7	30.1	26.1	24.6	32.8	6.8	27.4
Wilmington		8.0	.0048	2.6		14,332	.0054	1,792	5,512		3.5	4,149	34.9	13.6	28.8	23.9	25.8	33.1	10.5	30.4
Columbiana		108.8	.0643	32.2	64.9	162,543	.0612	1,525	5,048	11,104	35.0	4,638	24.2	7.8	29.4	21.9	35.3	40.5	11.1	29.8
East Liverpool		25.0	.0151	7.7		42,174	.0159	1,687	5,477		9.0	4,706	21.9	6.9	30.4	22.4	36.7	41.5	11.0	29.2
Salem		13.4	.0081	4.3		24,548	.0092	1,832	5,709		4.6	5,296	22.4	6.3	24.3	15.9	37.5	38.0	15.5	39.8
Coshocton		32.7	.0197	10.3	12.0	48,989	.0185	1,498	4,756	9,304	11.4	4,287	30.3	10.8	31.1	25.0	28.8	35.7	9.8	28.7
Coshocton		12.0	.0072	4.0		21,767	.0082	1,814	5,442		4.6	4,691	27.8	8.7	29.1	21.5	30.4	34.8	13.0	35.3
Crawford		41.4	.0250	13.0	27.8	54,650	.0243	1,560	4,969	13,488	14.0	4,416	29.2	8.9	29.4	23.0	34.3	41.3	10.1	26.8
Bucyrus		10.9	.0066	3.4		18,102	.0068	1,661	5,324		4.3	4,234	29.5	10.4	27.7	22.5	33.4	42.0	9.4	25.1
Galion		10.7	.0065	3.4		19,956	.0075	1,869	5,881		4.2	4,724	24.1	7.6	27.8	20.3	35.7	40.2	12.4	31.9
Cuyahoga	30	1,523.1	.9198	459.9	1,500.5	3,419,942	1.2878	2,242	7,438	12,236	555.5	6,156	18.3	4.4	28.7	11.7	38.8	33.5	22.2	50.4

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



KEY TO THE CLEVELAND MARKET:

Half the folks buy nearly 3/4 of the Goods*

You concentrate on this "Better Economic Half" in the

* That's lots of goods! Cleveland still leads the country in spendable income per family. Look us up in this very issue.

Cleveland Plain Dealer

Cresmer & Woodward, Incorporated, New York, Chicago, Detroit, San Francisco, Los Angeles, Atlanta



OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & over	
													% Units	% Income	% Units	% Income	% Units	% Income	% Units	% Income
▲Cleveland		944.0	.5693	283.1		1,899,071	.7150	2,012	6,708		352.5	5,387	20.5	5.7	23.3	14.9	38.8	38.4	17.4	41.0
Lakewood		69.4	.0419	22.5		207,072	.0780	2,984	9,203		27.3	7,579	13.6	2.7	15.7	7.2	38.8	27.2	31.9	62.9
Cleveland Heights		61.1	.0368	18.7		212,027	.0798	3,470	11,338		22.4	9,476	13.6	2.1	13.6	5.0	31.9	17.9	40.9	75.0
East Cleveland		41.4	.0250	13.9		106,126	.0400	2,563	7,635		16.8	6,299	14.7	3.5	19.4	10.6	42.1	35.6	23.8	50.3
Shaker Heights		30.8	.0186	9.5		152,346	.0574	4,946	16,036		11.9	12,828	14.3	1.7	12.5	3.3	24.1	10.0	49.1	85.0
Euclid		58.5	.0353	16.5		132,285	.0498	2,261	8,017		18.5	7,160	10.9	2.3	14.1	6.8	45.9	34.1	29.1	56.8
Bedford		11.1	.0067	3.2		21,927	.0083	1,975	6,852		3.5	6,249	14.3	3.4	18.5	10.3	43.9	37.4	23.3	48.9
Rocky River		13.0	.0078	4.1		47,544	.0179	3,657	11,596		4.6	10,351	11.7	1.7	13.0	4.3	31.1	16.0	44.2	78.0
Parma		48.3	.0291	13.1		104,223	.0392	2,158	7,956		15.0	6,933	12.0	2.6	15.8	7.8	44.1	33.9	28.1	55.7
Garfield Heights		26.3	.0159	7.0		53,710	.0202	2,042	7,673		7.9	6,781	11.4	2.5	15.6	7.9	45.5	35.8	27.5	53.8
Berea		14.9	.0090	3.8		31,592	.0119	2,120	8,314		5.5	5,733	25.4	6.6	16.5	10.0	37.8	35.1	20.3	48.3
Maple Heights		23.6	.0142	6.2		43,686	.0164	1,851	7,046		6.7	6,562	10.7	2.4	14.9	7.9	49.1	39.8	25.3	49.9
South Euclid		24.8	.0150	7.1		65,859	.0248	2,656	9,276		8.4	7,863	13.0	2.5	14.2	6.3	38.6	26.1	34.2	65.1
University Heights		14.5	.0087	3.7		54,473	.0205	3,757	14,722		5.0	10,823	17.2	2.4	11.4	3.7	24.7	12.1	46.7	81.8
Darke		**44.5**	**.0268**	**13.5**	**9.4**	**69,801**	**.0225**	**1,344**	**4,430**	**26,311**	**14.1**	**4,228**	**29.5**	**10.4**	**30.3**	**24.7**	**31.0**	**30.0**	**9.2**	**25.9**
Greenville		9.4	.0057	3.0		16,117	.0061	1,715	5,372		3.5	4,598	28.2	9.2	33.5	21.4	31.5	36.4	11.8	33.0
Defiance		**26.9**	**.0169**	**8.4**	**15.3**	**44,454**	**.0168**	**1,588**	**5,292**	**12,344**	**9.6**	**4,631**	**26.8**	**8.6**	**29.7**	**22.2**	**32.6**	**37.5**	**10.9**	**31.7**
Defiance		13.2	.0080	3.9		23,644	.0089	1,791	6,063		4.8	4,895	26.1	8.0	27.3	19.2	34.0	37.0	12.6	35.8
Delaware		**32.3**	**.0195**	**9.1**	**12.8**	**50,468**	**.0190**	**1,562**	**5,546**	**13,021**	**12.4**	**4,068**	**38.1**	**14.0**	**27.7**	**23.5**	**24.8**	**32.5**	**9.4**	**30.0**
Delaware		12.8	.0077	3.6		23,956	.0090	1,872	6,654		6.2	3,851	42.9	16.6	25.4	22.8	23.2	32.1	8.5	28.5
Erie		**57.0**	**.0348**	**17.7**	**35.7**	**98,059**	**.0369**	**1,697**	**5,540**	**7,753**	**19.4**	**5,045**	**22.4**	**6.6**	**24.4**	**16.8**	**38.8**	**40.9**	**14.4**	**35.7**
Sandusky		32.1	.0194	10.2		58,906	.0221	1,838	5,784		11.6	5,082	22.4	6.6	24.2	16.4	39.0	40.9	14.4	36.1
Fairfield		**56.1**	**.0339**	**17.0**	**26.8**	**83,204**	**.0313**	**1,483**	**4,894**	**15,326**	**16.9**	**4,393**	**27.6**	**9.4**	**30.0**	**23.5**	**32.7**	**39.6**	**9.7**	**27.5**
Lancaster		26.8	.0162	8.5		45,723	.0172	1,706	5,379		9.9	4,629	24.4	7.9	29.6	22.0	35.1	40.4	10.9	29.7
Fayette		**24.3**	**.0146**	**7.0**	**12.8**	**33,474**	**.0126**	**1,378**	**4,464**	**16,050**	**8.3**	**4,030**	**34.0**	**12.6**	**31.1**	**26.7**	**27.2**	**35.9**	**7.7**	**24.8**
Washington Court House		12.8	.0077	3.9		19,954	.0075	1,559	5,116		4.8	4,174	32.7	11.7	30.9	25.6	28.1	35.8	8.3	26.9

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



YOU CAN'T COVER CLEVELAND WITHOUT THE **NEWS!**

The Cleveland market is BIG in buying power—one of the nation's biggest. And Cleveland News families—also BIG in buying power—make The News big in selling power. On-the-spot merchants lead the way for national advertisers. When they place retail advertising for foods—drugs—furnishings—they place it in The News where they reach the buying families in the Cleveland-Cuyahoga County $3,419,942,000 market.


CLEVELAND NEWS HOME

NEWS AUDIENCE—TOO GOOD TO MISS!

Selectivity Cuts Immigration to Mere Trickle

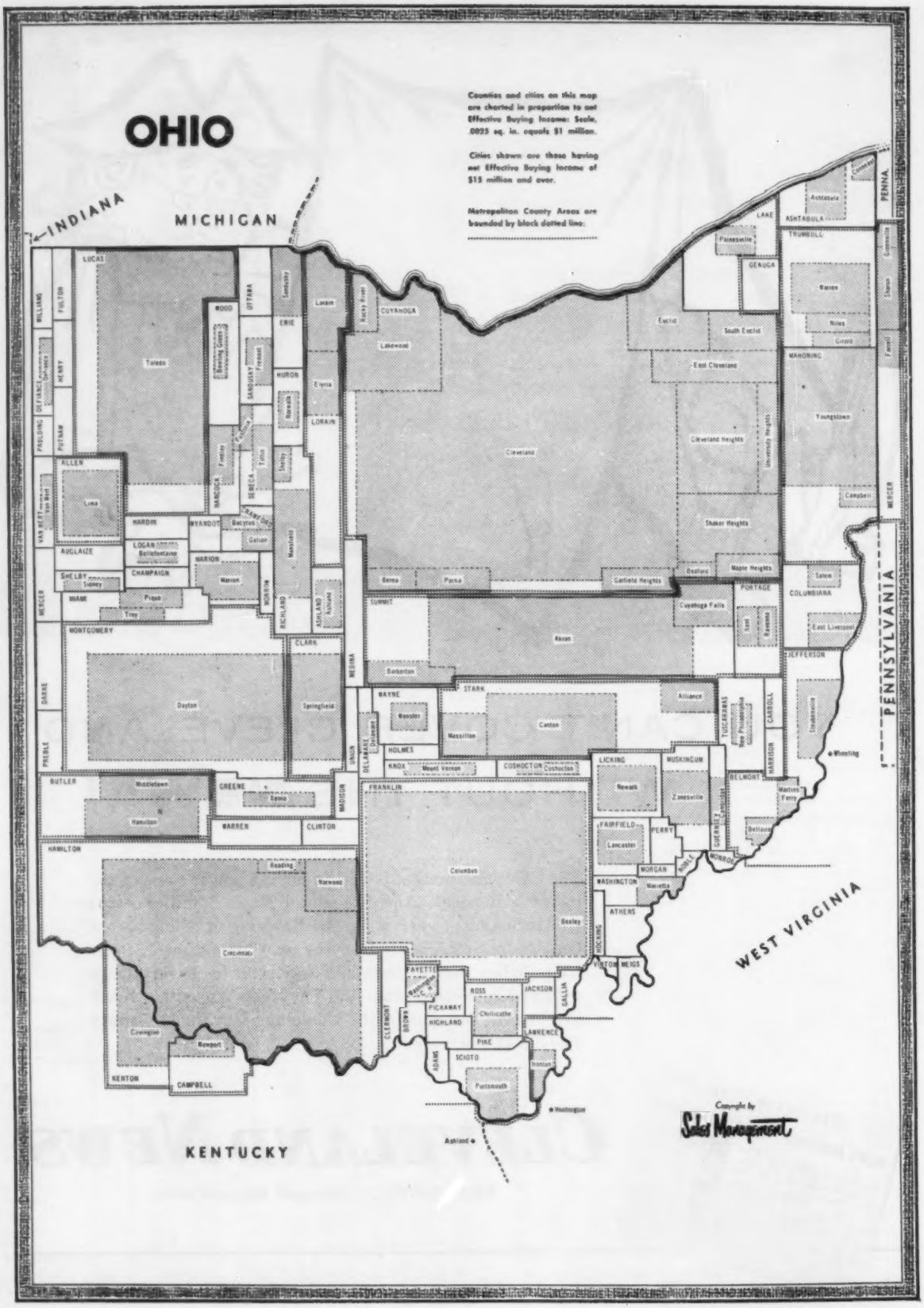
Elvris Wins Court Review Of Pike Fight

Strauss Calls Pacific Blasts 'Stupendous'

Jack Blast On N. 117 'To Dumb

CLEVELAND NEWS

KELLY-SMITH CO., *National Representatives*


OHIO
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0025 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line.
INDIANA
MICHIGAN
PENNSYLVANIA
WEST VIRGINIA
KENTUCKY
LUCAS
Toledo
WOOD
OTTAWA
Lucas
ERIE
Lorain
Huron
Erie
Sandusky
Fremont
Ottawa
Port Clinton
WILLIAMS
FULTON
HENRY
DEFIANCE
PAULDING
PUTNAM
ALLEN
Lima
VAN WERT
HARDIN
WYANDOT
Bucyrus
Galion
CRAWFORD
MARION
Marion
LOGAN
Bellefontaine
AUGLAIZE
CHAMPAIGN
SHELBY
Sidney
MIAMI
Piqua
Troy
MERCER
DARKE
PREBLE
MONTGOMERY
Dayton
Springfield
CLARK
MORROW
RICHLAND
Mansfield
ASHLAND
Ashland
MEDINA
Medina
Rocky River
CUYAHOGA
Lakewood
Cleveland
Euclid
South Euclid
East Cleveland
Cleveland Heights
University Heights
Shaker Heights
Lorain
Elyria
LORAIN
LAKE
Painesville
GEAUGA
ASHTABULA
TRUMBULL
Warren
Niles
Girard
Ashtabula
Conneaut
Geneva
Grandville
Sharon
Farrell
MAHONING
Youngstown
Campbell
MERCER
Salem
COLUMBIANA
East Liverpool
JEFFERSON
Steubenville
Wheeling
Martins Ferry
BELMONT
HARRISON
CARROLL
TUSCARAWAS
New Philadelphia
Dover
Uhrichsville
Barberton
Akron
Cuyahoga Falls
PORTAGE
Kent
Ravenna
SUMMIT
Berea
Parma
Garfield Heights
Bedford
Maple Heights
WAYNE
Wooster
STARK
Canton
Massillon
Alliance
HOLMES
KNOX
Mount Vernon
COSHOCTON
Coshocton
LICKING
Newark
MUSKINGUM
Zanesville
DELAWARE
Delaware
UNION
MADISON
FRANKLIN
Columbus
BUTLER
Middletown
Hamilton
GREENE
Xenia
WARREN
CLINTON
HAMILTON
Reading
Norwood
Cincinnati
Lancaster
FAIRFIELD
PERRY
MORGAN
WASHINGTON
Marietta
ATHENS
Beasley
HOCKING
VINTON
MEIGS
GUERNSEY
NOBLE
MONROE
Cambridge
Bellaire
FAYETTE
Washington C.H.
PICKAWAY
ROSS
Chillicothe
JACKSON
GALLIA
HIGHLAND
PIKE
LAWRENCE
Ironton
CLERMONT
BROWN
ADAMS
SCIOTO
Portsmouth
Huntington
Ashland
Covington
Newport
KENTON
CAMPBELL
Copyright by
Sales Management

The New No. 1 in Cincinnati is the Cincinnati Daily Enquirer

No. 1 in Advertising Gain in 1955. In fact, the more-than-5 million line gain of the Cincinnati Enquirer (daily and Sunday) to a total of 37,542,828 lines puts it among the top six newspapers in the world in advertising linage gains in 1955 . . . and moves it from 31st to 16th place among the nation's newspapers in total advertising volume.

No. 1 in Circulation . . . in City Zone as well as Retail Trading Zone and *Total*. The Daily Enquirer, with a total circulation of 206,408, now reaches over 41,000 more families than the Post, 52,000 more than the Times-Star.

No. 1 in Retail Display Linage . . . with 332,961 more lines than the Post, 839,542 more than the Times-Star in 1955.

No. 1 in Automotive Display Linage . . . after a one-year jump from 3rd to 1st place and a total of 1,595,713 lines. This is 188,042 more than the Times-Star, 109,729 more than the Post.

No. 1 in Total Display Linage with 13,021,264 lines in 1955 . . . 776,199 more than the Times-Star, 685,938 more than the Post.

No. 1 in Total Advertising with a leap to 21,488,226 lines in 1955 . . . over 5 million more lines than the Times-Star, over 3 million more than the Post.



P.S. The Daily Enquirer is No. 1 in Value, too . . . with the lowest milline rate of any Cincinnati daily newspaper.

. . . AND the Sunday Enquirer continues to give blanket coverage of the Cincinnati area . . . reaching 4 out of every 5 families in the nation's 15th largest metropolitan area.

Source: A.B.C. Publishers' Statements, Sept. 30, 1955 and Media Records, 1955

Solid Cincinnati reads (and advertisers are flocking solidly to)

THE CINCINNATI ENQUIRER

Represented by Moloney, Regan and Schmitt, Inc.

in Central Ohio . . .



ONE WILL DO!

Just one station—WBNS Radio—drops sweet-spending Columbus and Central Ohio right in your lap. WBNS is the number one Pulse station covering 1,576,100 people with $2,639,054,000 to spend. The most and also the best. With 28 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

REPRESENTED BY JOHN BLAIR & CO.

This is no place to be modest about being first . . . You name it and we'll show you a fat number one. For months we haven't had fewer than 28 of the top 30 Pulse-rated programs . . . most of the time, all 30; and 12 of these are our local shows. It follows that we have more listeners than any other station heard in Central Ohio. Five other stations and "miscellaneous" cut up an average of only 63%, according to Pulse. Our merchandising department specializes in emptying displays. If you think we want you to buy WBNS Radio, you are so right!

WBNS RADIO
COLUMBUS, OHIO
CBS RADIO NETWORK

WBNS Radio

OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Franklin	33	585.3	.3538	173.8	517.1	1,220,110	.4594	2,085	7,020	16,536	214.0	5,701	21.6	5.7	23.2	14.1	35.7	33.3	19.5	46.9
▲Columbus		420.0	.2533	125.9		868,862	.3271	2,069	6,901		155.3	5,488	22.0	6.0	23.8	15.0	35.9	34.8	18.3	44.2
Bexley		14.2	.0086	4.0		52,737	.0199	3,715	13,180		5.6	9,428	21.6	3.4	13.8	5.1	26.2	14.8	38.4	76.7
Fulton		27.6	.0166	8.2	3.9	39,568	.0149	1,434	4,825	20,858	8.6	4,607	26.8	8.7	29.8	21.5	32.9	37.7	11.8	32.1
Gallia		25.3	.0153	6.7	6.0	22,886	.0086	904	3,413	5,482	7.3	3,112	40.8	23.9	30.0	33.3	16.1	27.5	4.1	15.3
Gallipolis		8.0	.0048	1.9		7,695	.0029	962	4,050		2.2	3,471	45.4	19.5	29.9	29.7	19.2	29.4	5.5	21.4
Geauga		30.8	.0186	8.3		52,789	.0199	1,714	6,360	7,567	9.8	5,404	25.7	7.1	22.0	14.0	34.8	34.3	17.5	44.6
Greene	37	70.3	.0424	20.2	40.1	131,891	.0496	1,876	6,529	15,718	26.8	4,914	27.9	8.5	22.6	15.9	33.7	36.5	15.8	39.1
Xenia		14.7	.0089	4.5		26,419	.0099	1,797	5,871		5.7	4,650	28.4	9.1	24.3	18.2	34.4	39.3	12.9	33.4
Guernsey		39.1	.0236	11.6	15.2	46,067	.0174	1,178	3,971	4,708	13.1	3,508	39.7	16.9	32.7	32.2	22.4	34.0	5.2	16.9
Cambridge		15.2	.0092	5.1		23,256	.0084	1,464	4,564		5.7	3,571	34.1	13.1	32.3	28.9	26.6	36.6	7.0	21.4
Hamilton	29	796.9	.4806	253.6	739.1	1,840,091	.5798	1,933	6,873	9,615	297.6	5,175	25.9	7.5	24.9	16.6	33.7	34.7	15.5	41.2
▲Cincinnati		528.6	.3188	171.9		1,041,517	.3921	1,970	6,059		206.5	5,044	27.6	8.2	25.7	17.5	32.0	33.8	14.7	40.5
Norwood		40.0	.0241	13.3		79,800	.0300	1,995	6,000		15.3	5,221	19.5	5.6	23.9	15.8	41.4	43.2	15.2	36.4

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

OFFICIAL RECORDS PROVE . . .



DAYTON, OHIO

Birthplace of aviation, home of Wright-Patterson Air Force Base, headquarters of all air force procurement and supply.

•

More than 700 industries — large and small — are successful and expanding their operations in the Dayton area.

•

We suggest you investigate the reasons behind this great growth.

Write:

DAYTON CHAMBER OF COMMERCE

Biltmore Hotel

Harry R. Hall, executive vice president

These organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

ALLIANCE, OHIO

Community Development Corporation now building new plants for new industry on 100 acres of level industrial land along main line railroad.

Call 6265 or write.

ALLIANCE

Chamber of Commerce

Alliance, Ohio

Paul F. Hrabko, Sec.

OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	% Units	% Income	% Units	% Income	% Units	% Income	% Units	% Income
Reading		8.9	.0054	2.5		15,607	.0059	1,754	6,243		2.9	5,367	19.5	5.4	23.2	14.9	41.7	41.4	15.6	38.3
Lockland		6.1	.0037	1.7		12,436	.0047	2,039	7,315		2.3	5,474	17.7	4.8	23.9	15.1	40.9	39.8	17.5	40.3
Hancock		47.6	.0287	15.5	28.4	75,532	.0285	1,587	4,873	19,184	16.4	4,610	27.4	8.9	27.7	20.7	33.4	38.6	11.5	31.8
Findlay		28.1	.0157	8.0		46,535	.0175	1,783	5,817		9.8	4,771	27.5	8.6	25.9	18.7	34.1	38.0	12.5	34.7
1Fostoria																				
Hardin		30.4	.0183	9.2	13.1	40,080	.0151	1,318	4,357	16,585	10.9	3,673	37.0	15.1	33.3	31.2	23.7	34.4	6.0	19.3
Kenton		9.1	.0055	2.9		13,270	.0050	1,458	4,576		3.4	3,878	34.4	13.3	32.4	28.7	26.1	35.9	7.1	22.1
Harrison		19.4	.0117	5.8	3.1	28,196	.0096	1,350	4,517	3,476	6.4	4,068	31.0	11.4	32.5	27.6	27.6	38.1	8.9	24.9
Henry		23.0	.0139	7.0	5.7	33,808	.0127	1,470	4,830	18,964	7.4	4,579	25.0	8.2	32.4	24.3	32.1	37.4	10.5	30.1
Napoleon		5.7	.0034	1.8		10,684	.0040	1,874	5,936		2.1	5,061	23.0	6.8	29.0	19.8	35.0	38.8	13.0	36.6
Highland		30.4	.0183	9.5	10.9	34,991	.0132	1,151	3,683	15,089	10.4	3,380	43.1	19.1	32.2	32.8	19.5	36.8	5.2	17.3
Hillsboro		5.5	.0033	1.8		8,158	.0031	1,483	4,532		2.2	3,681	41.2	16.7	29.2	27.4	23.0	33.2	6.6	22.7
Hocking		19.6	.0118	5.6	6.0	22,332	.0084	1,140	3,901	2,485	6.4	3,568	38.6	16.5	33.4	32.8	22.6	34.3	5.4	16.4
Logan		6.0	.0036	2.2		9,103	.0034	1,517	4,138		2.3	4,012	32.1	13.0	30.1	25.8	29.8	39.6	8.0	22.6
Holmes		20.2	.0122	5.4		21,968	.0083	1,087	4,068	12,296	5.7	3,850	37.0	14.3	31.5	28.2	23.4	32.4	8.1	25.1
Huron		43.1	.0260	12.9	20.8	65,780	.0248	1,526	5,099	13,432	14.5	4,524	28.0	9.2	25.4	19.5	35.4	41.6	11.2	29.7
Norwalk		10.9	.0066	3.6		19,407	.0073	1,780	5,391		4.0	4,840	28.4	8.8	23.0	16.4	34.6	38.0	14.0	36.8
Jackson		30.3	.0183	8.5	13.5	33,233	.0125	1,097	3,910	2,871	9.7	3,427	41.6	18.2	31.4	31.5	22.7	35.3	4.3	15.0
Jackson		6.7	.0040	2.2		9,066	.0034	1,353	4,121		2.3	3,898	34.2	13.1	29.4	26.1	30.2	41.2	6.2	19.6
Jefferson	158	96.7	.0595	28.1	49.4	165,778	.0624	1,690	5,900	3,347	32.5	5,095	21.6	6.3	25.3	17.1	35.1	40.9	14.0	35.7
▲Steubenville		36.7	.0221	10.7		73,153	.0275	1,993	6,837		13.4	5,441	20.5	5.6	23.4	14.9	39.9	39.1	16.2	40.4
Knox		38.1	.0230	11.6	13.2	88,238	.0219	1,829	5,020	12,573	13.7	4,256	29.9	10.5	28.9	23.4	32.0	40.1	9.2	26.0
Mount Vernon		13.2	.0080	4.4		25,090	.0094	1,901	5,702		5.4	4,623	26.0	8.4	26.9	20.1	35.9	41.3	11.2	30.2
Lake	30	91.7	.0553	27.1	82.0	177,174	.0667	1,932	6,536	6,730	30.3	5,841	15.6	4.0	17.9	10.5	46.7	42.6	19.8	42.9
Painesville		16.3	.0098	4.8		33,967	.0128	2,084	7,076		6.0	5,628	18.7	5.0	18.0	11.0	44.1	41.7	19.2	42.3
Lawrence	65	62.3	.0315	14.7	22.2	63,101	.0238	1,207	4,293	3,235	16.0	3,938	32.6	12.4	30.7	26.9	29.2	39.4	7.5	21.3
Ironton		17.5	.0106	5.3		26,406	.0099	1,509	4,982		6.1	4,294	29.7	10.3	27.6	22.1	33.0	41.0	9.7	26.6
Licking	231	78.3	.0480	23.7	40.4	121,522	.0457	1,593	5,128	16,577	28.0	4,337	29.8	10.2	28.3	22.6	31.9	39.2	10.0	28.0
△Newark		37.0	.0223	13.0		62,899	.0237	1,700	5,242		13.8	4,550	26.4	8.7	27.6	20.8	34.9	40.9	11.1	29.6
Logan		33.2	.0201	10.6	11.5	40,268	.0175	1,394	4,365	13,567	11.9	3,890	34.0	13.0	31.5	27.9	27.9	38.3	6.6	20.8
Bellefontaine		11.5	.0069	3.6		18,519	.0070	1,510	5,144		4.4	4,212	29.4	10.4	29.2	24.0	32.8	41.4	8.6	24.2
Lorain	82	177.8	.1072	51.8	123.2	330,418	.1244	1,858	6,403	16,733	62.8	5,261	20.1	5.7	23.4	15.3	40.3	40.8	16.2	38.4
▲Lorain		55.1	.0332	15.4		111,002	.0418	2,015	7,208		20.1	5,535	16.2	4.4	24.3	15.2	41.6	40.0	17.9	40.4
▲Elyria		36.0	.0217	11.2		70,514	.0265	1,959	6,296		13.2	5,359	19.7	5.5	22.1	14.2	41.7	41.4	16.5	38.9
Lucas	149	429.7	.2591	121.9	389.7	943,827	.3553	2,196	7,205	12,521	154.4	6,112	17.0	4.3	19.9	11.3	40.1	34.9	22.4	49.5
▲Toledo		326.0	.1967	100.1		736,898	.2774	2,260	7,362		121.1	6,085	15.0	4.4	20.0	11.4	39.6	34.6	22.4	49.6
Madison		23.8	.0144	6.4	5.4	33,440	.0120	1,405	5,225	18,195	7.2	4,659	31.9	10.2	29.9	22.2	24.8	28.3	13.4	39.3
London		5.4	.0033	1.6		8,770	.0033	1,624	5,481		1.8	4,790	29.5	9.2	31.2	22.4	25.9	28.8	13.4	39.6
Mahoning	166	277.4	.1673	77.9	233.3	821,957	.1985	1,882	6,709	9,257	92.7	5,829	18.1	4.8	23.7	14.6	40.0	37.8	18.2	42.8
2▲Youngstown		175.1	.1056	48.7		337,366	.1270	1,927	6,927		60.2	5,604	18.5	4.9	24.0	14.8	39.4	37.4	18.1	42.9
Campbell		13.4	.0081	3.5		23,105	.0087	1,734	6,601		4.5	5,155	17.9	5.2	28.4	19.0	38.6	39.8	15.1	36.0
Marion		58.7	.0336	17.2	38.3	98,761	.0327	1,688	5,844	12,279	19.1	4,539	28.4	8.7	28.5	21.7	34.6	40.5	10.5	29.1
Marion		36.1	.0218	11.2		59,233	.0223	641	5,289		13.0	4,566	25.5	8.4	28.1	21.3	36.0	41.9	10.4	28.5
Medina		45.3	.0273	13.7	14.9	74,925	.0282	1,654	5,469	12,629	15.0	4,992	24.1	7.2	25.1	17.3	36.8	39.3	14.0	36.2
Medina		5.6	.0034	1.7		10,733	.0040	1,915	6,308		2.1	5,200	23.0	6.6	22.9	15.2	39.1	40.1	15.0	38.1
Meigs		23.7	.0143	7.0	7.4	26,332	.0099	1,111	3,762	4,085	7.7	3,411	42.9	16.6	30.8	31.1	20.8	32.8	5.5	17.6
Mercer		31.0	.0187	8.7	6.3	44,956	.0169	1,450	5,167	18,613	9.1	4,940	25.6	7.7	27.7	19.4	32.3	34.8	14.4	38.1
Celina		6.3	.0038	1.8		12,587	.0047	1,998	6,993		2.3	5,543	23.7	6.4	25.3	15.7	33.6	32.3	17.4	45.6
Miami		66.9	.0403	20.9	34.8	110,619	.0417	1,653	5,292	17,974	22.7	4,875	22.2	6.8	27.3	19.3	37.8	41.3	12.7	32.6
Piqua		20.0	.0121	6.7		35,556	.0134	1,778	5,307		7.4	4,796	23.3	7.4	27.2	19.5	37.0	41.1	12.0	32.0
Troy		11.3	.0068	3.8		24,038	.0091	2,127	6,677		4.4	5,447	17.0	4.3	24.4	15.4	40.3	39.9	17.3	39.9
Monroe		15.4	.0093	4.5		14,511	.0068	942	3,229	4,293	5.1	2,872	53.7	27.9	29.2	35.0	14.3	28.6	2.8	10.5
Montgomery	37	456.4	.2753	135.4	390.7	940,468	.3540	2,061	6,948	15,903	164.6	5,721	18.6	4.9	21.3	12.8	40.5	37.7	19.8	44.6
▲Dayton		277.5	.1674	83.5		603,435	.2272	2,175	7,227		105.5	5,560	19.3	5.3	23.3	13.8	39.3	37.6	18.5	43.3

1 Fostoria is in Hancock and Seneca Counties.
2 Youngstown is in Mahoning and Trumbull Counties.

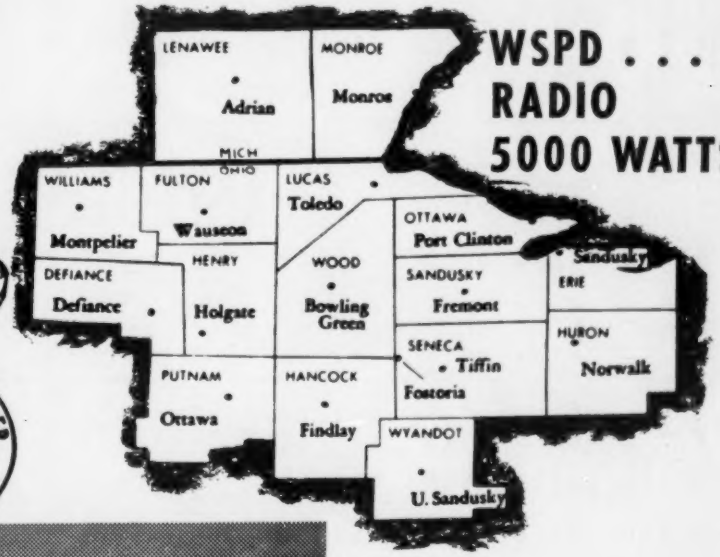
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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.



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Authority for above listening and market information: Nielsen Coverage Service; Sales Management Survey of Buying Power.

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OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Morgan		13.2	.0079	4.1		14,327	.0054	1,085	3,494	4,349	4.4	3,226	45.0	20.9	33.9	38.2	17.1	28.2	4.0	14.7
Morrow		18.3	.0111	5.3		21,388	.0081	1,167	4,030	9,779	5.9	3,621	36.2	15.0	31.9	30.3	26.3	38.7	5.6	16.0
Muskingum	260	79.4	.0479	24.1	42.7	116,021	.0437	1,461	4,814	8,865	27.4	4,234	31.5	11.1	28.7	23.4	30.2	38.9	9.6	27.5
△Zanesville		42.7	.0258	13.3		60,298	.0261	1,623	5,210		15.7	4,407	28.6	9.7	28.9	22.7	32.1	38.7	10.4	28.9
Noble		11.7	.0070	3.5		12,545	.0047	1,072	3,584	3,846	3.8	3,316	45.1	20.3	32.1	33.3	17.9	28.8	4.9	17.6
Ottawa		32.6	.0197	9.8	6.2	58,982	.0222	1,809	6,017	7,618	11.1	5,334	18.0	5.1	24.0	15.4	41.6	41.6	16.4	37.9
Paulding		15.5	.0093	4.7		20,090	.0075	1,296	4,274	10,825	4.9	4,129	30.5	11.1	32.5	27.1	28.7	37.0	8.3	24.8
Perry		29.4	.0178	8.5	7.4	33,675	.0127	1,145	3,962	4,226	9.3	3,639	35.9	14.7	33.2	31.5	25.0	36.6	5.9	17.2
Pickaway		30.9	.0186	7.9	9.3	38,268	.0144	1,238	4,844	19,227	9.0	4,257	32.7	11.5	31.2	25.2	26.1	32.7	10.0	30.6
Circleville		9.3	.0056	2.9		14,455	.0054	1,554	4,984		3.2	4,470	31.8	10.6	30.1	23.3	27.2	32.4	10.9	33.7
Pike		25.8	.0154	6.9		21,093	.0080	827	3,057	3,484	7.4	2,864	51.7	25.9	32.1	38.8	13.6	25.3	2.6	9.0
Portage		72.3	.0436	20.1	32.6	118,207	.0445	1,635	5,881	10,506	26.2	4,504	31.6	10.5	24.6	18.9	32.0	37.8	11.6	32.8
Ravena-Kent		*24.0*	*.0145*	*6.4*		*48,145*	*.0181*	*2,006*	*7,529*											
Ravenna		10.7	.0065	3.2		18,958	.0071	1,772	5,924		4.0	4,717	22.5	7.1	28.4	20.8	37.9	42.8	11.2	29.3
Kent		13.3	.0080	3.2		29,185	.0110	2,194	9,120		6.8	4,298	45.4	15.8	20.1	16.2	21.4	26.5	13.1	41.5
Preble		30.1	.0181	9.8	4.8	44,463	.0167	1,477	5,053	16,699	10.0	4,468	28.1	9.4	28.0	21.6	33.7	40.2	10.2	28.8
Putnam		27.0	.0163	7.6	3.2	37,433	.0141	1,388	4,925	20,010	8.2	4,538	26.3	8.7	34.0	25.8	26.9	33.9	10.8	31.6
Richland	224	162.3	.0817	39.3	66.7	187,765	.0707	1,838	6,197	9,612	35.3	5,326	19.4	5.4	25.0	16.2	39.4	39.4	16.2	39.0
△Mansfield		47.9	.0289	15.3		103,946	.0391	2,170	6,794		18.8	5,530	19.2	5.2	24.1	15.1	38.9	37.4	17.8	42.3
Shelby		9.1	.0055	2.9		17,902	.0067	1,967	6,173		3.3	5,365	17.8	5.0	24.2	15.5	41.0	40.7	17.0	38.8
Ross		59.2	.0357	16.5	29.1	76,064	.0286	1,285	4,610	13,800	18.5	4,101	32.6	11.9	28.8	24.2	29.8	38.7	8.8	25.2
Chillicothe		26.1	.0157	8.3		42,537	.0160	1,630	5,125		9.7	4,388	28.6	9.7	27.8	21.9	33.3	40.4	10.3	28.0
Sandusky		48.4	.0292	15.8	25.2	78,290	.0295	1,618	4,955	15,264	16.3	4,817	23.2	7.2	25.8	18.5	36.7	42.8	12.3	31.5
Fremont		17.8	.0107	5.7		31,852	.0120	1,789	5,588		6.4	4,960	22.9	6.9	25.5	17.8	38.1	40.9	13.5	34.4
Scioto	241	102.8	.0620	30.0	55.8	131,248	.0494	1,277	4,375	4,949	32.4	4,047	32.9	12.1	28.9	24.7	30.3	30.9	7.9	23.3
△Portsmouth		43.1	.0260	13.4		66,414	.0250	1,541	4,956		15.5	4,281	31.0	10.8	27.8	22.5	32.0	39.7	9.2	27.0
Seneca		57.5	.0347	16.9	34.0	87,831	.0331	1,527	5,197	14,189	19.4	4,536	28.1	8.6	27.2	20.6	35.3	41.5	11.4	29.3
Tiffin		20.3	.0122	6.2		34,447	.0130	1,697	5,556		7.7	4,456	28.9	9.7	25.7	19.9	34.4	41.1	11.0	29.3
1Fostoria		16.0	.0096	4.9		27,021	.0102	1,689	5,514		5.5	4,888	21.5	6.6	26.2	18.4	38.7	42.2	13.6	32.8
Shelby		31.2	.0188	8.9	12.6	40,619	.0153	1,302	4,564	14,858	9.4	4,316	26.4	9.2	31.2	24.8	33.4	41.3	9.0	24.7
Sidney		12.6	.0076	4.0		19,200	.0072	1,524	4,800		4.4	4,379	26.0	8.9	28.8	22.7	35.6	43.3	9.6	25.1
Stark	22	317.2	.1913	93.1	229.3	544,768	.2051	1,717	5,851	16,229	106.9	5,095	20.9	6.1	26.0	17.7	38.7	40.4	14.4	35.8
▲Canton		123.2	.0743	37.7		223,530	.0842	1,814	5,929		44.6	5,007	21.8	6.5	27.3	18.8	37.0	39.4	13.9	33.3
Massilon		33.9	.0204	10.1		58,600	.0221	1,729	5,802		11.6	5,056	21.0	6.2	26.4	18.0	38.2	40.2	14.4	35.6
Alliance		31.0	.0187	9.3		57,465	.0216	1,854	6,179		11.3	5,066	23.4	6.9	24.5	16.7	37.6	39.5	14.5	36.9
Summit	1	450.4	.2771	137.8	397.1	858,028	.3231	1,868	6,227	6,893	157.3	5,456	17.7	4.8	23.1	14.7	42.5	41.5	16.7	39.0
▲Akron		295.1	.1780	89.5		567,654	.2137	1,924	6,343		105.6	5,374	18.5	5.1	23.5	15.1	41.8	41.4	16.2	38.4
Barberton		30.4	.0183	8.7		54,983	.0207	1,809	6,320		10.4	5,264	16.6	4.7	25.2	16.5	43.2	43.7	15.0	35.1
Cuyahoga Falls		38.4	.0232	11.6		79,229	.0298	2,063	6,830		12.6	6,288	13.0	3.1	17.7	9.7	45.9	38.9	23.4	48.3
Trumbull	166	178.0	.1081	50.5	111.1	301,741	.1136	1,714	5,975	9,638	56.6	5,327	18.3	5.1	24.4	15.8	41.0	41.0	16.3	38.1
Warren		55.1	.0332	16.3		105,236	.0396	1,910	6,456		19.4	5,423	19.3	5.3	24.1	15.5	39.4	38.6	17.2	40.6
Niles		17.6	.0106	4.9		33,116	.0125	1,882	6,758		6.0	5,541	14.3	3.8	25.8	16.1	42.3	40.7	17.6	39.4
Girard		10.6	.0064	2.8		18,566	.0070	1,752	6,631		3.3	5,562	17.6	4.7	24.3	15.1	40.2	38.5	17.9	41.7
2▲Youngstown																				
Tuscarawas		74.7	.0451	22.8	41.5	107,630	.0406	1,444	4,729	9,394	24.4	4,427	26.4	8.9	30.5	23.8	33.5	40.3	9.6	27.0
New Philadelphia		13.5	.0081	4.3		21,790	.0082	1,614	5,067		4.8	4,537	27.3	9.0	28.9	21.9	33.0	38.8	10.8	30.3
Dover		10.2	.0062	3.2		16,865	.0063	1,653	5,270		3.6	4,720	25.0	7.9	26.5	19.4	37.4	42.2	11.1	30.5
Union		21.8	.0131	6.6	4.5	29,397	.0110	1,348	4,454	14,644	7.3	4,037	33.3	12.3	30.9	26.5	27.1	35.7	8.7	25.5
Van Wert		28.7	.0173	9.1	14.1	46,436	.0175	1,618	5,103	15,042	9.8	4,736	23.7	7.5	31.3	22.8	32.7	36.7	12.3	33.0
Van Wert		11.0	.0066	3.6		20,118	.0076	1,829	5,588		4.1	4,918	23.5	7.2	28.7	20.1	34.6	37.5	13.2	35.2
Vinton		11.1	.0067	2.8		9,231	.0035	832	3,297	1,329	3.2	2,922	52.0	26.6	30.7	36.2	14.3	26.0	3.0	11.2
Warren		47.9	.0289	13.6	12.9	69,047	.0260	1,441	5,077	13,090	15.3	4,504	26.0	8.6	26.0	19.9	37.6	44.5	10.4	27.0
Lebanon		5.1	.0031	1.8		9,258	.0035	1,815	6,172		2.0	4,585	26.6	8.7	25.7	19.3	36.7	42.6	11.0	29.4
Washington		46.5	.0280	14.3	16.8	57,560	.0217	1,238	4,025	6,649	16.0	3,591	39.2	16.3	32.0	30.7	23.1	34.3	5.7	18.7
Marietta		16.8	.0101	5.3		27,226	.0103	1,621	5,137		6.9	3,926	35.2	13.4	31.5	27.8	25.9	35.1	7.4	23.7
Wayne		64.3	.0388	18.1	25.5	97,416	.0366	1,515	5,382	22,089	21.3	4,581	29.6	9.6	26.5	20.0	31.8	37.0	12.1	33.4
Wooster		14.8	.0089	4.5		30,347	.0114	2,050	6,744		6.6	4,618	33.6	10.9	24.3	18.1	28.8	33.2	13.3	37.8
Williams		28.0	.0169	8.9	11.1	43,553	.0164	1,555	4,894	14,004	10.0	4,342	30.9	10.6	29.4	23.8	29.9	36.6	9.8	29.3
Wood		64.4	.0389	18.6	28.4	106,456	.0401	1,653	5,723	23,574	23.5	4,533	33.9	11.2	24.1	18.3	29.6	35.0	12.2	35.5
Bowling Green		12.9	.0078	2.7		25,475	.0096	1,975	9,435		7.4	3,432	51.3	22.3	21.8	22.0	19.9	30.9	7.0	24.8
Wyandot		21.4	.0129	6.4	8.4	31,051	.0117	1,451	4,852	13,728	7.3	4,237	25.4	10.0	33.2	27.1	29.1	36.5	9.3	26.4
Total Above Cities		5,123.3	3.0899	1,558.1		10,422,575	3.9237	2,034	6,699		1,903.4	5,476	21.9	6.0	23.5	14.8	37.0	36.0	17.6	43.2
State Total		8,774.2	5.2917	2,623.9	6,240.2	15,982,290	6.0174	1,822	6,091	1,638,358	3,066.0	5,213	23.7	6.8	24.6	16.3	35.8	36.6	15.9	40.3

1 Fostoria is in Hancock and Seneca Counties.
2 Youngstown is in Mahoning and Trumbull Counties.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

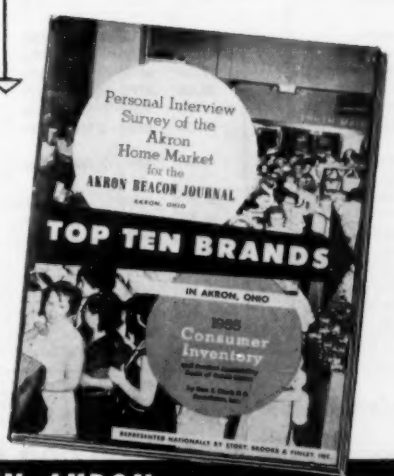


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AUTOMOTIVE	159,730,000
DRUG	21,308,000



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8 editorial features are reference "musts"... keep each issue in the home for a week.

★Offered in combination with Catholic Chronicle, Toledo and Catholic Exponent, Youngstown — over 155,000 circulation — for reduced-rate-coverage of Northern Ohio where 2/5rds of Ohio's Catholics live.



Write direct or call CATHOLIC NEWSPAPER ADVERTISING BUREAU, New York City, MUrray Hill 6-7671 for rates, more complete circulation and market specifics.

OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adams		16,991	.0091	2,674	.0093	71	69	3,412	560	713	296	584	3,935	1,632	2,934	296
Allen	79	115,750	.0824	3,937	.0818	105	106	25,186	7,374	19,687	8,920	5,831	21,205	7,256	10,216	2,766
▲Lima		92,155	.0497		.0407	123	151	19,303	5,422	17,912	5,181	4,880	18,339	5,139	6,068	2,338
Ashland		40,324	.0217	3,633	.0216	101	101	7,644	2,677	3,206	2,157	2,782	9,165	2,613	3,901	986
Ashland		26,287	.0142		.0116	125	153	5,017	1,140	2,788	1,568	2,369	6,389	1,397	1,719	746
Ashtabula		113,737	.0613	4,358	.0546	107	120	25,409	14,857	10,161	3,786	4,689	21,633	8,748	10,872	2,258
Ashtabula		57,112	.0308		.0213	142	205	11,901	10,326	6,633	2,183	3,203	9,518	2,824	5,363	1,130
Conneaut		17,538	.0095		.0077	118	146	4,317	1,082	1,448	674	293	3,870	1,238	1,961	277
Athens		38,659	.0196	2,933	.0222	80	71	8,843	2,585	1,990	2,145	1,495	10,357	2,738	2,470	1,104
Athens		23,929	.0129		.0095	134	182	4,539	1,491	1,232	1,633	1,025	8,069	1,228	1,763	795
Auglaize		37,068	.0200	3,708	.0191	95	99	8,506	2,083	2,413	1,072	1,859	8,550	2,599	3,317	621
Belmont	188	72,545	.0391	2,717	.0448	83	73	26,492	4,571	5,728	2,433	2,774	12,349	6,347	4,618	1,453
Martins Ferry-Bellaire		*32,017*	*.0173*		*.0153*	*89*	*118*	*18,068*	*1,724*	*1,578*	*1,681*	*1,765*	*6,799*	*1,906*	*1,259*	*796*
Bellaire		16,846	.0091		.0074	99	121	6,531	949	1,313	1,008	568	3,127	810	702	542
Martins Ferry		15,171	.0082		.0079	90	103	5,531	775	265	673	1,099	3,665	1,096	537	254
Brown		18,153	.0097	2,521	.0103	73	68	3,728	1,709	1,140	334	371	1,919	2,421	3,615	511
Butler	60	199,248	.1074	4,168	.1044	108	107	43,157	15,387	20,666	10,793	11,992	40,204	12,065	23,809	4,848
▲Hamilton		111,213	.0599		.0475	119	151	22,152	8,044	13,046	5,105	6,062	22,364	5,556	17,894	2,703
▲Middletown		64,182	.0346		.0290	132	157	14,760	4,840	6,328	5,426	5,666	12,550	4,248	3,021	1,649
Carroll		14,689	.0080	2,564	.0097	80	86	3,873	741	1,650	408	762	2,888	1,679	1,268	252

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

Metropolitan Area (1950 Census) LIMA, OHIO No Larger City within 65 Miles

$565,000,000 Income • $420,000,000 Retail Sales

Lima is the Hub of a large 10 county shopping area where prosperous wage-earners and farmers trade . . . located in western Ohio's rich income-producing agricultural region and studded with over 300 industrial plants.

LIMA ECONOMIC HIGHLIGHTS

Lima Per Family Income	$5,928
Metro. Lima Per Family Income	$5,625
Average Weekly Wage	$76.60—$79.95

An ever-expanding market . . . Well Balanced between Industry and Agriculture . . . High Home Ownership

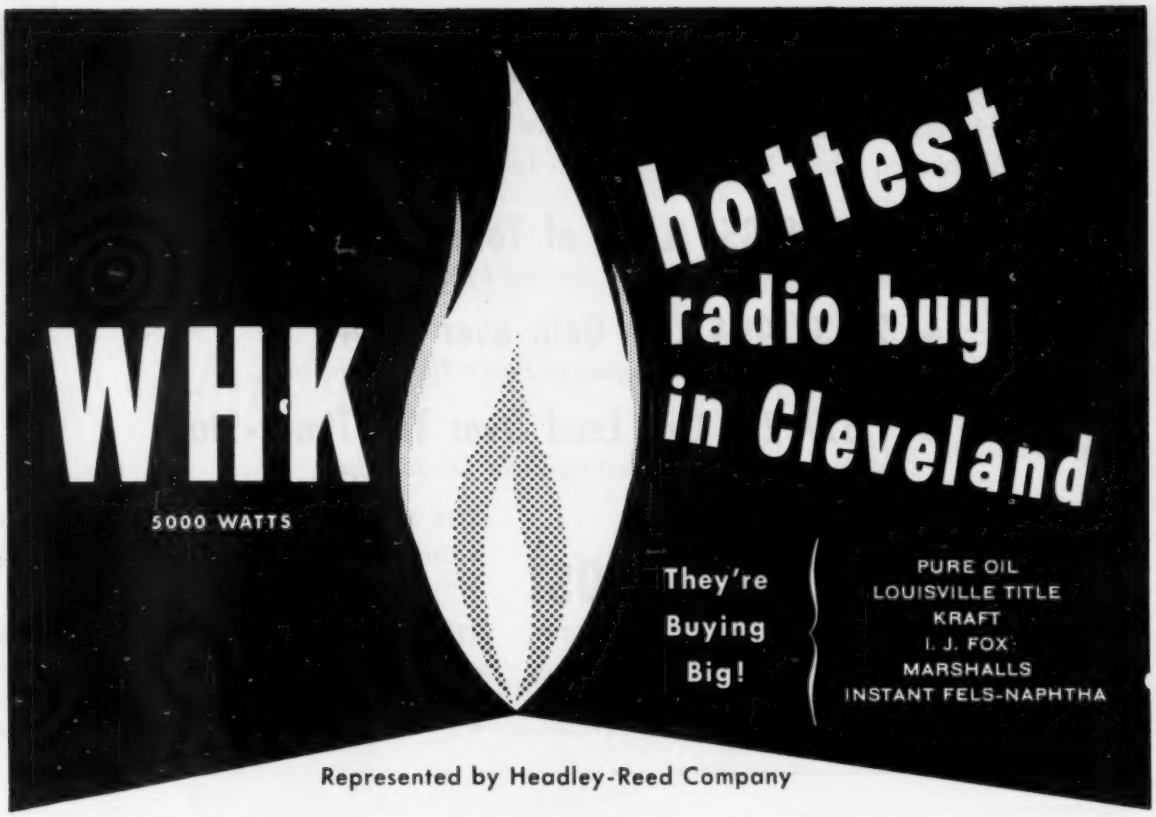
THE LIMA NEWS

THE BULL'S EYE PAPER OF THE BUCKEYE STATE

Nationally Represented by JOHN W. CULLEN CO.

In every way and direction "LIMALAND" is growing and progressing.

3121 EUCLID AVENUE, CLEVELAND 15, OHIO NEW YORK CHICAGO CINCINNATI



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

OHIO — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Champaign		29,585	.0161	3,435	.0160	93	94	6,119	1,541	2,237	796	975	6,764	2,314	2,603	855
Urbana		18,385	.0099		.0072	120	165	3,932	1,034	745	775	568	5,612	1,199	1,428	709
Clark	143	148,122	.0799	3,993	.0789	107	109	32,550	8,872	22,492	7,227	7,180	29,690	9,873	11,013	4,492
▲Springfield		131,633	.0709		.0608	119	139	29,092	8,077	22,072	7,109	6,891	25,630	8,386	7,933	4,241
Clermont		51,938	.0280	3,847	.0255	90	99	12,630	3,733	2,486	721	1,789	11,920	4,457	6,675	1,489
Clinton		33,139	.0178	3,899	.0162	96	107	6,941	1,517	2,081	1,176	1,037	8,812	2,185	4,748	643
Wilmington		17,813	.0096		.0065	135	200	3,753	951	1,313	1,150	776	4,000	1,205	2,644	455
Columbiana		118,549	.0639	3,682	.0626	97	99	29,554	6,994	10,866	6,573	5,488	24,841	11,134	9,548	4,330
East Liverpool		46,573	.0251		.0185	123	166	10,951	2,685	5,653	3,605	2,003	10,581	3,095	3,316	2,171
Salem		28,669	.0155		.0109	135	191	6,662	1,259	3,529	1,894	2,317	6,754	1,670	1,652	826
Coshocton		30,811	.0167	3,001	.0182	92	85	6,857	2,289	3,791	1,554	1,289	5,649	2,110	2,948	870
Coshocton		25,603	.0138		.0097	135	192	5,655	1,893	3,048	1,495	1,168	5,457	1,613	1,671	715
Crawford		49,105	.0264	3,777	.0251	100	108	9,581	3,374	2,599	2,497	2,883	11,286	3,411	7,162	1,077
Bucyrus		18,707	.0101		.0078	118	153	3,200	1,173	1,364	1,128	1,383	5,008	1,342	2,164	539
Galion		16,001	.0086		.0076	117	132	3,307	999	997	938	1,065	3,676	1,132	2,369	328
Cuyahoga	30	2,005,983	1.0812	4,362	1.1521	125	118	470,684	163,929	350,408	117,549	105,088	378,303	104,604	98,886	72,543
▲Cleveland		1,466,906	.7906		.7085	134	139	321,297	127,678	314,448	94,295	84,655	238,455	58,887	69,506	50,051
Lakewood		81,447	.0439		.0606	145	105	18,329	4,452	4,368	1,940	2,629	35,585	5,098	1,625	2,916
Cleveland Heights		72,283	.0390		.0590	160	106	20,053	3,410	2,527	7,977	3,322	21,657	5,604	1,032	5,032
East Cleveland		40,113	.0216		.0315	126	86	8,659	2,984	1,695	1,043	2,049	13,524	3,200	1,123	2,251
Shaker Heights		43,225	.0233		.0394	212	125	11,641	2,683	1,870	2,330	1,127	14,903	2,340	1,184	1,225
Euclid		50,814	.0274		.0402	114	78	13,266	2,937	6,736	2,076	2,000	15,468	2,503	1,291	2,171
Bedford		23,280	.0125		.0092	137	187	3,263	1,334	535	370	461	13,495	1,418	1,422	105
Rocky River		15,078	.0081		.0129	165	104	5,582	1,193	179	306	336	563	2,590	2,585	595
Parma		29,611	.0160		.0302	104	55	10,004	1,969	860	263	2,270	5,431	3,617	1,384	1,139
Garfield Heights		11,595	.0062		.0151	95	39	3,949	1,415	669	871	278	181	1,811	466	698
Berea		19,736	.0106		.0100	121	116	5,854	1,021	564	571	737	5,694	1,088	1,371	753
Maple Heights		16,113	.0087		.0137	96	61	8,126	607	440	585	926	298	1,750	1,131	793
South Euclid		23,871	.0129		.0193	129	86	6,805	1,724	1,695	1,284	2,297	1,313	2,250	3,347	567
University Heights		8,491	.0046		.0134	154	53	5,239	229	612	71	...	...	1,599	402	202

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

Post *Leadership* Reaches New High!

In Cincinnati's Evening Field The Post Now Leads in All Circulation Breakdowns And Established These Linage Records in 1955 . . .

- **17,999,859 Lines of Total Advertising**
  The largest volume ever carried by a Cincinnati Evening Paper
- **2,937,404 Line Gain over 1954**
  Largest year-to-year gain in Post's 75 Year history
- **1,627,241 Line Lead Over The Times-Star**
  A New Record of Evening Field Leadership



The Cincinnati Post

Cincinnati's Largest Evening Newspaper

Robert K. Chandler, Manager, General Advertising

Represented by
The General Advertising Department of Scripps-Howard Newspapers

THE POST LEADS THE TIMES-STAR IN

• *City Zone Circulation* • *Retail Trading Zone Circulation* • *Total Circulation*

THE POST LEADS THE TIMES-STAR IN

• *Retail Advertising* • *Department Store Advertising* • *Total Display Advertising* • *Classified Advertising* • *Total Advertising*

Authority: ABC and Media Records

OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

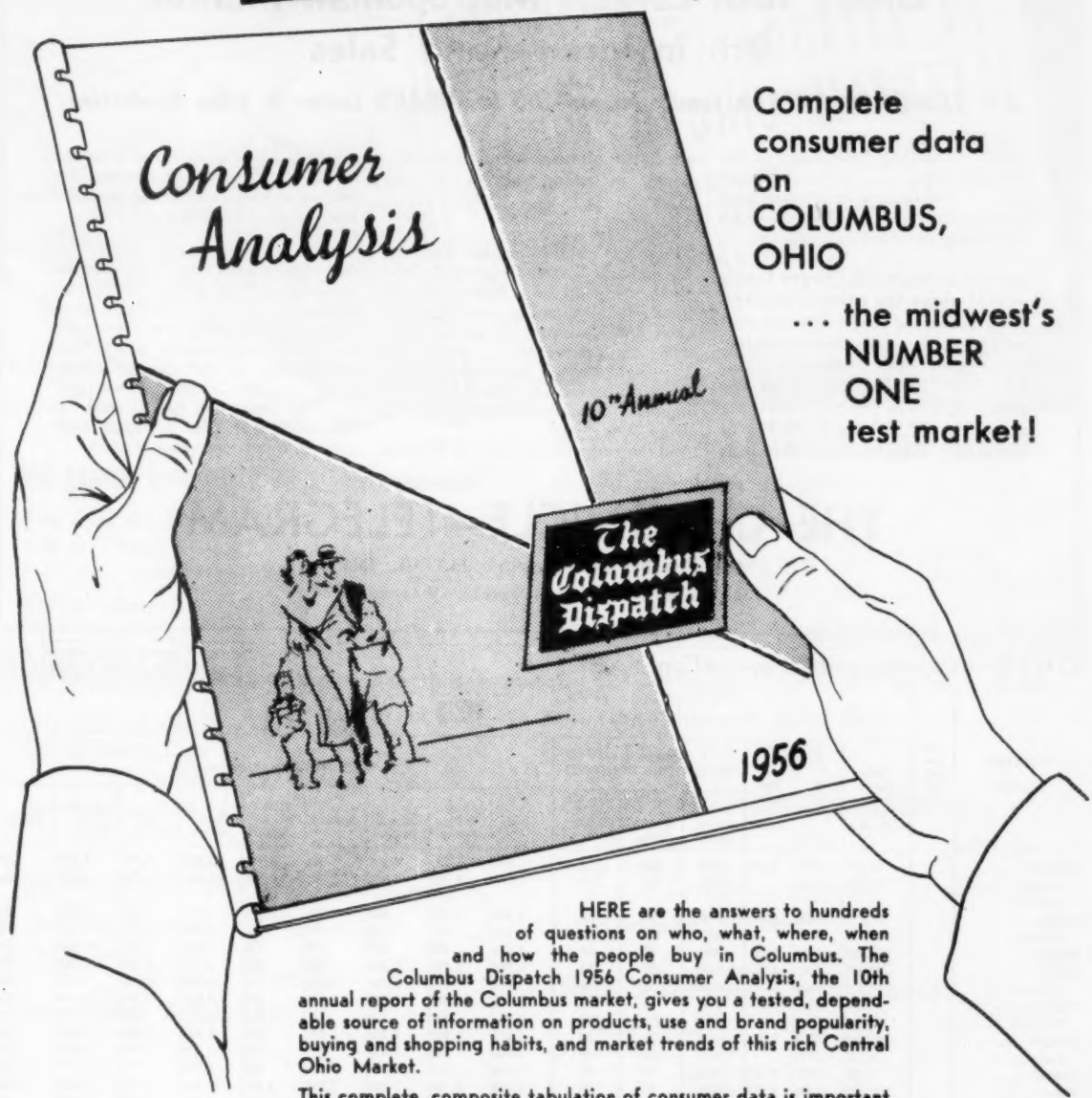
COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Darke		48,121	.0259	3,565	.0244	91	97	9,510	2,051	3,037	1,728	1,888	11,363	3,398	8,277	769
Greenville		23,677	.0128		.0080	140	225	4,984	770	2,119	1,404	1,192	5,512	1,235	2,854	507
Defiance		41,192	.0222	4,904	.0184	109	131	7,682	2,045	3,408	1,296	1,621	11,973	2,184	4,744	782
Defiance		28,338	.0153		.0106	133	191	5,604	1,550	2,762	1,049	1,204	8,153	1,566	2,729	638
Delaware		30,588	.0165	3,361	.0184	94	85	6,059	2,352	1,554	1,555	1,049	6,186	2,259	7,065	526
Delaware		20,970	.0113		.0094	122	147	4,506	1,905	1,066	1,386	829	5,688	1,637	1,880	429
Erie		71,338	.0385	4,039	.0369	106	111	17,144	6,777	6,724	3,998	5,666	14,903	4,621	4,878	2,475
Sandusky		53,003	.0286		.0236	122	147	12,238	4,396	5,878	3,669	5,272	10,539	2,796	2,794	2,029
Fairfield		62,711	.0338	3,689	.0326	96	100	15,186	4,714	5,409	3,085	3,748	11,903	4,997	6,607	1,893
Lancaster		48,256	.0260		.0196	121	160	11,645	3,458	4,106	2,976	3,377	9,694	3,878	4,824	1,651
Fayette		31,997	.0172	4,210	.0144	99	118	6,013	2,251	2,670	742	1,240	5,317	1,642	3,807	561
Washington Court House		27,751	.0150		.0098	127	195	5,031	1,184	2,578	742	1,086	5,317	1,466	2,944	505
Franklin	33	761,581	.4105	4,382	.4234	120	116	164,157	61,183	130,323	51,461	34,428	140,831	47,233	49,518	25,718
▲Columbus		666,712	.3593		.3220	127	142	137,970	53,149	124,249	47,608	30,690	131,249	36,868	37,627	22,324
Bexley		5,872	.0032		.0126	147	37	2,139	473	344	206	579	157	340	110	340
Fulton		38,731	.0208	4,723	.0170	102	125	5,721	1,664	1,718	869	1,472	11,618	2,954	6,156	652
Gallia		22,645	.0122	3,380	.0111	73	88	5,509	1,613	1,404	999	870	5,098	2,648	1,717	422
Gallipolis		16,177	.0098		.0054	113	204	3,595	1,086	1,305	999	819	4,991	1,381	1,545	422
Geauga		26,025	.0151	3,377	.0182	98	81	6,837	2,179	1,584	518	816	6,207	1,982	3,442	703
Greene	37	71,868	.0387	3,548	.0448	106	91	16,188	4,081	4,135	2,490	2,787	19,940	4,981	6,943	2,081
Xenia		34,135	.0184		.0123	135	207	6,976	1,701	2,878	1,553	1,596	11,925	1,324	2,456	550
Guernsey		29,963	.0161	2,583	.0183	78	66	7,238	2,282	3,616	1,748	1,554	4,526	2,982	2,744	643
Cambridge		22,772	.0123		.0097	105	134	4,967	1,417	2,847	1,665	1,295	3,839	1,846	21,142	575
Hamilton	29	1,949,363	.5656	4,138	.5557	116	118	232,658	90,992	178,581	71,042	54,388	199,557	54,492	58,128	32,365
▲Cincinnati		834,704	.4499		.3948	124	141	170,550	67,972	164,960	63,312	41,806	166,612	37,694	37,176	24,813
Norwood		53,178	.0287		.0284	118	119	11,191	4,035	5,541	2,559	4,687	15,044	2,299	2,823	1,687
Reading		19,520	.0105		.0072	133	194	3,870	2,148	607	506	1,372	4,527	1,220	1,356	303
Lockland		14,588	.0079		.0055	169	214	2,779	845	597	1,107	404	2,504	349	4,083	1,461

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

at YOUR finger-tips!



Complete consumer data on COLUMBUS, OHIO

... the midwest's NUMBER ONE test market!

HERE are the answers to hundreds of questions on who, what, where, when and how the people buy in Columbus. The Columbus Dispatch 1956 Consumer Analysis, the 10th annual report of the Columbus market, gives you a tested, dependable source of information on products, use and brand popularity, buying and shopping habits, and market trends of this rich Central Ohio Market.

This complete, composite tabulation of consumer data is important to everyone concerned with the mid-west's number one test market . . . Columbus, Ohio. Write for your copy of the 1956 Columbus Dispatch Consumer Analysis. Address requests to the General Advertising Department, The Columbus Dispatch, Columbus 16, Ohio.

Read in More Than 4 Out of 5 Columbus Homes Daily, More Than 9 Out of 10 Sunday

THE Columbus Dispatch

NATIONAL REPRESENTATIVES: O'MARA & ORMSBEE, INC., New York, Chicago, Detroit, Los Angeles, San Francisco

RESORT NEWSPAPER REPRESENTATIVES, INC., Miami Beach

ELYRIA—STANDARD Metropolitan Center

Ohio's 10th Largest Metropolitan Market
9th in Income and Sales

6th STANDARD AREA in Family Income—3rd STANDARD Center in Sales Production

Elyria . . . metropolitan center of one of the country's top industrial counties . . . is a superior market in both income and sales production—with increasing prosperity a certainty.

Income averages $6,296 per family —$831 above the national average, $205 above the state. The big majority of the consumer spending units earn more than $4,000—58.2% of Elyria's, 56.5% of the area's. 80.3% of the city's units are above the $2,500 level, 79.9% of the area's. Which means that your advertising finds responsive pocketbooks in every section of the market.

The area's retail sales have been rising steadily . . . and vigorously . . . since 1948—up 59%. Food sales are up 47% . . . eating and drinking sales 35% . . . general merchandise 76% . . . apparel 49% . . . furniture-household 96% . . . automotive 135% . . . gasoline-service station 85% . . . lumber-building-hardware 26% . . . drug 44%.
And they are concentrated in Elyria's stores at a rate equalled only by two of the state's *standard* metropolitan centers—58% above the national sales production index.

Advertisers have long recognized the superior pulling power of Elyria's stores—so they use the daily newspaper that parallels this sales activity. They consistently place their advertising in the Chronicle-Telegram . . . the "Family Newspaper" . . . The newspaper that is read . . . the newspaper that increases their sales in this tremendous market.

THE CHRONICLE–TELEGRAM

***"The Family Newspaper"* ELYRIA, OHIO**

Represented by The Julius Mathews Special Agency, Inc.

OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Hancock		57,945	.0312	3,738	.0293	102	109	11,618	4,252	4,428	3,068	3,415	13,870	3,716	6,177	1,341
Findlay		45,002	.0243		.0192	122	155	8,855	3,020	3,787	3,006	2,858	11,540	2,707	4,265	1,244
1Fostoria																
Hardin		27,822	.0150	3,024	.0156	86	82	6,563	1,529	1,588	849	1,383	6,377	2,207	3,910	567
Kenton		16,581	.0089		.0063	115	162	2,906	915	1,180	646	819	4,531	1,319	1,709	436
Harrison		13,254	.0072	2,295	.0094	80	82	3,478	999	991	254	278	2,842	1,933	1,512	301
Henry		30,011	.0161	4,287	.0139	100	116	6,766	2,431	3,946	753	551	5,315	2,146	4,588	535
Napoleon		16,249	.0088		.0053	156	259	3,607	846	3,554	643	129	3,060	1,188	1,625	397
Highland		34,931	.0189	3,677	.0159	87	103	7,371	1,906	4,568	1,487	889	5,804	1,811	3,806	712
Hillsboro		15,511	.0084		.0047	142	255	3,214	849	895	971	362	3,557	845	2,246	226
Hocking		19,480	.0105	3,479	.0098	83	99	4,237	1,145	1,790	658	640	4,435	1,359	2,957	512
Logan		15,747	.0085		.0050	139	236	3,019	644	1,518	658	640	4,170	875	2,644	464
Holmes		12,799	.0069	2,368	.0086	70	57	3,006	516	1,438	193	498	2,788	718	1,771	282
Huron		47,333	.0255	3,869	.0253	97	96	9,799	3,784	3,911	2,519	2,101	11,925	4,063	5,686	1,480
Norwalk		19,613	.0106		.0082	124	161	3,828	1,231	1,965	1,610	1,088	4,974	1,465	1,541	647
Jackson		29,225	.0157	3,428	.0146	80	96	5,999	1,840	2,704	1,515	2,113	6,288	2,318	2,086	486
Jackson		18,875	.0102		.0056	140	255	3,736	1,052	1,974	823	970	3,982	1,368	1,583	384
Jefferson	158	117,609	.0634	4,186	.0621	104	107	32,230	7,643	19,661	6,380	5,632	18,504	6,145	12,228	2,721
▲Steubenville		83,322	.0449		.0316	143	203	21,273	4,302	15,925	5,731	4,162	13,278	3,321	8,082	1,886
Knox		40,025	.0216	3,480	.0220	96	94	8,472	2,281	4,131	1,328	1,249	10,490	2,842	4,501	869
Mount Vernon		29,030	.0156		.0110	138	195	6,446	1,515	3,839	1,245	924	8,111	1,493	2,193	750
Lake	30	130,967	.0706	4,833	.0656	119	126	31,339	8,074	11,309	3,660	4,133	23,699	10,960	23,021	3,664
Painesville		51,631	.0278		.0167	170	284	10,934	1,650	9,512	1,955	1,218	14,434	2,770	3,855	1,197
Lawrence	65	43,071	.0232	2,930	.0252	80	74	12,599	3,432	3,873	1,486	1,661	9,155	4,692	2,331	886
Ironton		32,301	.0174		.0123	116	164	8,523	2,737	3,404	1,486	1,565	7,687	2,034	1,587	790
Licking	231	88,905	.0479	3,751	.0464	101	104	21,123	5,881	6,918	4,803	3,543	16,886	6,262	9,812	2,232
△Newark		65,101	.0351		.0268	120	157	16,754	5,844	5,648	4,277	3,035	12,869	3,442	5,778	1,662
Logan		44,157	.0238	4,166	.0190	99	118	10,391	3,748	3,937	1,096	1,859	8,758	2,678	5,207	861
Bellefontaine		23,765	.0128		.0087	126	186	4,113	2,185	3,062	929	1,547	6,369	1,034	2,234	543
Lorain	82	205,982	.1110	3,992	.1170	109	104	52,526	15,089	19,931	12,833	12,546	44,202	12,903	17,418	5,465
▲Lorain		82,100	.0442		.0406	123	133	22,811	6,433	6,584	6,937	7,333	14,751	4,528	5,263	2,581
▲Elyria		53,392	.0343		.0279	129	158	14,031	3,705	6,791	3,752	3,903	17,807	3,386	4,290	1,375

1 Fostoria is in Hancock and Seneca Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
© SM, 1956.



THE CANTON REPOSITORY 98% home delivered

City Zone circulation	50,472 (e)	49,230 (s)
City & Trading Zone circulation	65,826 (e)	70,328 (s)

Retail Sales: $197,686,000

THE STEUBENVILLE HERALD-STAR 87% home delivered

City Zone circulation	15,749 (e)
City & Trading Zone circulation	28,874 (e)

Retail Sales: $83,322,000

THE PORTSMOUTH TIMES 94% home delivered

City Zone circulation	16,172 (e)
City & Trading Zone circulation	29,210 (e)

Retail Sales: $73,696,000

THE EAST LIVERPOOL REVIEW 88% home delivered

City Zone circulation	10,319 (e)
City & Trading Zone circulation	16,340 (e)

Retail Sales: $46,573,000

THE MARION STAR 94% home delivered

City Zone circulation	11,907 (e)
City & Trading Zone circulation	20,625 (e)

Retail Sales: $56,777,000

THE IRONTON TRIBUNE 88% home delivered

City Zone circulation	5,743 (e)	5,758 (s)
City & Trading Zone circulation	9,379 (e)	9,489 (s)

Retail Sales $32,301,000

THE SALEM NEWS 100% home delivered

City Zone circulation	4,617 (e)
City & Trading Zone circulation	9,003 (e)

Retail Sales $28,669,000

Source: ABC and Survey of Buying Power



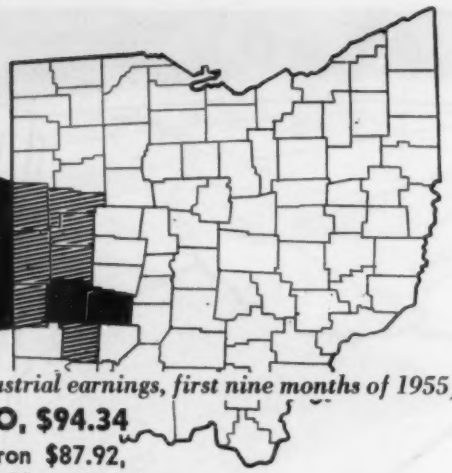
"GET YOUR SALES SHARE OF THIS BILLION DOLLAR OHIO MARKET!

BUY BRUSH-MOORE

BRUSH-MOORE NEWSPAPERS, INC. CANTON OHIO

OHIO'S HIGHEST PAID WORKERS

Read the Dayton, Ohio Daily News - Journal Herald



(Average weekly industrial earnings, first nine months of 1955)

DAYTON, OHIO, $94.34

Cleveland $89.46, Toledo $89.40, Akron $87.92, Columbus $80.88, Cincinnati $78.74, Ohio $84.96

For more than nine years workers in the rich nine county west central Ohio area have been Ohio's highest paid industrial workers.

And the Dayton newspapers reach these families every day.

Less than 2% of the 158,000 families in the metropolitan area (solid black on map) read other metropolitan papers, 97% read the Dayton newspapers. In the rich nine county area of 258,000 families, less than 6% read other metropolitan papers.

Many advertisers consistently select Dayton as a test market. The area is big enough to produce big sales results, small enough to manage easily, and completely separated from other metropolitan markets or the influence of other metropolitan newspapers. Successful test advertising campaigns and productive regular advertising schedules are the reason why Dayton newspapers rank among the nation's top nineteen daily newspapers for total advertising linage.

THE DAYTON (OHIO) DAILY NEWS-JOURNAL HERALD

Represented by Sawyer-Ferguson-Walker

OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Lucas	149	567,984	.3061	4,338	.3213	124	116	127,120	49,312	86,191	31,944	31,924	108,140	37,283	29,652	20,129
▲Toledo		494,874	.2667		.2581	131	136	100,556	42,953	84,141	29,988	28,527	98,104	26,509	23,893	18,681
Madison		32,336	.0175	5,053	.0144	100	122	5,752	1,653	1,498	615	882	9,473	1,551	3,312	510
London		15,194	.0082		.0048	145	248	2,830	604	722	416	300	5,865	756	1,105	230
Mahoning	188	345,598	.1862	4,438	.1876	112	111	86,550	23,573	60,338	19,379	22,155	59,592	19,697	23,470	8,584
2▲Youngstown		279,979	.1509		.1299	123	143	63,876	19,109	58,120	17,896	20,512	48,557	13,418	13,853	7,029
Campbell		6,597	.0036		.0071	88	44	2,538	877	100	121	243	1,325	430	117	199
Marion		66,095	.0356	3,843	.0337	100	106	13,726	4,207	7,486	3,968	4,385	12,550	3,216	6,966	1,815
Marion		56,777	.0306		.0247	113	140	12,674	3,234	7,314	3,842	3,966	11,580	2,606	5,206	1,659
Medina		53,002	.0286	3,889	.0281	103	105	11,739	3,618	1,684	1,537	1,171	13,008	5,370	5,339	1,423
Medina		22,796	.0123		.0064	188	362	4,267	953	802	1,019	557	5,451	2,221	2,541	700
Meigs		21,055	.0113	3,008	.0112	76	79	4,591	1,094	3,366	519	718	5,853	1,596	1,216	581
Mercer		37,467	.0202	4,307	.0183	96	106	6,168	2,213	2,041	1,395	1,171	8,723	2,269	6,709	507
Celina		19,835	.0107		.0063	166	282	3,459	782	1,062	1,079	619	5,753	969	2,438	277
Miami		83,150	.0449	3,978	.0424	106	111	18,568	5,226	7,315	2,952	5,350	19,023	5,983	6,855	1,968
Piqua		30,789	.0166		.0141	117	137	7,527	1,953	4,493	1,183	2,277	6,937	1,803	2,049	810
Troy		24,492	.0132		.0099	146	194	5,884	1,387	2,037	1,067	473	5,690	1,844	2,677	784
Monroe		7,984	.0042	1,749	.0058	62	45	1,647	565	1,255	268	193	1,105	761	833	71
Montgomery	37	602,477	.3247	4,450	.3295	120	118	135,155	48,429	101,845	37,100	32,311	110,879	34,721	32,013	19,459
▲Dayton		510,165	.2750		.2296	137	164	109,605	40,738	98,404	33,788	28,094	99,148	26,059	23,787	16,597
Morgan		10,644	.0057	2,596	.0060	76	72	2,001	717	740	285	370	2,502	1,220	1,211	227
Morrow		13,432	.0073	2,534	.0065	77	66	2,567	840	231	637	337	3,306	1,241	1,548	106
Muskingum	280	85,936	.0463	3,566	.0453	95	97	19,527	6,599	8,047	4,229	5,980	17,046	6,106	6,686	3,074
△Zanesville		72,987	.0393		.0300	116	152	16,587	5,178	7,124	4,051	4,613	15,199	4,392	5,445	2,731
Noble		9,601	.0048	2,572	.0052	74	69	1,133	611	920	206	231	2,441	746	1,837	155
Ottawa		36,924	.0199	3,768	.0210	107	101	8,547	3,347	1,638	878	1,559	10,057	2,408	4,500	581
Paulding		15,073	.0082	3,207	.0051	87	88	2,510	944	557	244	941	3,642	1,365	2,429	217

2 Youngstown is in Mahoning and Trumbull Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

© SM, 1956.

1 FIRST IN OHIO IN TOTAL GROCERY LINEAGE

3,876,105 LINES

2 FIFTH IN THE NATION IN TOTAL GROCERY LINEAGE

3 SEVENTH IN THE NATION IN INCOME PER FAMILY

Here are three compelling reasons why TOLEDO should be your next TEST MARKET!



The Toledo Market is a busy, growing, earning-and-spending market. It ranks 7th nationally in *per family* income of leading Metropolitan County Areas. Its families have both the ability to buy and the desire to live well.

Toledo offers complete coverage of this high income market through its newspapers.

TOLEDO BLADE *Daily and Sunday* **TOLEDO TIMES** *Morning*

Represented by Moloney, Regan and Schmitt

Sources: Media Records, Sales Management Survey of Buying Power Issue, May 10, 1955.

MANSFIELD, OHIO—THE APPLIANCE CENTER of the WORLD
Served by ONE DYNAMIC MEDIUM

EVENING and SUNDAY EST. 1885



The MANSFIELD NEWS-JOURNAL

THE NEWS-JOURNAL'S NEW HOME
Write for new market brochure or contact
SHANNON AND ASSOCIATES Inc. National Representatives

Mansfield, Ohio (ABC City Zone population 72,975) county seat of Richland County (population 102,300) with a net buying income of $187,765,000, is the shopping center of a vast area where just about everyone reads the News-Journal.

CIRCULATION

EVENING 30,771
SUNDAY 33,629

AVERAGE NET PAID CIRCULATION
February 1956

OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Perry		20,286	.0109	2,307	.0131	74	61	5,578	1,490	669	684	606	4,445	2,381	1,826	361
Pickaway		32,474	.0175	4,111	.0162	87	94	5,694	1,716	2,077	625	1,224	6,800	2,463	7,991	692
Circleville		20,160	.0109		.0071	127	195	3,841	1,164	1,610	570	932	6,228	1,654	2,327	643
Pike		21,882	.0118	3,168	.0106	89	77	5,248	1,635	2,231	457	136	5,369	1,881	2,382	484
Portage		82,334	.0444	4,096	.0443	102	102	21,618	6,306	5,690	2,605	2,531	20,642	6,391	7,308	2,176
Ravenna-Kent		*56,805*	*.0306*		*.0211*	*146*	*211*	*15,089*	*3,998*	*3,695*	*2,180*	*1,962*	*16,588*	*2,898*	*4,510*	*1,958*
Ravenna		30,293	.0163		.0097	149	251	9,070	1,383	1,762	1,103	1,098	7,755	1,449	2,622	1,031
Kent		26,510	.0143		.0114	143	179	5,959	1,715	1,933	1,177	864	8,833	1,443	1,888	927
Preble		25,713	.0138	2,922	.0161	89	78	5,163	2,107	1,283	332	628	4,831	2,471	4,018	485
Putnam		25,518	.0138	3,356	.0145	89	85	4,351	1,718	1,303	605	1,360	5,762	1,734	4,281	460
Richland	224	129,939	.0700	4,280	.0667	111	113	36,387	10,305	15,962	7,158	6,941	25,250	8,068	9,157	3,048
△Mansfield		102,773	.0554		.0420	145	192	29,470	7,570	15,048	6,420	4,939	18,834	5,813	5,737	2,494
Shelby		14,030	.0076		.0067	122	138	3,297	686	585	612	1,081	4,361	1,049	1,450	426
Ross		37,931	.0312	3,511	.0308	98	87	14,218	4,257	4,595	2,475	3,026	13,209	3,895	5,161	1,538
Chillicothe		45,900	.0247		.0186	118	157	11,203	3,419	4,075	2,433	2,773	10,564	2,838	3,124	1,406
Sandusky		68,950	.0361	4,237	.0314	108	124	13,197	4,325	6,457	2,908	3,640	14,656	4,716	7,294	1,253
Fremont		37,220	.0201		.0142	133	188	7,849	2,132	4,892	2,431	2,554	6,635	2,194	4,528	767
Scioto	241	92,748	.0600	3,092	.0521	84	81	21,784	6,813	11,137	6,299	5,396	19,735	8,079	4,411	2,134
△Portsmouth		73,696	.0397		.0296	114	153	14,969	5,350	9,963	6,001	4,890	17,717	5,216	2,680	1,718
Seneca		61,179	.0330	3,620	.0334	98	95	13,525	4,367	6,542	2,948	2,753	12,099	3,840	5,893	1,702
Tiffin		30,404	.0164		.0139	114	134	7,095	1,954	3,623	1,657	1,347	6,692	2,003	2,950	784
1Fostoria		23,201	.0125		.0108	113	130	5,216	1,413	2,290	1,147	948	5,566	1,076	3,511	610
Shelby		32,636	.0176	3,667	.0167	89	94	8,031	1,980	3,228	1,103	1,612	8,765	2,297	4,380	862
Sidney		22,715	.0122		.0088	116	161	5,635	1,162	2,645	1,042	1,207	4,790	1,314	2,740	581
Stark	22	373,889	.2014	4,014	.2012	105	105	92,617	28,068	39,879	24,215	24,556	77,823	23,386	28,944	9,636
▲Canton		197,686	.1065		.0889	120	143	42,092	14,707	25,468	17,497	12,211	39,901	11,802	12,538	5,661
Massilon		51,425	.0277		.0234	115	136	13,787	3,573	4,982	2,661	5,346	10,128	3,064	2,460	1,110
Alliance		43,952	.0237		.0217	116	127	10,686	2,634	5,578	1,921	3,045	9,339	2,217	3,501	1,265
Summit	1	561,549	.3134	4,220	.3110	112	113	139,380	46,153	101,927	25,318	27,285	122,901	35,445	34,127	17,792
▲Akron		430,811	.2322		.2121	110	130	95,467	34,421	90,221	19,851	21,549	89,389	22,127	20,962	13,260
Barberton		50,588	.0273		.0222	121	149	13,356	3,778	4,351	2,736	2,656	12,646	2,656	3,914	1,345
Cuyahoga Falls		56,428	.0304		.0287	124	131	18,271	2,519	6,047	2,422	1,253	14,192	3,684	3,358	1,820
Trumbull	188	199,824	.1078	3,953	.1103	104	101	52,447	14,821	21,902	10,221	11,096	37,487	14,531	16,249	5,449
Warren		107,553	.0580		.0438	132	175	25,605	5,903	17,918	8,032	6,371	19,551	5,835	7,989	3,035
Niles		21,745	.0117		.0119	112	110	6,147	1,146	1,052	766	1,119	4,995	1,245	2,654	620
Girard		14,577	.0079		.0072	113	123	3,968	1,055	312	524	913	4,201	1,216	1,035	369
2▲Youngstown																
Tuscarawas		79,486	.0428	3,488	.0421	93	95	18,682	5,202	6,834	3,948	5,455	20,124	5,410	6,754	1,714
New Philadelphia		22,239	.0120		.0093	115	148	5,190	1,272	2,291	1,596	1,782	4,285	1,425	2,022	336
Dover		21,704	.0117		.0079	127	189	4,526	1,007	1,293	1,094	1,631	6,824	1,167	1,704	525
Union		28,854	.0144	4,038	.0125	95	110	4,313	1,403	976	451	823	5,596	1,867	4,827	526
Van Wert		29,391	.0158	3,230	.0169	98	91	6,788	1,858	2,164	904	2,160	6,349	2,794	4,452	672
Van Wert		19,908	.0107		.0063	126	162	4,820	1,160	1,986	829	1,838	3,591	1,224	2,915	540
Vinton		5,310	.0029	1,896	.0040	68	43	1,339	484	326	83	188	534	560	1,210	96
Warren		47,613	.0256	3,501	.0265	92	89	11,794	2,868	2,050	1,832	1,964	9,303	4,349	6,560	877
Lebanon		20,613	.0111		.0057	184	358	3,732	675	1,041	1,223	717	6,497	1,533	1,524	249
Washington		43,268	.0233	3,029	.0234	84	83	9,935	2,980	4,526	1,544	2,793	7,422	5,401	3,380	1,294
Marietta		32,323	.0174		.0124	123	172	7,047	1,898	3,477	1,477	2,298	6,536	2,726	2,338	1,083
Wayne		71,965	.0388	3,976	.0377	97	100	14,084	3,702	8,201	2,220	4,167	18,449	5,300	10,386	1,868
Wooster		36,062	.0194		.0133	149	218	6,756	1,750	5,341	1,702	2,577	6,586	2,690	4,505	969
Williams		30,932	.0167	3,476	.0168	98	99	6,436	2,334	2,375	1,336	1,124	7,944	1,999	4,294	831
Wood		65,143	.0351	3,502	.0383	98	90	15,532	4,485	4,601	1,204	2,387	19,580	4,858	7,212	1,487
Bowling Green		21,789	.0117		.0099	127	150	5,184	1,225	2,744	915	472	5,209	1,498	2,328	525

1 Fostoria is in Hancock and Seneca Counties.
2 Youngstown is in Mahoning and Trumbull Counties.

© SM, 1956.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.


when you are selecting markets REMEMBER...
Total Retail Sales In Canton, Ohio, In 1954 Were $332,673,000.00 . . . Greater Than Total Retail Sales In
DES MOINES • PEORIA
SOUTH BEND • FT. WAYNE • CHARLESTON, W. VA.
ROCKFORD • SPOKANE • MADISON
LANSING • ERIE
It Only Stands To Reason, You'll Sell More Where More Is Sold
TO SELL MORE IN CANTON, OHIO USE THE
CANTON REPOSITORY
SOURCE: 1955 U. S. CENSUS OF BUSINESS, METROPOLITAN AREAS, 1954 SALES



WITH the announcement General Motors Corp. will build what it describes as the largest auto assembly plant in the world, plus a new Fisher Body plant, in the Youngstown Metropolitan Area — Youngstown business and industry leaders forecast a boom era ahead.

The GM announcement says 8,000 will be employed when the twin plants are completed in late 1957 and 20,000 eventually.

More homes, more consumer goods, more everything will be needed for these thousands of new workers and their families. The best way to reach these thousands of **new customers** is through WKBN-Radio and WKBN-TV — the Pioneer Stations of the Mahoning Valley — America's GROWING INDUSTRIAL GIANT!

WKBN
RADIO 5,000 WATTS 570 K.C. CBS
TV 178,000 WATTS CHANNEL 27 CBS • ABC
Represented by Paul H. Raymer Company

Area Coverage and High Radio Ratings – Serving Over 200,000 UHF Families.

OHIO — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Wyandot		22,520	.0122	3,519	.0121	94	95	4,312	1,442	827	790	772	5,065	1,477	4,315	600
Total Above Cities		8,190,932	4.4151		3.9049	126	143	1,824,914	611,129	1,305,226	505,496	449,786	1,683,521	437,752	498,317	255,531
State Total		10,579,152	5.7017	4,032	5.7775	109	108	2,438,306	806,464	1,445,913	560,071	538,307	2,121,200	672,066	813,974	311,133

OHIO — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Akron	1	459.4	.2771	137.8	397.1	858,028	.3231	1,868	6,227
Canton	22	317.2	.1913	93.1	229.3	544,768	.2051	1,717	5,851
Cincinnati	29	997.0	.6012	316.0	910.1	1,846,653	.6951	1,852	5,844
Cleveland	30	1,616.8	.9751	487.0	1,553.3	3,597,116	1.3543	2,225	7,386
Columbus	33	585.3	.3530	173.8	517.1	1,220,110	.4594	2,085	7,020
Dayton	37	526.7	.3177	155.6	430.8	1,072,359	.4036	2,036	6,892
Hamilton-Middletown	60	168.7	.1605	47.8	119.5	298,371	.1123	1,790	6,242
Lima	79	97.5	.0588	29.4	60.4	165,360	.0623	1,696	5,624
Lorain-Elyria	82	177.8	.1072	51.6	125.2	330,418	.1244	1,858	6,403
△Mansfield	224	102.3	.0617	30.3	66.7	187,765	.0707	1,835	6,197
△Newark	231	76.3	.0460	23.7	40.4	121,522	.0457	1,593	5,128
△Portsmouth	241	102.8	.0620	30.0	55.8	131,248	.0494	1,277	4,375
Springfield	143	122.1	.0736	37.1	91.6	213,780	.0805	1,751	5,762
Toledo	149	429.7	.2591	131.0	389.7	943,827	.3553	2,196	7,205
Wheeling-Steubenville	158	357.9	.2159	103.9	230.0	553,243	.2084	1,546	5,371
Youngstown	166	570.5	.3440	161.8	410.4	1,022,863	.3850	1,793	6,322
△Zanesville	260	79.4	.0479	24.1	42.7	116,021	.0437	1,461	4,814
Total Above Areas		6,427.5	4.0021	2033.1	5670.1	13,223,455	4.9763	1,949	6,504

© SM, 1956.

Before using these figures, see explanation page 11.



GM Builds Biggest Assembly Plant in Youngstown Area

—TO EMPLOY 8,000

General Motors' new plant will employ about 8,000 persons initially and perhaps 20,000 later. This will be the biggest single industrial boost in the Mahoning Valley's history.

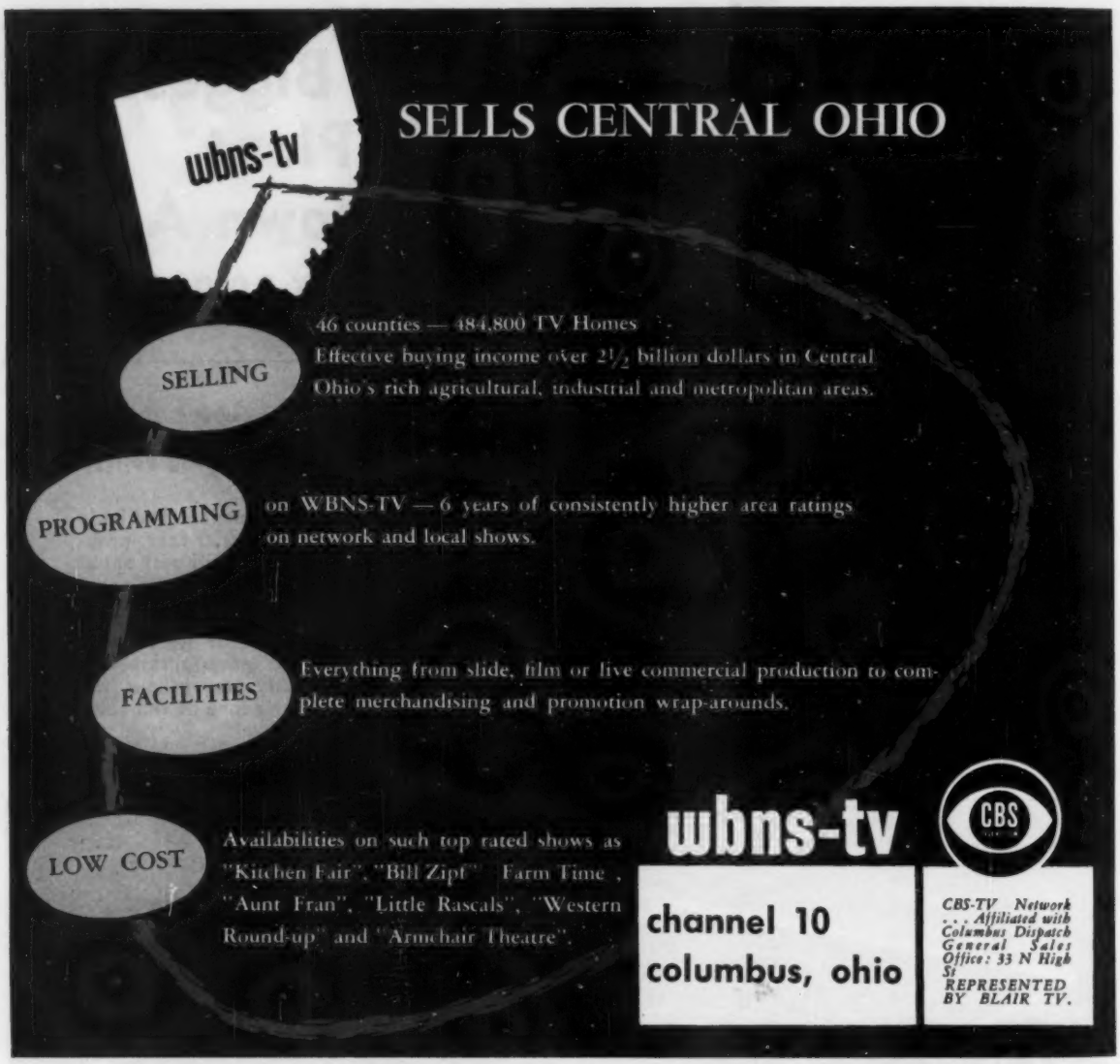
Statistics of the plan stagger the imagination. The body and assembly factories will cover 2,250,000 feet, probably the largest plant in Ohio. The plant will cost about 75 million dollars and the annual payroll will be some 30 million.

The fact that GM chose this site shows that the Youngstown area has many advantages for manufacture and distribution. GM's new plant greatly strengthens the Youngstown market and is indeed evidence of the faith in the future of Youngstown District.



Youngstown . . .
a great market
growing better . . . fast

Youngstown Vindicator
YOUNGSTOWN, OHIO
Kelly-Smith Company, National Representatives



OHIO— SM Metropolitan County Areas (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Akron	1	581,548	.3134	4,220	.3110	112	113	139,360	46,153	101,927	25,318	27,288	122,901	35,445	34,127	17,782
Canton	22	373,689	.2014	4,014	.2012	105	105	92,617	28,068	39,679	24,215	24,558	77,823	23,386	26,944	9,636
Cincinnati	29	1,237,083	.6667	3,915	.6679	111	111	288,030	114,447	193,698	77,609	63,578	233,243	63,630	70,260	39,028
Cleveland	30	2,138,950	1.1518	4,388	1.2177	125	118	502,023	172,003	361,777	121,229	109,221	402,002	115,564	121,907	76,207
Columbus	33	761,591	.4105	4,382	.4234	120	116	164,157	61,183	130,323	51,461	34,428	140,831	47,233	49,516	25,718
Dayton	37	674,145	.3634	4,333	.3743	116	114	151,343	52,510	108,980	39,500	35,096	138,619	39,702	38,956	21,540
Hamilton-Middletown	60	199,248	.1074	4,166	.1084	108	107	43,157	15,367	20,686	10,793	11,992	40,204	12,068	23,809	4,848
Lima	79	115,780	.0624	3,937	.0616	105	106	25,186	7,374	19,697	5,920	5,831	21,205	7,288	10,216	2,765
Lorain-Elyria	82	205,992	.1110	3,992	.1170	109	104	52,526	15,068	19,931	12,533	12,948	44,202	12,903	17,415	5,465
								36,387	10,305	15,902	7,158	6,941	25,250	8,068	9,157	3,648
△Mansfield	224	129,939	.0700	4,288	.0687	111	113	21,123	5,881	6,818	4,603	3,543	16,898	6,282	9,812	2,232
△Newark	231	88,905	.0479	3,751	.0484	101	104									
△Portsmouth	241	92,748	.0500	3,992	.0521	94	91	21,764	6,813	11,137	6,299	5,296	19,735	8,079	4,411	2,134

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

Check any Source..



Rather than bother you with a lot of statistics, we suggest that you consult this book *and all other* dependable sources of market and media information. No matter where you look among these accepted sources, all answers point to *one* logical conclusion in Cleveland—*The Cleveland Press is your one best advertising buy* in this rich market. In addition, this newspaper is also famous for the quality and quantity of research it provides for advertisers.

SCRIPPS-HOWARD

The Cleveland Press

OHIO— SM Metropolitan County Areas— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955: Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Springfield	143	148,122	.0799	3,993	.0789	107	109	32,550	8,872	22,492	7,227	7,160	29,890	9,873	11,013	4,492
Toledo	149	567,984	.3061	4,336	.3213	124	118	127,120	49,312	88,191	31,944	31,924	108,140	37,283	29,882	20,129
Wheeling-Steubenville	158	366,572	.1977	3,559	.2067	96	92	86,018	26,369	59,400	22,336	20,241	59,533	22,990	28,828	8,706
Youngstown	166	678,160	.3655	4,191	.3710	108	106	171,668	44,586	96,786	37,828	41,570	128,798	41,596	52,409	17,517
△Zanesville	260	85,936	.0463	3,564	.0453	95	97	19,527	6,599	8,047	4,229	5,980	17,046	6,108	6,686	3,074
Total Above Areas		8,444,382	4.5514	4,153	4.6729	114	111	1,983,576	668,951	1,380,599	490,292	447,690	1,624,108	496,575	545,338	264,333

OKLAHOMA — Counties and Cities — (Other West South Central States: Arkansas, Louisiana, Texas.)

Map, page 652

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Ada	Pontotoc	16.5	262	55	44	13	22	20	14	28	14	12
Altus	Jackson	14.5	186	32	35	13	14	11	18	18	16	9
Alva	Woods	6.8	133	16	27	8	12	7	17	12	16	3
Ardmore	Carter	27.5	356	84	56	20	27	28	34	38	21	9
Bartlesville	Washington	22.5	246	36	47	13	25	20	22	26	15	9
Blackwell	Kay	10.3	144	24	22	9	12	10	16	12	18	7
Chickasha	Grady	16.8	232	38	31	17	13	20	25	25	19	6
Clinton	Custer	8.8	160	24	23	8	16	15	18	21	15	5
Cushing	Payne	10.7	146	28	20	12	10	9	14	20	14	6
Duncan	Stephens	20.1	265	57	40	16	15	20	16	28	23	6
Durant	Bryan	10.3	200	38	25	17	13	14	23	28	13	4
El Reno	Canadian	11.0	184	31	33	9	10	9	16	24	21	6
Elk City	Beckham	9.0	149	20	26	13	9	5	16	21	13	7
Enid	Garfield	40.7	513	74	93	35	48	43	54	67	29	14
Guthrie	Logan	10.5	171	35	28	16	9	12	13	21	14	5
Guymon	Texas	6.2	104	13	22	8	11	8	8	15	11	3
Lawton	Comanche	50.5	533	94	110	29	50	40	41	56	32	17
McAlester	Pittsburg	19.5	284	71	43	29	19	10	20	38	18	10
Miami	Ottawa	12.0	222	50	33	16	23	14	19	24	14	6
Midwest City	Oklahoma	24.1	71	10	15	8	10	5	9	3	3	4
Muskogee	Muskogee	39.4	594	163	94	49	33	22	30	71	34	24
Norman	Cleveland	31.8	266	40	49	23	22	14	23	30	15	14
Oklahoma City	Oklahoma	284.1	3,292	574	665	309	199	212	237	404	137	154
Okmulgee	Okmulgee	20.0	225	54	34	13	18	13	28	23	11	5
Pauls Valley	Garvin	7.6	143	20	26	9	15	9	10	17	14	6
Ponca City	Kay	22.8	310	40	50	22	30	29	31	38	22	11
Sapulpa	Creek	13.5	187	38	42	9	7	9	21	30	9	7
Seminole	Seminole	12.0	187	45	31	14	13	12	17	24	11	5
Shawnee	Pottawatomie	28.5	378	93	54	23	25	22	32	48	16	15
Stillwater	Payne	22.3	239	27	45	16	24	31	22	23	13	8
Tulsa	Tulsa	235.1	2,591	435	496	264	172	168	180	294	111	112
Woodward	Woodward	6.4	138	13	28	15	11	9	14	13	15	4

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Adair		12.9	.0077	3.3		7,826	.0030	607	2,372	1,982	3.4	2,319	67.9	42.2	22.9	32.9	6.8	15.0	2.4	9.9
Alfalfa		9.3	.0056	3.0	2.3	12,242	.0046	1,316	4,081	10,238	3.0	4,063	36.9	13.1	29.7	24.2	23.9	30.3	9.5	32.4
Atoka		12.5	.0076	3.3	2.3	9,007	.0034	721	2,729	2,687	3.4	2,656	58.5	31.7	27.8	34.8	10.6	20.6	3.1	12.9
Beaver		7.1	.0043	2.1		11,504	.0043	1,620	5,478	13,384	2.1	5,414	25.1	6.7	31.2	19.2	27.1	25.7	16.6	48.4
Beckham		21.7	.0131	6.9	11.5	31,250	.0118	1,440	4,529	8,700	7.3	4,296	33.0	11.0	28.4	22.1	27.9	33.3	10.7	33.6
Elk City		9.0	.0054	2.9		13,775	.0052	1,531	4,750		3.0	4,522	31.3	10.0	25.2	18.5	31.5	35.8	12.0	35.7
Blaine		13.7	.0082	4.1	3.0	14,895	.0055	1,073	3,584	9,175	4.1	3,575	40.0	16.1	31.8	29.7	21.7	31.2	6.5	23.0
Bryan		25.3	.0153	7.4	10.3	21,620	.0081	855	2,922	5,821	7.6	2,848	54.6	27.6	28.3	33.1	13.4	24.1	3.7	15.2
Durant		10.3	.0062	3.2		11,510	.0043	1,117	3,597		3.6	3,210	48.8	21.9	27.7	28.7	18.2	29.1	5.3	20.3
Cadde		29.3	.0176	8.5	5.3	30,541	.0115	1,042	3,583	14,873	8.9	3,439	41.8	17.5	31.8	30.6	20.4	30.5	6.2	21.4
Canadian		24.6	.0149	7.2	11.0	31,945	.0121	1,299	4,437	10,757	7.5	4,268	30.8	10.4	31.0	24.2	27.3	32.9	10.9	32.5
El Reno		11.0	.0066	3.7		15,992	.0060	1,454	4,322		3.8	4,264	27.3	9.3	30.7	24.0	31.5	38.0	10.5	28.7
Carter		42.0	.0253	13.1	30.1	53,193	.0200	1,267	4,061	2,378	13.1	4,064	38.0	13.5	29.4	21.6	26.1	33.0	9.5	31.9
Ardmore		27.5	.0166	9.2		37,318	.0141	1,357	4,056		9.0	4,129	37.3	13.2	26.7	21.5	25.5	31.7	10.0	33.6
Cherokee		13.7	.0083	3.5	3.5	9,838	.0037	718	2,811	1,634	3.9	2,536	62.3	35.4	26.1	34.2	8.7	17.7	2.9	12.7
Choctaw		15.4	.0093	4.2	4.6	12,049	.0045	782	2,889	2,021	4.8	2,533	62.5	35.5	24.3	31.9	10.7	21.8	2.5	10.8
Cimarron		4.8	.0029	1.3		8,870	.0034	1,848	6,823	10,286	1.3	6,595	25.1	5.5	24.7	12.5	24.5	19.1	25.7	62.9
Cleveland		43.0	.0259	10.8	31.8	55,571	.0209	1,292	5,145	3,031	16.7	3,325	48.1	20.8	25.5	25.5	20.2	31.3	6.2	22.4
Norman		31.8	.0192	7.7		47,134	.0177	1,482	6,121		14.2	3,323	48.9	21.2	24.8	24.8	19.9	30.8	6.4	23.2
Coal		6.6	.0040	1.6		4,469	.0017	677	2,793	2,163	1.8	2,480	61.7	35.8	26.5	35.8	9.3	19.3	2.5	9.3
Comanche	219	80.4	.0485	22.3	50.5	109,720	.0413	1,365	4,920	5,366	29.0	3,786	39.2	14.9	27.3	24.1	24.8	33.6	8.7	27.4
△Lawton		50.5	.0305	15.9		63,932	.0241	1,266	4,021		16.4	3,905	36.9	13.6	27.7	23.6	26.2	34.4	9.2	28.4
Cotton		11.2	.0067	3.2	3.0	11,733	.0044	1,048	3,667	5,223	3.3	3,606	44.0	17.6	28.9	26.6	19.4	27.6	7.7	28.2
Craig		16.7	.0101	4.3	5.1	13,361	.0050	800	3,107	5,056	4.6	2,904	52.6	26.1	29.3	33.6	14.3	25.3	3.8	15.0

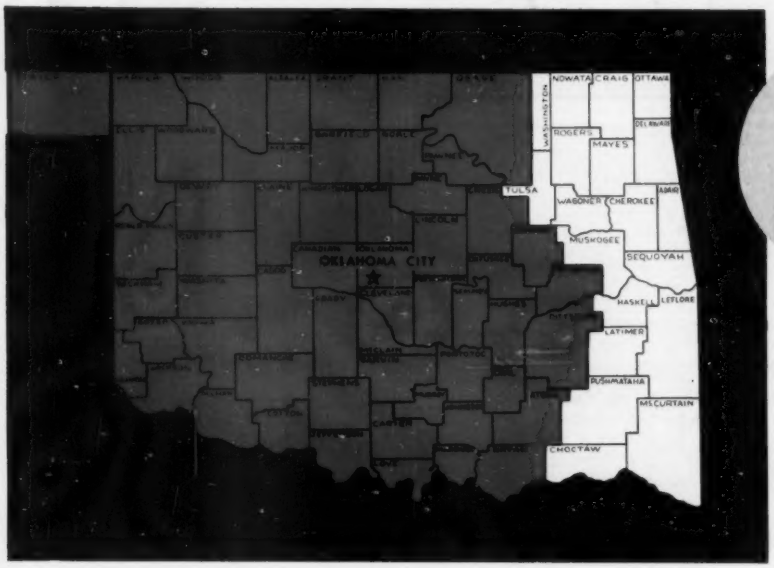
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BUSINESS PROSPECTS ARE *BRIGHTEST*

IN LOS ANGELES, SAN FRANCISCO, DALLAS AND

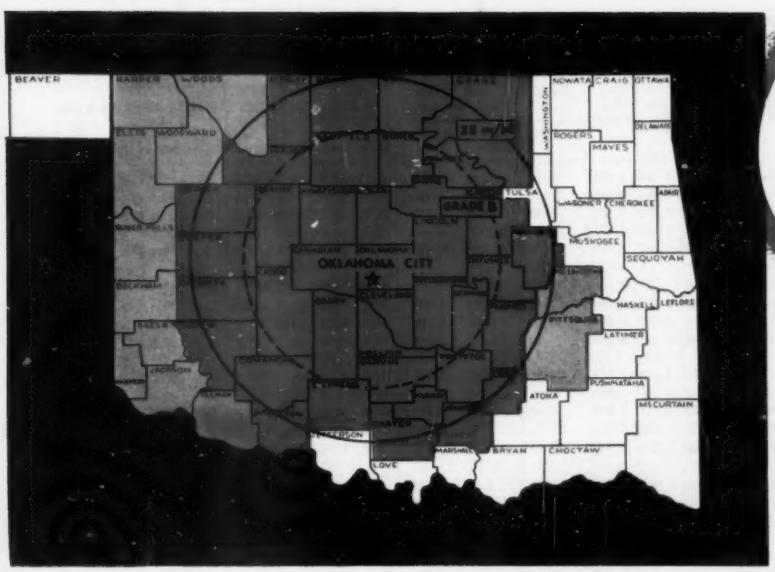
*OKLAHOMA CITY**



WKY RADIO

930 KC. — NBC AFFILIATE
5000 Watts Day and Night

WKY RADIO reaches more of Oklahoma's population than any other radio station . . . in fact, WKY RADIO'S 58 counties contain over 70% of all radio homes in Oklahoma.



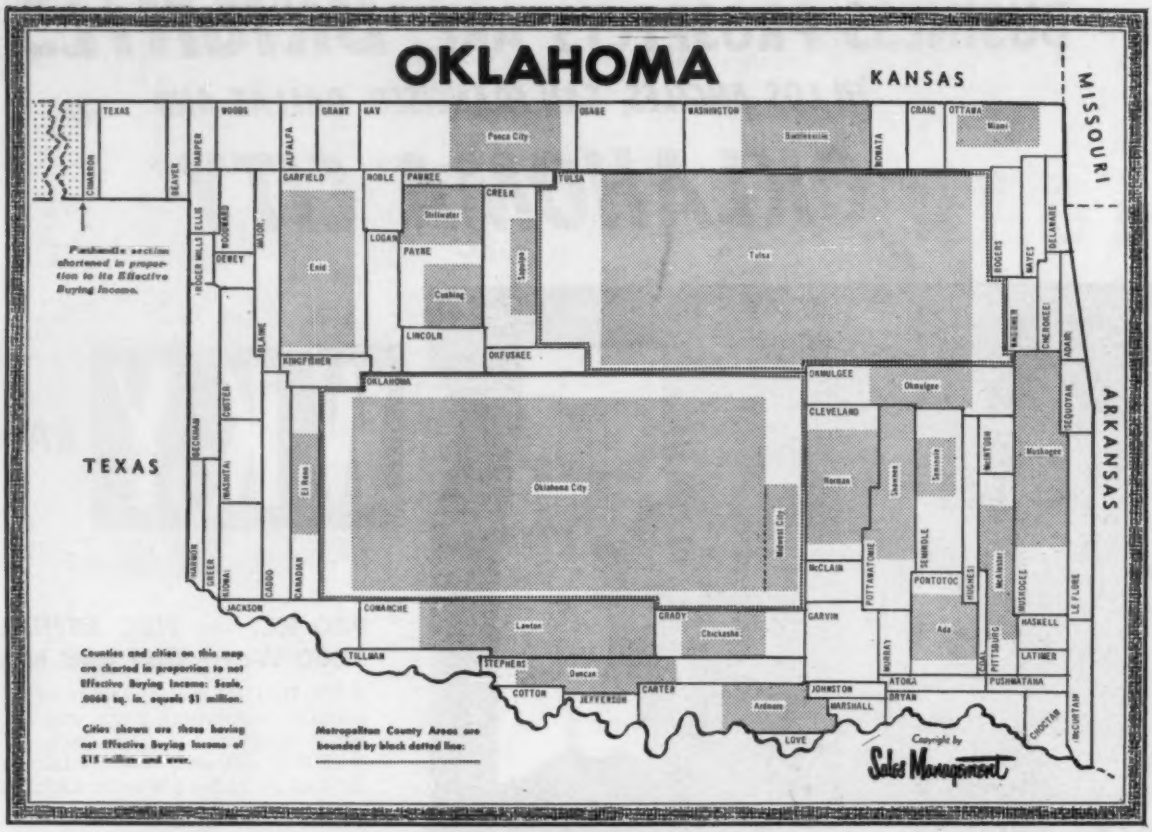
Channel **4**
WKY-TV NBC ABC
100,000 W. — OKLAHOMA CITY

MAXIMUM POWER ON LOW BAND CHANNEL 4

WKY-TV is the nation's **first** color television station AND **pioneer** station in Oklahoma . . . serving 50 of Oklahoma's 77 counties!

* ". . . from a growth standpoint, business prospects are brightest in Los Angeles, San Francisco, Dallas and Oklahoma City."—quote from U. S. News & World Report, March 2, 1956.

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OKLAHOMA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Creek		41.5	.0250	12.6	23.1	46,726	.0176	1,128	3,708	2,733	13.2	3,547	40.3	16.4	29.5	24.9	26.9	38.9	6.3	19.8
Sapulpa		13.5	.0081	4.1		17,282	.0065	1,280	4,215		4.5	3,859	33.7	12.6	28.6	24.6	30.1	40.1	7.6	22.7
Custer		18.7	.0113	5.8	12.3	23,782	.0090	1,272	4,100	8,898	6.4	3,703	39.8	15.5	30.4	27.3	21.8	30.3	8.0	26.9
Clinton		8.8	.0053	2.7		12,790	.0048	1,453	4,737		3.2	4,008	35.3	12.7	31.3	26.1	23.9	30.6	9.5	30.6
Delaware		11.0	.0066	3.1		8,187	.0030	742	2,635	2,743	3.2	2,574	60.7	34.0	25.8	34.6	9.7	19.3	2.8	12.1
Dewey		7.4	.0045	2.2		6,951	.0027	939	3,160	5,983	2.1	3,340	46.6	20.1	27.8	27.8	19.5	29.9	6.1	22.2
Ellis		8.7	.0052	2.6		13,717	.0051	1,577	4,899	7,063	2.8	4,943	32.3	9.4	28.7	19.4	23.4	24.3	15.6	46.9
Garfield	198	53.0	.0320	16.4	40.7	81,086	.0306	1,530	4,944	13,034	19.0	4,267	30.5	10.3	29.4	22.9	29.7	35.8	10.4	31.0
△Enid		40.7	.0245	13.3		64,507	.0243	1,585	4,850		14.8	4,354	28.9	9.6	29.2	22.3	31.2	36.8	10.7	31.3
Garvin		32.3	.0195	9.3	11.0	34,257	.0129	1,061	3,684	5,168	9.4	3,632	40.4	16.0	26.6	24.4	25.6	36.2	7.4	23.4
Pauls Valley		7.6	.0046	2.4		9,344	.0035	1,229	3,893		2.4	3,954	30.7	11.2	28.7	24.1	32.3	42.0	8.3	22.7
Grady		31.4	.0189	9.6	16.8	35,938	.0135	1,144	3,743	10,464	10.4	3,441	45.0	18.8	29.3	28.3	18.7	28.0	7.0	24.9
Chickasha		16.8	.0101	5.4		22,221	.0084	1,323	4,115		6.2	3,567	44.1	17.8	28.3	26.5	19.5	28.0	8.1	27.7
Grant		9.0	.0054	2.6		13,753	.0052	1,528	5,290	12,615	3.0	4,601	35.2	11.0	29.6	21.4	21.8	24.4	13.4	43.2
Greer		9.3	.0057	2.7	3.4	10,155	.0038	1,092	3,761	7,070	2.8	3,622	40.7	16.2	32.7	30.0	16.9	26.8	7.7	27.0
Harmon		7.3	.0044	2.1	2.8	11,231	.0042	1,538	5,348	7,197	2.1	5,325	33.8	9.1	27.2	17.1	20.8	20.0	18.2	53.8
Harper		5.1	.0030	1.5		8,240	.0031	1,616	5,493	8,477	1.6	5,163	30.4	8.5	28.3	19.2	24.8	24.7	16.5	48.6
Haskell		11.7	.0071	2.9		8,703	.0033	744	3,001	2,220	3.2	2,691	55.0	29.5	29.1	35.9	13.8	26.0	2.3	8.6
Hughes		16.6	.0100	4.8	5.1	15,298	.0058	922	3,187	3,279	5.1	3,020	51.8	24.8	27.9	30.8	15.9	27.0	4.6	17.6
See Seminole-Wewoka-Holdenville																				
Jackson		23.0	.0139	7.2	14.5	27,575	.0103	1,199	3,830	11,147	7.2	3,845	37.6	14.1	33.0	28.6	20.7	27.7	8.7	29.6
Altus		14.5	.0087	5.0		18,455	.0069	1,273	3,691		4.8	3,841	37.9	14.2	32.5	28.2	21.0	28.1	8.6	29.5
Jefferson		9.0	.0058	2.9		10,390	.0039	1,082	3,711	5,349	3.1	3,389	45.7	19.4	30.0	29.5	17.7	26.9	6.6	24.2

▲ and △ See end of state for SM Metropolitan County Areas.

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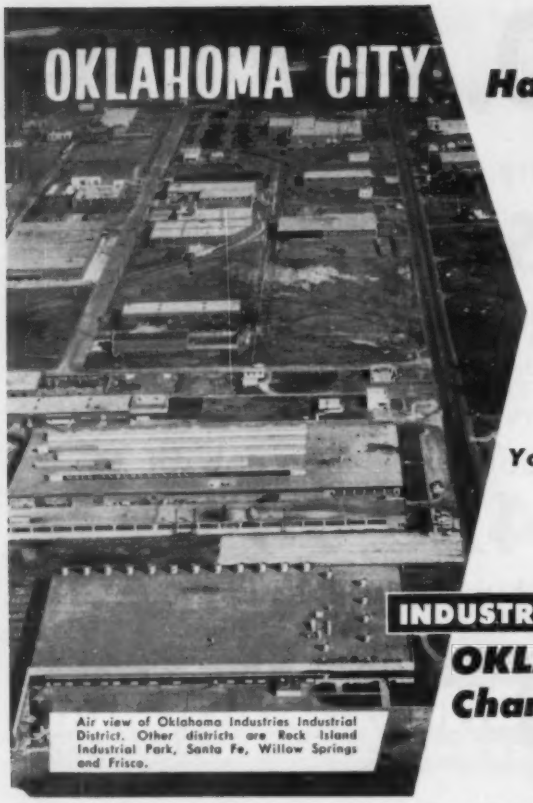
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OKLAHOMA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
											Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Johnston		9.6	.0057	2.5		6,867	.0026	715	2,747	2,772	2.8	2,486	62.2	36.1	25.3	33.7	10.1	21.0	2.4	9.2
Kay		50.9	.0307	16.2	36.7	75,241	.0284	1,478	4,645	10,458	17.0	4,424	28.7	9.3	25.5	19.2	34.2	39.8	11.6	31.7
Ponca City		22.8	.0138	7.6		39,154	.0147	1,717	5,152		7.9	4,966	22.8	6.6	23.8	15.9	38.2	39.6	15.2	37.9
Blackwell		10.3	.0062	3.3		14,145	.0053	1,373	4,286		3.5	4,035	30.0	10.7	26.3	21.6	35.9	45.8	7.8	21.9
Kingfisher		11.1	.0067	3.4	2.9	13,839	.0052	1,247	4,070	11,203	3.3	4,222	36.5	12.5	29.1	22.9	24.1	29.3	10.3	35.3
Kiowa		16.3	.0099	4.9	4.7	19,783	.0074	1,214	4,037	10,564	5.1	3,855	37.9	14.2	31.2	26.9	21.6	28.8	9.3	30.1
Latimer		7.9	.0047	2.1		6,377	.0024	807	3,037	1,089	2.4	2,677	57.5	30.9	28.3	35.3	11.2	21.4	3.0	12.4
Le Flore		28.9	.0175	8.0	5.3	22,249	.0084	770	2,781	2,732	8.0	2,773	55.1	28.6	28.1	33.7	13.5	25.0	3.3	12.7
Lincoln		19.8	.0119	6.0	2.4	19,076	.0072	964	3,180	3,663	6.0	3,204	47.7	21.4	27.3	28.4	19.6	31.5	5.4	18.7
Logan		20.1	.0121	6.2	10.5	23,881	.0090	1,188	3,852	4,547	7.4	3,225	48.8	21.8	26.7	27.6	18.4	29.3	6.1	21.3
Guthrie		10.5	.0063	3.3		13,463	.0051	1,282	4,080		4.0	3,380	45.2	19.3	27.5	27.1	20.8	31.6	6.5	22.0
Love		7.0	.0043	1.7		4,977	.0018	711	2,928	2,552	1.9	2,682	56.6	30.4	27.2	33.7	12.9	24.8	3.3	11.1
McClain		15.7	.0094	4.5	3.8	14,777	.0056	941	3,284	4,719	4.7	3,154	47.0	21.5	30.2	31.8	18.0	29.3	4.8	17.4
McCurtain		22.2	.0134	5.9	3.4	14,625	.0055	659	2,479	2,661	5.9	2,478	60.8	35.4	27.5	36.9	9.8	20.3	1.9	7.4
McIntosh		14.2	.0086	3.7	4.3	9,264	.0035	652	2,504	3,339	3.7	2,509	61.7	35.4	26.5	35.2	9.3	19.0	2.5	10.4
Major		10.1	.0061	3.0		12,565	.0047	1,244	4,188	6,908	3.1	4,055	35.7	12.7	30.2	24.9	23.8	30.1	10.3	32.3
Marshall		8.7	.0040	2.0	2.3	7,475	.0028	1,116	3,738	2,821	2.1	3,583	44.6	17.9	24.5	22.8	24.1	34.5	6.8	24.8
Mayes		17.8	.0107	5.1	4.1	15,069	.0057	847	2,955	2,845	5.0	3,010	50.5	24.2	29.0	32.1	16.4	27.9	4.1	15.8
Murray		9.9	.0060	3.0	4.1	11,196	.0042	1,131	3,732	2,286	3.4	3,342	45.7	19.7	29.1	29.1	18.4	28.2	6.8	23.0
Muskogee		57.1	.0344	16.9	39.4	66,292	.0250	1,161	3,923	5,212	16.2	3,643	42.8	16.9	27.3	25.0	21.8	30.7	8.1	27.4
Muskogee		39.4	.0238	12.8		54,454	.0205	1,382	4,254		14.0	3,876	39.4	14.6	27.1	23.3	24.2	32.1	9.3	30.0
Noble		10.0	.0061	3.1	4.3	11,829	.0044	1,183	3,816	5,798	3.2	3,719	37.1	14.4	29.7	26.5	25.2	34.9	8.0	24.2
Nowata		11.9	.0072	3.6	3.8	12,301	.0047	1,034	3,417	2,953	3.6	3,410	44.0	18.6	26.8	26.1	23.1	34.8	6.1	20.5
Okfuskee		14.7	.0088	4.0	3.1	12,088	.0045	822	3,022	2,391	4.2	2,888	55.5	27.7	26.8	30.8	13.9	24.8	3.8	16.7

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Air view of Oklahoma Industries Industrial District. Other districts are Rock Island Industrial Park, Santa Fe, Willow Springs and Frisco.

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OKLAHOMA — Counties and Cities — (Continued)

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COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Oklahoma	102	394.9	.2382	128.3	342.7	662,111	.2493	1,677	5,242	5,551	136.4	4,855	25.3	7.5	27.3	18.7	33.2	35.1	14.2	38.7
▲Oklahoma City		284.1	.1713	95.1		495,677	.1866	1,745	5,212		102.1	4,855	25.4	7.6	27.5	18.8	32.8	34.7	14.3	38.9
Midwest City		24.1	.0145	7.0		37,256	.0140	1,546	5,322		7.2	5,177	18.7	5.2	23.9	15.5	40.8	40.4	16.6	38.9
Okmulgee		39.6	.0239	11.8	23.7	43,486	.0164	1,098	3,684	3,016	12.7	3,435	42.7	17.9	28.3	27.5	23.3	34.8	5.7	19.8
Okmulgee		20.0	.0121	6.5		24,967	.0094	1,248	3,841		7.2	3,470	42.2	17.5	29.3	28.1	22.5	33.3	6.0	21.1
Osage		34.4	.0207	10.8	10.9	40,857	.0153	1,182	3,872	12,955	10.1	4,010	35.5	12.8	24.4	20.2	30.9	39.6	9.2	27.4
Ottawa		27.3	.0165	8.8	15.8	32,125	.0121	1,177	3,779	3,179	8.7	3,674	38.2	15.0	29.5	26.7	25.7	36.0	6.6	22.3
Miami		13.0	.0072	4.1		17,386	.0065	1,449	4,240		4.2	4,093	31.9	11.2	28.5	23.2	30.8	38.7	8.8	26.9
Pawnee		13.6	.0083	4.2	2.9	14,518	.0055	1,062	3,457	3,734	4.5	3,257	47.7	21.1	27.8	28.5	18.8	29.7	5.7	20.7
Payne		47.0	.0283	13.3	36.4	62,598	.0235	1,332	4,707	4,497	18.7	3,348	47.2	20.3	25.2	25.0	21.4	32.9	6.2	21.8
Stillwater		22.3	.0134	5.5		35,463	.0134	1,590	6,448		11.6	3,067	53.4	25.1	23.3	25.2	18.2	30.5	5.1	19.2
Cushing		10.7	.0065	3.6		16,158	.0061	1,510	4,488		3.8	4,209	33.3	11.4	26.1	20.7	30.1	36.7	10.5	31.2
Pittsburg		36.2	.0219	10.3	19.5	32,763	.0124	905	3,181	3,614	10.2	3,200	46.5	20.9	29.6	30.9	18.4	29.5	5.5	18.7
McAlester		19.5	.0118	5.6		21,052	.0079	1,080	3,759		5.9	3,565	40.1	16.2	30.4	28.3	22.3	32.2	7.2	23.3
Pontotoc		30.4	.0183	9.1	16.8	38,187	.0136	1,190	3,977	3,025	10.0	3,836	41.3	16.4	27.8	25.5	24.0	33.9	6.9	24.2
Ada		16.5	.0100	5.3		24,426	.0092	1,480	4,609		6.1	4,010	38.0	13.6	26.8	22.3	26.1	33.5	9.1	30.6
Pottawatomie		45.1	.0272	13.5	26.5	49,300	.0185	1,093	3,652	3,852	14.3	3,436	42.1	17.6	29.1	28.2	22.9	34.2	5.9	20.0
Shawnee		28.5	.0172	8.7		35,904	.0135	1,260	4,127		10.1	3,567	40.2	16.2	28.7	26.8	24.4	35.2	6.7	21.8
Pushmataha		10.4	.0063	2.9	2.2	7,082	.0027	681	2,442	1,526	2.8	2,516	62.7	35.9	25.5	33.8	9.0	18.4	2.8	11.9
Roger Mills		6.6	.0040	1.9		6,370	.0024	965	3,353	5,784	1.9	3,316	39.9	17.3	34.0	34.2	21.0	32.6	5.1	15.9
Rogers		19.2	.0115	5.5	5.4	19,928	.0075	1,038	3,623	4,246	6.2	3,220	46.7	20.9	28.3	29.2	19.5	31.2	5.5	18.7
Seminole		42.1	.0254	11.8	22.4	46,428	.0175	1,103	3,935	2,208	12.1	3,832	37.1	13.9	23.7	20.7	31.6	42.4	7.6	23.0
Seminole-Wewoka-Holdenville		*29.9*	*.0159*	*8.1*		*30,749*	*.0116*	*1,815*	*5,796*											
Seminole		12.0	.0072	3.6		14,520	.0055	1,210	4,033		3.6	4,008	32.3	11.6	26.1	21.7	33.8	43.4	7.8	23.3
Sequoyah		17.4	.0105	4.4	2.5	11,665	.0044	670	2,651	1,429	4.5	2,615	58.5	32.2	28.7	36.5	10.3	20.3	2.5	11.0
Stephens		36.9	.0223	11.2	23.5	49,043	.0184	1,329	4,379	4,038	11.7	4,179	31.5	10.9	27.5	21.9	31.0	38.1	10.0	29.1
Duncan		20.1	.0121	6.3		29,536	.0111	1,469	4,688		6.7	4,430	28.0	9.1	26.4	19.8	34.1	39.6	11.5	31.5

▲ and △ See end of state for SM Metropolitan County Areas.

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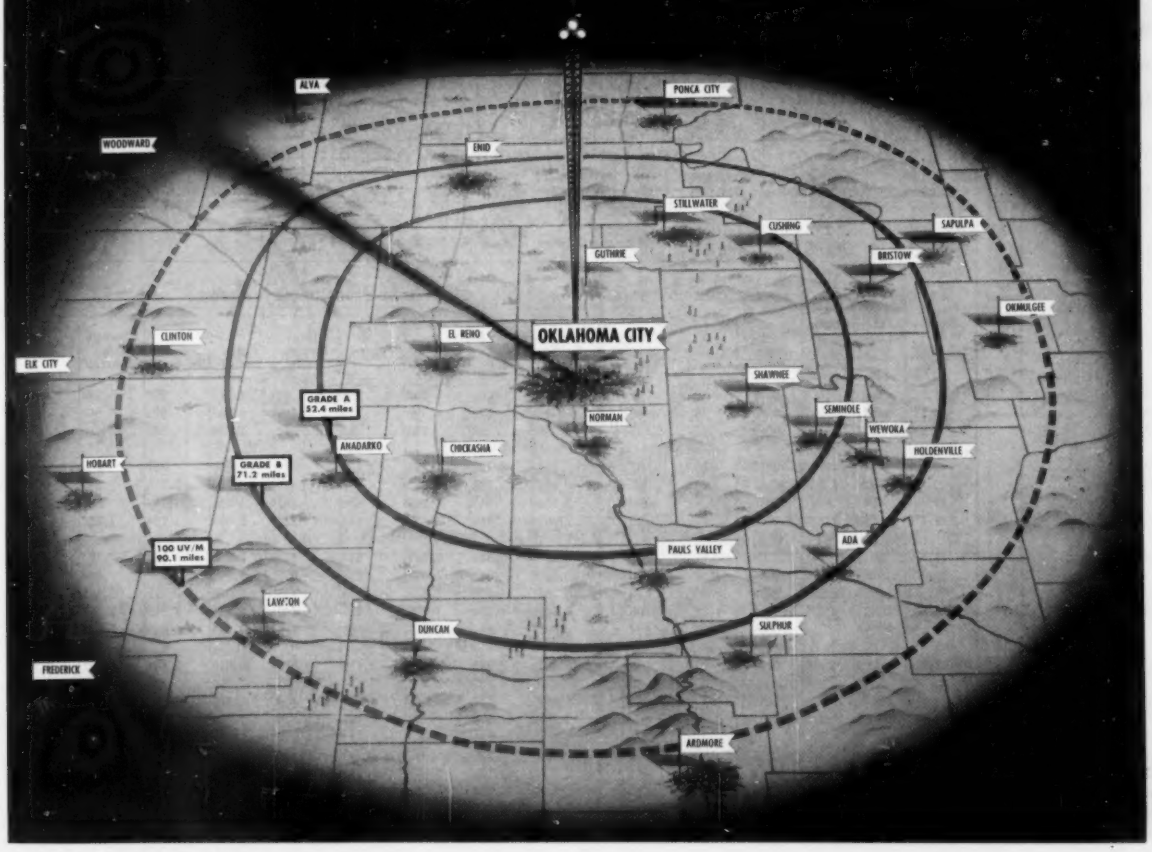
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OKLAHOMA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Texas		13.1	.0079	3.7	6.2	27,131	.0103	2,071	7,333	18,683	4.2	6,478	23.5	5.2	22.1	11.3	30.6	24.3	23.8	59.2
Guymon		6.2	.0037	1.8		12,433	.0047	2,005	6,907		2.0	6,347	21.3	4.8	21.2	11.2	34.5	27.9	23.0	56.1
Tillman		15.9	.0096	4.9	5.6	18,854	.0071	1,186	3,928	14,141	4.7	3,974	39.6	14.1	30.2	25.3	21.1	27.3	9.7	33.3
Tulsa	183	297.7	.1795	94.5	245.9	528,695	.1990	1,776	5,585	5,878	102.4	5,161	24.7	6.9	25.4	16.4	33.5	33.3	16.4	43.4
▲Tulsa		235.1	.1418	78.4		448,058	.1687	1,906	5,715		85.4	5,248	24.4	6.7	25.1	15.9	33.5	32.8	17.0	44.6
Wagoner		15.1	.0091	4.1	4.1	11,952	.0045	792	2,915	3,352	4.2	2,855	54.7	27.6	28.1	32.8	13.2	23.8	4.0	15.8
Washington		36.4	.0220	11.5	24.5	69,480	.0262	1,909	6,042	2,279	12.5	5,562	23.9	6.2	22.6	13.5	33.4	30.9	20.1	49.4
Bartlesville		22.5	.0136	7.3		50,215	.0189	2,232	6,879		8.1	6,192	19.6	4.6	21.4	11.5	35.0	29.0	24.0	54.9
Washita		16.0	.0096	4.7	2.6	18,354	.0069	1,147	3,905	14,484	4.8	3,837	36.8	13.7	31.8	27.6	23.9	32.0	7.7	26.7
Woods		13.1	.0079	4.0	6.8	20,494	.0077	1,564	5,124	9,187	4.5	4,594	32.8	10.3	27.8	20.3	26.1	29.2	13.3	40.2
Alva		6.8	.0041	2.3		11,030	.0042	1,622	5,014		2.5	4,417	33.8	11.0	28.1	21.2	26.4	30.7	11.7	37.1
Woodward		12.0	.0073	3.4	6.4	14,368	.0054	1,197	4,225	7,198	3.5	4,107	35.0	12.3	29.1	23.5	26.2	32.8	9.7	31.4
Woodward		6.4	.0039	2.0		8,987	.0034	1,404	4,494		2.1	4,229	32.3	11.0	29.0	22.9	28.7	34.8	10.0	31.3
Total Above Cities		1,071.8	.6463	345.5		1,738,541	.6545	1,622	5,032		383.8	4,529	30.7	9.8	26.7	19.6	30.0	34.1	12.6	36.5
State Total		2,288.3	1.3680	680.2	1,293.5	3,008,742	1.1328	1,326	4,423	457,380	736.8	4,084	36.6	12.9	27.4	22.3	25.9	32.6	10.1	32.2

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adair		5,955	.0032	1,805	.0040	52	42	1,274	205	592	255	85	1,343	210	1,223	191
Alfalfa		8,931	.0048	2,977	.0048	86	86	1,693	338	390	140	221	2,287	992	1,647	407
Atoka		5,678	.0031	1,720	.0042	55	41	1,485	394	524	88	284	1,553	601	420	186
Beaver		3,832	.0020	1,825	.0036	84	47	764	203	137	228	31	750	737	626	215
Beckham		23,257	.0126	3,371	.0123	94	98	5,647	1,203	2,612	776	495	6,250	2,358	1,535	763
Elk City		12,401	.0067		.0057	106	124	2,796	619	1,704	424	385	3,324	1,199	589	448
Blaine		12,176	.0065	2,970	.0063	77	79	2,692	468	429	440	283	2,801	1,294	1,958	371
Bryan		23,172	.0125	3,131	.0109	71	82	5,297	1,638	2,229	887	995	5,523	1,528	2,101	617
Durant		18,220	.0098		.0063	102	158	3,600	636	1,903	858	995	5,501	1,294	1,639	437
Caddo		24,574	.0132	2,891	.0132	75	75	6,162	1,070	1,532	640	775	5,880	2,712	3,451	882
Canadian		24,505	.0133	3,403	.0130	87	89	4,685	1,019	1,781	522	740	7,258	2,338	2,747	652
El Reno		15,538	.0084		.0068	103	127	3,393	691	1,533	506	708	3,995	1,698	1,519	545
Carter		52,748	.0284	4,629	.0236	93	112	12,321	2,939	7,578	2,410	3,373	10,610	3,589	6,707	1,458
Ardmore		40,567	.0219		.0169	102	132	8,590	2,088	6,815	2,111	3,014	7,694	2,130	5,566	1,075
Cherokee		9,629	.0052	2,751	.0051	61	63	2,370	371	566	602	356	2,678	519	688	316
Choctaw		8,885	.0048	2,115	.0055	59	52	2,787	639	623	359	329	2,238	701	492	218
Cimarron		4,357	.0023	3,332	.0030	103	79	999	236	426	51	104	774	553	998	282
Cleveland		32,051	.0173	2,960	.0208	80	67	7,906	3,153	2,667	1,861	1,750	5,968	2,488	2,604	1,276
Norman		28,455	.0153		.0173	90	80	7,234	2,263	2,474	1,820	1,679	5,544	1,957	2,090	1,208
Coal		3,694	.0020	2,309	.0023	58	50	995	123	659	39	523	620	397	108	120

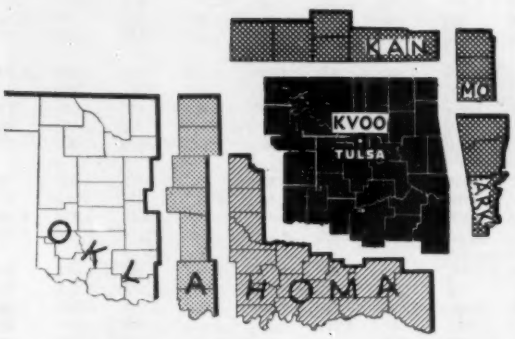
▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

KVOO—No. 1 Station in Oklahoma

ONLY KVOO Blankets Oklahoma's No. 1 Market



Population figures from 1950 Census. Retail Sales and Effective Buying Income from Sales Management Survey of Buying Power. Other figures from Research Department of Tulsa Chamber of Commerce.

Plus Rich Bonus Counties in Missouri, Kansas and Arkansas

	Tulsa and N. E. Okla. 30 Counties	47 Okla. Counties	54 Okla. Counties	N. E. Okla. 30 Cos. Plus 14 Cos. of Kans., Mo., Ark.*
Percent of 77 County Okla. Land Area	34.8%	54.3%	63.8%	
Population % of Okla.	46.6	75.8	84.0	70.6%
Retail Sales % of Okla.	45.2	76.8	85.7	69.2
Effective Buying Income % of Okla.	44.6	76.0	84.4	64.6
Bank Deposits % of Okla.	48.0	75.8	85.5	

* Percent is of total Oklahoma figure for 77 counties.

Latest Available Station Coverage Data—Based on NCS Study No. 1

KVOO Coverage and Listening

(Nielsen 1956 Study Now in Progress)

DAYTIME

Coverage Level	WEEKLY No. of Counties	WEEKLY Total Radio Families	WEEKLY NCS Circulation	4-WEEK CUMULATIVE No. of Counties	4-WEEK CUMULATIVE Total Radio Families	4-WEEK CUMULATIVE NCS Circulation
50-100%	39	398,110	314,510	54	483,080	380,190
25-50%	30	177,770	66,660	33	163,430	59,450
10-25%	29	140,710	24,390	11	70,080	14,840
TOTAL	98	716,590	405,560	98	716,590	454,480

NIGHTTIME

Coverage Level	WEEKLY No. of Counties	WEEKLY Total Radio Families	WEEKLY NCS Circulation	4-WEEK CUMULATIVE No. of Counties	4-WEEK CUMULATIVE Total Radio Families	4-WEEK CUMULATIVE NCS Circulation
50-100%	24	265,820	195,000	46	411,560	302,240
25-50%	48	271,980	100,420	84	401,950	137,250
10-25%	126	503,300	83,480	68	227,590	50,010
TOTAL	198	1,041,100	378,900	198	1,041,100	489,500

KVOO HAS BEEN OKLAHOMA'S GREATEST STATION SINCE 1925 and the No. 1 choice of national and local advertisers.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Comanche	219	89,094	.0372	3,096	.0415	86	77	13,204	4,358	7,581	4,127	3,864	17,543	4,199	6,975	2,409
△Lawton		64,464	.0347		.0286	94	114	11,805	3,908	7,363	4,127	3,296	17,158	3,495	6,303	2,324
Cotton		6,131	.0033	1,916	.0045	67	49	1,400	307	365	233	188	1,854	360	1,199	133
Craig		13,696	.0074	3,185	.0067	66	73	1,886	904	1,563	520	705	2,582	1,777	2,475	247
Creek		32,667	.0176	2,593	.0191	76	70	8,312	1,655	3,142	963	1,699	9,019	3,404	1,914	1,088
Sapulpa		14,930	.0080		.0073	90	99	3,403	759	1,676	394	882	4,318	1,399	839	571
Custer		23,904	.0129	4,121	.0107	95	114	3,880	1,493	1,847	1,014	1,048	6,922	2,020	3,895	927
Clinton		13,801	.0074		.0057	108	110	2,432	868	1,086	704	852	4,467	963	1,648	471
Delaware		4,972	.0027	1,604	.0036	55	41	1,585	278	707	60	31	930	535	162	105
Dewey		4,418	.0023	2,008	.0029	64	51	1,256	156	275	54	111	895	755	563	155
Ellis		5,124	.0028	1,830	.0045	87	54	1,255	188	218	122	120	995	363	675	248
Garfield	198	77,599	.0418	4,732	.0342	107	131	20,153	3,402	8,815	4,511	3,348	12,762	8,045	9,051	2,700
△Enid		69,673	.0376		.0283	116	153	18,728	3,156	8,079	4,422	3,311	11,202	7,128	7,310	2,507
Garvin		28,634	.0158	3,079	.0150	77	79	6,981	1,612	2,130	1,297	1,208	7,445	2,492	3,463	774
Pauls Valley		14,083	.0076		.0050	109	165	3,359	792	1,215	971	543	3,883	959	1,252	398
Grady		33,430	.0180	3,482	.0159	84	95	7,133	1,293	3,656	1,784	1,565	8,655	2,362	3,573	1,041
Chickasha		26,767	.0144		.0105	104	153	5,266	955	3,062	1,784	1,500	7,417	1,823	2,214	792
Grant		9,524	.0051	3,663	.0052	96	94	2,237	322	348	91	284	1,443	662	1,777	274
Greer		7,191	.0039	2,663	.0042	74	68	1,626	224	544	322	381	1,364	675	1,229	297
Harmon		6,877	.0037	3,275	.0041	93	84	1,838	412	842	152	261	1,511	432	665	258
Harper		3,744	.0020	2,496	.0028	93	67	1,153	203	118	109	95	823	382	453	188
Haskell		5,143	.0028	1,773	.0039	55	39	1,588	123	871	60	63	1,120	394	620	188
Hughes		12,438	.0067	2,591	.0069	89	67	3,291	603	1,161	506	401	3,657	535	1,303	420
See Seminole-Wewoka-Holdenville																
Jackson		23,696	.0128	3,291	.0118	85	92	4,185	1,463	2,043	1,336	1,730	5,151	2,242	3,522	762
Altus		20,259	.0109		.0085	98	125	3,472	1,080	1,914	1,386	1,219	5,042	1,425	3,043	671
Jefferson		8,875	.0047	3,134	.0045	78	81	2,072	309	601	33	259	2,566	609	1,220	300
Johnston		4,496	.0024	1,796	.0032	56	42	1,679	211	221	75	165	719	380	303	154
Kay		57,795	.0312	3,568	.0297	97	102	13,333	2,491	4,395	2,881	3,346	15,506	3,338	6,597	2,121
Ponca City		32,915	.0177		.0154	112	128	7,727	1,184	3,102	1,943	2,041	7,675	2,016	3,554	1,208
Blackwell		14,850	.0080		.0063	102	129	3,421	635	858	670	843	4,772	640	1,847	532
Kingfisher		11,968	.0064	3,520	.0058	87	96	2,428	568	721	159	132	3,294	887	2,448	333
Kiowa		14,726	.0079	3,005	.0081	82	80	3,391	603	1,558	461	500	3,381	1,106	2,621	619
Latimer		2,827	.0016	1,346	.0026	55	34	1,164	142	155	88	48	561	296	104	80
Le Flore		14,241	.0076	1,780	.0100	57	43	4,349	480	1,966	413	447	3,766	1,179	937	451
Lincoln		18,764	.0102	3,127	.0090	76	86	3,638	1,354	1,614	392	526	5,018	2,664	2,209	484
Logan		18,783	.0101	3,030	.0100	83	83	3,730	718	1,673	704	821	5,473	1,669	1,646	660
Guthrie		12,705	.0068		.0059	94	108	2,765	555	1,193	704	641	3,506	961	1,202	472
Love		3,701	.0020	2,177	.0023	53	47	1,239	426	145	39	157	668	210	466	119
McClain		9,089	.0049	2,020	.0062	66	52	2,266	521	530	281	577	2,099	1,211	831	254
McCurtain		13,178	.0071	2,234	.0075	58	53	3,745	639	1,608	712	382	2,919	884	877	538
McIntosh		7,693	.0041	2,079	.0047	55	48	1,687	333	780	158	224	1,706	936	1,084	153
Major		5,572	.0030	1,857	.0045	74	49	1,328	237	309	76	158	1,338	653	969	92
Marshall		5,015	.0027	2,508	.0030	75	68	1,204	274	447	326	164	1,190	469	565	198
Mayes		15,660	.0085	3,071	.0075	70	79	3,424	1,115	1,344	390	384	3,636	1,164	2,673	479
Murray		12,667	.0068	4,222	.0064	90	113	2,403	704	620	267	772	4,142	1,387	1,302	276
Muskogee		53,405	.0288	3,160	.0280	81	84	13,662	2,486	7,845	2,391	2,245	10,295	4,672	3,974	2,095
Muskogee		47,435	.0256		.0227	95	106	11,994	2,010	7,057	2,391	2,086	9,998	3,678	2,925	1,776
Noble		10,740	.0058	3,465	.0052	85	95	1,962	574	730	213	230	2,372	1,236	1,848	354
Nowata		9,381	.0050	2,606	.0053	74	69	2,451	563	471	417	371	2,475	751	1,148	246
Okfuskee		8,308	.0045	2,077	.0053	60	51	2,380	374	729	278	252	1,514	450	1,257	155
Oklahoma	102	506,348	.2729	4,009	.2542	107	115	101,389	32,182	94,149	31,955	24,860	106,755	31,014	33,185	18,321
▲Oklahoma City		460,911	.2484		.2021	118	145	88,287	29,722	88,965	30,379	23,421	98,132	27,158	29,286	16,568
Midwest City		12,483	.0067		.0119	82	46	5,155	726	1,102	979	581	1,676	272	1,092	859
Okmulgee		32,380	.0175	2,744	.0162	76	73	8,412	1,521	3,350	1,491	1,522	8,621	2,117	2,335	997
Okmulgee		19,915	.0107		.0103	85	88	4,855	724	2,466	928	876	5,827	1,009	1,424	487
Osage		27,314	.0147	2,601	.0162	78	71	7,016	1,524	2,303	1,039	1,011	7,549	3,548	1,448	954
Ottawa		27,710	.0149	3,260	.0138	84	90	7,043	1,617	2,355	1,390	1,319	6,888	1,873	1,956	876
Miami		21,124	.0114		.0081	113	158	4,652	941	1,929	1,323	1,164	6,576	892	1,218	605
Pawnee		11,119	.0060	2,647	.0062	75	72	2,367	404	854	200	391	2,932	987	1,071	338

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

TWO TICKETS TO KLAHOMA

Oh, What a Beautiful Market!



Pick up these two tickets to Oklahoma in your advertising schedule. They admit you to a front seat in a beautiful, growing market.

They entitle you to **saturation** coverage of the Oklahoma City·market that has been a national leader in sale gains for two straight years—the city that led the nation in 1954 and then topped that by 12% to place third in the nation in 1955!

They take you into three out of four homes within a 100 mile radius of Oklahoma City—a rich growing area that is growing new industry, new population, new building and construction.

They give you complete coverage of the state of Oklahoma . . . and the largest Sunday circulation of any newspaper in the great southwest!

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES



The Oklahoma Publishing Co.
The Farmer-Stockman
WKY, WKY-TV, Oklahoma City
WSFA-TV, Montgomery, Ala.
Represented by The Katz Agency



OKLAHOMA — Counties and Cities — (Continued)

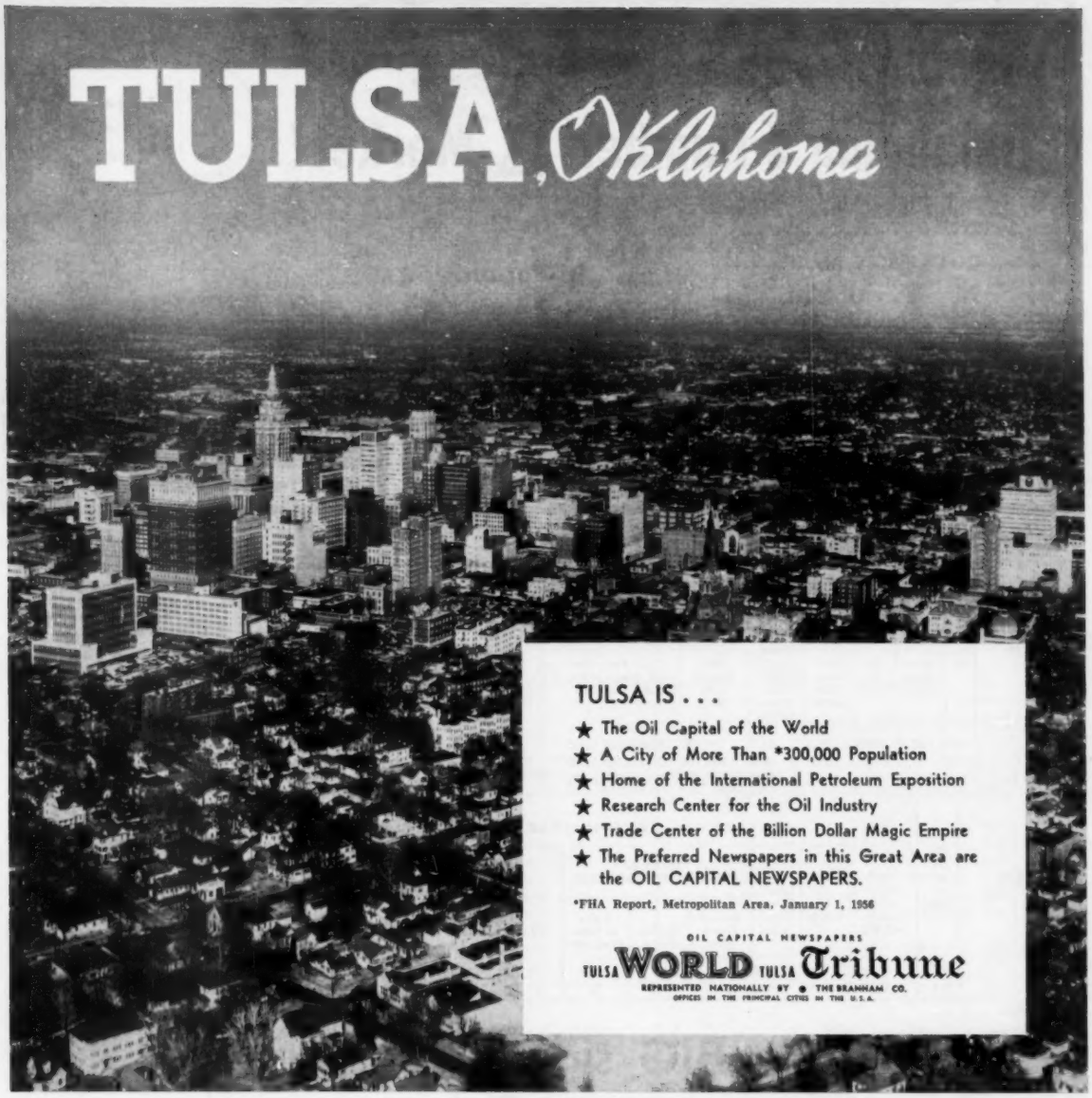
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Payne		39,468	.0213	2,988	.0238	84	75	10,350	1,767	3,702	2,346	2,010	9,443	2,798	3,861	1,157
Stillwater		23,267	.0125		.0131	98	93	6,159	998	1,939	1,807	1,214	6,236	1,238	1,742	694
Cushing		12,859	.0069		.0064	98	106	3,116	459	1,520	539	788	3,102	1,085	1,297	410
Pittsburg		31,068	.0167	3,018	.0156	71	76	8,852	1,552	4,048	1,151	1,255	6,042	2,758	2,978	1,029
McAlester		24,177	.0130		.0102	86	110	6,266	948	3,137	950	1,113	5,119	1,871	2,740	887
Pontotoc		32,757	.0177	3,660	.0158	86	97	7,169	1,243	3,154	2,007	1,604	9,297	1,986	2,745	1,077
Ada		28,943	.0156		.0113	113	156	5,547	1,162	2,677	1,952	1,575	8,999	1,778	2,356	864
Pottawatomie		44,258	.0238	3,278	.0218	80	88	9,869	1,854	6,863	2,614	3,188	8,714	3,183	2,588	1,723
Shawnee		38,069	.0205		.0163	95	119	7,774	1,495	5,524	2,273	2,771	8,714	2,557	2,254	1,401
Pushmataha		5,280	.0029	1,821	.0035	56	46	1,258	145	1,038	111	93	1,632	374	185	183
Roger Mills		4,091	.0022	2,153	.0027	68	55	1,364	71	248	87	...	1,210	418	523	...
Rogers		14,090	.0076	2,562	.0083	72	66	3,387	842	1,770	345	643	3,583	816	1,398	451
Seminole		27,523	.0148	2,332	.0183	72	58	6,025	1,120	1,522	1,748	1,661	9,449	2,353	1,567	916
Seminole-Wewoka-Holdenville		*52,152*	*.0173*		*.0141*	*98*	*113*	*6,833*	*1,306*	*2,017*	*2,141*	*1,948*	*11,503*	*2,028*	*2,161*	*1,048*
Seminole		16,015	.0086		.0068	94	119	3,327	592	765	914	978	6,254	1,139	1,050	443
Sequoyah		5,533	.0030	1,258	.0052	50	29	1,431	240	880	168	224	755	939	430	310
Stephens		42,184	.0227	3,784	.0204	91	102	10,308	1,801	3,562	2,002	2,346	8,845	2,897	6,551	1,315
Duncan		31,818	.0171		.0131	108	141	7,177	1,203	3,005	1,637	1,856	6,419	2,131	5,746	838
Texas		15,317	.0083	4,140	.0083	118	105	2,974	1,062	862	588	502	4,089	1,264	2,839	524
Guymon		10,272	.0055		.0047	127	149	1,683	622	710	581	495	2,517	975	1,860	500
Tillman		14,856	.0080	3,085	.0078	81	63	2,754	400	1,004	817	464	4,621	1,238	2,554	500
Tulsa	183	404,603	.2180	4,282	.2006	112	121	75,049	23,713	53,550	30,834	22,383	100,676	24,812	34,737	13,683
▲Tulsa		365,553	.1970		.1718	121	139	66,524	20,410	51,329	29,594	20,992	93,617	21,376	25,724	13,101
Wagoner		9,778	.0053	2,385	.0057	63	56	2,378	383	972	229	367	2,578	812	1,582	316

▲ and △ See end of state for SM Metropolitan County Areas.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

OKLAHOMA — Counties and Cities — (Continued)

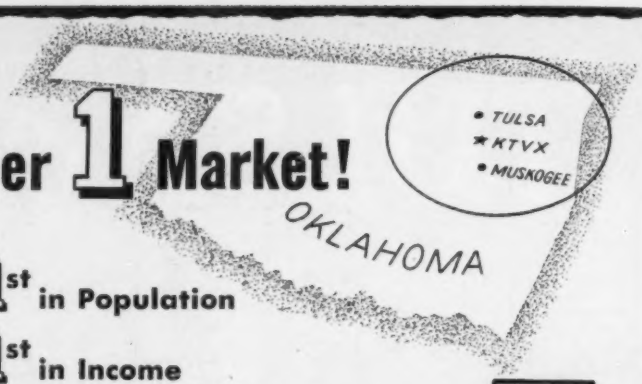
RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Washington		41,163	.0222	3,579	.0241	110	101	10,187	2,194	3,550	3,233	2,295	9,883	2,857	2,938	1,574
Bartlesville		35,141	.0189		.0178	131	139	6,739	1,789	3,339	3,021	1,951	9,501	3,088	2,586	1,316
Washita		10,723	.0058	2,281	.0072	75	60	2,391	308	516	476	379	2,300	1,244	1,455	252
Woods		13,439	.0072	3,380	.0075	95	91	2,401	821	1,112	543	650	3,213	1,058	1,683	504
Alva		9,734	.0053		.0045	110	127	1,618	648	886	543	590	2,618	582	1,341	204
Woodward		12,131	.0066	3,568	.0062	85	90	2,125	640	954	648	484	3,040	1,312	1,210	434
Woodward		8,939	.0048		.0039	100	123	1,359	504	914	648	449	2,083	513	1,071	373
Total Above Cities		1,566,283	.8436		.7095	110	131	320,323	85,142	221,241	103,281	84,809	372,881	99,429	126,353	54,954
State Total		2,291,628	1.2351	3,369	1.2106	88	90	499,953	125,799	279,547	123,199	109,043	537,707	171,244	217,682	77,751

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Before using these figures, see explanation page 11.

Again in 1955
Oklahoma's Number 1 Market!



QUICK FACTS ABOUT
K T V X
316,000 Watts
The ONLY Oklahoma station with studios in TWO MAJOR Markets.
ABC Network

1st in Population

1st in Income

Ask Your Avery-Knodel Representative

BEN HOLMES, Natl. Sales Mgr.

Channel 8 KTVX

TULSA BROADCASTING CO. — Box 9697, Tulsa, Oklahoma — L. A. (Bud) Blust, V. P. & Gen. Mgr.

OKLAHOMA — SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Enid	198	53.0	.0320	16.4	40.7	81,086	.0306	1,530	4,944
△Lawton	219	80.4	.0485	22.3	50.5	109,720	.0413	1,365	4,920
Oklahoma City	102	394.9	.2382	126.3	342.7	662,111	.2493	1,677	5,242
Tulsa	153	297.7	.1795	94.5	245.9	528,695	.1990	1,776	5,595
Total Above Areas		826.0	.4982	259.5	679.8	1,381,612	.5202	1,673	5,324

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Enid	198	77,599	.0418	4,732	.0342	107	131	20,153	3,402	8,815	4,511	3,348	12,762	8,045	9,051	2,700
△Lawton	219	69,094	.0372	3,098	.0415	86	77	13,204	4,356	7,581	4,127	3,664	17,543	4,199	6,975	2,409

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Before using these figures, see explanation page 11.

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LAWTON

ABC

OKLAHOMA— SM Metropolitan County Areas

RETAIL SALES— SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Oklahoma City	102	506,348	.2729	4,009	.2542	107	115	101,389	32,182	94,149	31,955	24,860	106,755	31,014	33,185	18,321
Tulsa	153	404,603	.2180	4,282	.2008	112	121	75,049	23,713	53,550	30,834	22,333	100,676	24,812	34,737	13,693
Total Above Areas		1,057,644	.5699	4,076	.5307	107	114	299,795	83,653	164,095	71,427	54,255	237,736	68,070	83,948	37,123

(Other Pacific States: California, Washington.)

—OREGON— Counties and Cities

NUMBER OF OUTLETS

City	County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Albany	Linn	13.9	232	38	42	13	13	17	15	24	21	7
Astoria	Clatsop	14.5	225	30	48	13	19	15	12	24	16	5
Baker	Baker	9.5	158	30	29	6	13	5	14	21	12	3
Bend	Deschutes	12.3	199	46	28	18	9	13	12	26	19	8
Coos Bay	Coos	6.7	178	35	36	7	14	7	16	19	6	6
Corvallis	Benton	19.1	204	32	33	12	21	10	12	30	19	6
Eugene	Lane	45.5	702	136	103	47	48	38	53	87	49	15
Grants Pass	Josephine	9.2	225	33	41	14	13	17	19	31	16	7
Hillsboro	Washington	6.0	119	18	15	8	5	7	15	12	16	5
Klamath Falls	Klamath	16.6	369	65	70	29	32	19	26	40	19	8
La Grande	Union	9.0	179	34	34	9	13	15	9	23	7	5
Lebanon	Linn	6.7	156	24	22	14	10	12	12	15	10	4
McMinnville	Yamhill	7.8	154	29	22	8	10	9	15	18	14	7
Medford	Jackson	19.5	385	56	53	44	29	19	31	40	27	13
Ontario	Malheur	5.0	117	11	21	6	11	8	11	11	13	4
Oregon City	Clackamas	9.0	182	28	29	13	15	10	13	28	13	7
Pendleton	Umatilla	14.4	215	25	38	8	19	15	16	30	13	6
Portland	Multnomah	416.1	5,308	1,020	1171	499	304	275	271	603	253	169
Redmond	Deschutes	3.6	86	8	14	5	5	6	10	11	13	3
Roseburg	Douglas	12.0	273	40	34	31	24	23	27	32	16	6
Salem	Marion	45.4	732	118	135	56	58	39	49	81	35	20
Springfield	Lane	12.7	179	43	21	15	20	9	6	18	13	5
The Dalles	Wasco	10.6	181	25	29	10	11	11	15	19	15	8
Tillamook	Tillamook	4.3	113	12	13	12	11	7	12	14	11	4

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Baker		15.4	.0092	5.1	9.5	20,538	.0077	1,334	4,027	10,135	5.3	3,911	38.5	13.1	25.4	21.1	27.6	35.4	10.5	30.4
Baker		9.5	.0057	3.1		13,674	.0051	1,439	4,411		3.3	4,093	32.7	11.2	24.7	19.7	31.5	38.5	11.1	30.6
Benton		37.1	.0224	10.6	19.1	57,406	.0217	1,547	5,416	6,381	15.7	3,657	43.2	16.6	23.0	20.5	23.9	32.7	9.9	30.2
Corvallis		19.1	.0115	5.0		34,751	.0131	1,819	6,950		10.1	3,425	49.0	20.1	20.8	19.6	21.1	31.0	9.1	29.3
Clackamas	111	93.5	.0564	30.1	41.5	128,500	.0483	1,374	4,269	21,282	29.9	4,291	30.1	9.9	23.4	17.7	33.6	39.3	12.9	33.1
Oregon City		9.0	.0054	3.0		13,670	.0051	1,519	4,557		3.3	4,158	29.3	9.9	22.1	17.3	37.0	44.6	11.6	28.2
Clatsop		33.8	.0204	11.3	18.0	55,710	.0210	1,648	4,930	2,772	13.3	4,177	30.9	10.4	22.9	17.8	33.5	40.3	12.7	31.5
Astoria		14.5	.0087	5.1		26,975	.0102	1,860	5,289		6.0	4,531	25.7	8.0	21.9	15.7	37.1	41.1	15.3	35.2
Columbia		22.5	.0136	7.2	4.7	28,948	.0109	1,287	4,021	5,855	7.1	4,054	29.4	10.2	24.5	19.7	35.7	44.1	10.4	26.0
Coos		54.9	.0331	18.3	20.9	90,624	.0341	1,651	4,952	5,487	19.1	4,740	23.4	6.9	21.9	15.0	38.8	41.1	15.9	37.0
Coos Bay-North Bend		*13.7*	*.0083*	*4.6*		*25,900*	*.0098*	*1,891*	*5,756*											
Coos Bay		6.7	.0040	2.2		14,530	.0055	2,169	6,605		2.6	5,508	18.3	4.7	20.6	12.1	40.0	36.4	21.1	46.8
Crook		9.8	.0057	2.6	3.8	15,620	.0059	1,644	6,008	6,511	2.9	5,465	19.5	5.0	18.7	11.1	40.8	37.4	21.0	46.5
Curry		8.0	.0048	2.8		10,914	.0041	1,384	3,898	2,410	2.8	3,835	41.3	15.1	23.5	20.0	26.0	34.0	9.2	30.9
Deschutes		21.1	.0128	6.9	15.9	31,797	.0120	1,507	4,608	4,951	6.9	4,638	23.3	7.1	22.9	16.0	38.9	42.1	14.9	34.8
Bend		12.3	.0074	4.0		19,649	.0074	1,597	4,912		4.2	4,731	22.4	6.7	21.2	14.6	40.8	43.2	15.6	35.5
Redmond		3.6	.0022	1.1		6,338	.0024	1,761	5,762		1.3	5,062	19.6	5.5	22.7	14.5	39.8	39.4	17.9	40.6
Douglas		69.1	.0418	21.1	12.0	98,352	.0370	1,423	4,661	7,655	21.9	4,485	24.7	7.7	25.4	18.4	36.5	40.8	13.4	33.1
Roseburg		12.0	.0072	3.6		22,689	.0085	1,891	6,303		4.6	4,938	22.8	6.5	23.5	15.6	36.8	37.3	16.9	40.6
Gilliam		2.8	.0017	1.0		5,737	.0022	2,049	5,737	7,316	1.0	5,630	29.4	7.4	25.2	14.5	23.2	20.6	22.2	57.5
Grant		9.3	.0056	2.7		16,312	.0061	1,754	6,041	4,988	3.3	4,881	25.9	7.5	23.4	15.5	32.2	33.1	18.5	43.9
Harney		6.5	.0039	2.0	3.4	10,729	.0041	1,651	5,365	6,005	2.4	4,469	30.5	9.6	20.6	15.1	32.3	36.2	16.6	39.1
Hood River		12.9	.0078	3.9	3.8	17,364	.0065	1,346	4,452	7,516	4.0	4,309	27.0	8.8	27.1	20.5	34.0	39.6	11.9	31.1
Jackson		67.8	.0409	22.1	29.6	97,629	.0368	1,440	4,418	13,699	22.6	4,322	30.4	9.9	23.7	17.8	32.7	38.0	13.2	34.3
Medford		19.5	.0118	6.8		32,965	.0124	1,691	4,848		6.9	4,762	25.8	7.6	21.9	15.0	35.9	37.9	16.4	39.6
Jefferson		7.4	.0045	2.2		11,104	.0041	1,501	5,047	5,890	2.4	4,669	27.3	8.2	25.7	17.8	31.8	34.2	15.2	39.8
Josephine		31.2	.0188	10.5	9.2	40,185	.0152	1,287	3,825	5,376	10.5	3,839	37.7	13.8	24.7	21.0	27.4	35.8	10.2	29.4
Grants Pass		9.2	.0055	3.4		13,999	.0053	1,522	4,117		3.4	4,062	36.1	12.5	21.2	16.9	30.7	37.9	12.0	32.7
Klamath		43.2	.0260	13.6	26.3	72,013	.0271	1,667	5,295	18,846	15.6	4,802	23.3	6.8	24.0	16.3	35.9	37.5	16.8	39.4
Klamath Falls		16.6	.0100	5.5		33,165	.0125	1,998	6,030		6.6	5,030	22.7	6.4	21.5	13.8	37.1	37.0	18.7	42.8
Lake		6.5	.0040	2.0	2.8	10,699	.0040	1,646	5,350	7,251	2.2	4,937	23.2	6.6	25.6	16.9	31.7	32.2	19.5	44.3

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OREGON — Counties and Cities — (Continued)

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COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Lane	199	154.7	.0933	48.6	62.7	244,455	.0920	1,580	5,030	17,035	53.4	4,577	27.4	8.4	21.8	15.6	36.1	39.5	14.7	36.5
Eugene-Springfield		*58.2*	*.0351*	*18.1*		*107,949*	*.0406*	*1,855*	*5,964*											
△Eugene		45.5	.0274	14.3		89,061	.0335	1,957	6,228		19.7	4,515	32.6	10.2	20.7	14.8	31.3	34.8	15.4	40.2
Springfield		12.7	.0077	3.8		18,881	.0071	1,487	4,969		3.9	4,829	20.1	5.8	20.4	13.8	44.4	46.1	15.1	34.3
Lincoln		24.0	.0144	8.2	3.7	31,588	.0119	1,316	3,852	5,841	8.4	3,755	37.1	13.9	27.2	23.5	26.5	35.4	9.2	27.2
Linn		62.4	.0377	19.4	22.9	84,140	.0317	1,348	4,337	19,446	18.9	4,443	25.9	8.2	24.5	17.9	36.5	41.2	13.1	32.7
Albany		13.9	.0084	4.6		23,149	.0087	1,665	5,032		5.1	4,564	23.5	7.2	24.9	17.8	37.4	41.1	14.2	33.9
Lebanon		6.7	.0040	1.9		9,439	.0036	1,409	4,968		2.1	4,600	26.7	8.2	19.3	13.5	38.4	41.9	15.6	36.4
Malheur		23.0	.0138	6.5	7.0	26,819	.0101	1,166	4,125	27,647	6.6	4,078	31.9	11.0	30.5	24.3	27.0	33.2	10.6	31.5
Ontario		5.0	.0030	1.4		8,129	.0031	1,626	5,800		1.7	4,743	25.8	7.7	26.7	18.3	31.9	33.7	15.6	40.3
Marion	248	105.1	.0634	31.8	50.2	140,293	.0528	1,335	4,412	32,113	33.3	4,215	31.8	10.6	24.8	19.1	31.0	36.9	12.4	33.4
1△Salem		45.4	.0274	14.2		71,508	.0269	1,575	5,036		16.1	4,430	30.1	9.6	22.8	16.7	32.9	37.2	14.2	36.5
Morrow		5.0	.0030	1.4		8,901	.0034	1,780	6,358	9,616	1.7	5,181	28.3	7.7	25.7	16.1	26.1	25.3	19.9	50.9
Multnomah	111	527.2	.3180	182.7	476.4	923,869	.3478	1,752	5,057	11,981	200.6	4,607	29.3	8.6	21.0	14.9	35.0	38.0	15.7	38.5
▲Portland		416.1	.2509	145.4		781,830	.2868	1,831	5,240		165.0	4,618	28.5	8.7	21.1	14.8	34.4	37.4	16.0	39.1
Polk		23.9	.0144	7.4	7.2	32,095	.0121	1,343	4,337	11,094	7.7	4,194	30.3	10.2	25.3	19.6	32.3	38.6	12.1	31.6
1△Salem																				
Sherman		2.2	.0013	.7		5,139	.0019	2,338	7,341	7,692	.8	6,456	19.6	4.3	22.1	11.1	31.7	24.6	26.6	60.0
Tillamook		20.6	.0125	6.6	4.3	29,904	.0113	1,452	4,531	7,085	6.6	4,429	25.2	8.0	25.9	19.0	38.1	40.9	12.8	32.1
Tillamook		4.3	.0026	1.3		7,109	.0027	1,653	5,468		1.5	4,781	23.5	6.9	26.3	17.9	33.6	35.2	16.6	40.0
Umatilla		43.7	.0263	13.8	16.6	65,129	.0245	1,490	4,719	28,581	14.0	4,640	25.2	7.6	24.8	17.4	35.4	38.3	14.6	36.7
Pendleton		14.4	.0087	4.2		22,332	.0084	1,551	5,317		4.6	4,891	23.2	6.7	23.6	15.6	37.0	38.0	16.2	39.7
Union		18.0	.0109	5.9	9.0	23,949	.0090	1,331	4,059	6,754	6.1	3,902	33.7	12.1	24.6	20.5	31.7	40.8	10.0	26.6
La Grande		9.0	.0054	3.0		13,117	.0049	1,457	4,372		3.3	3,993	33.2	11.7	21.4	17.4	34.4	43.2	11.0	27.7
Wallowa		6.6	.0010	2.1		9,401	.0036	1,424	4,477	6,839	2.2	4,328	32.1	10.4	26.2	19.8	28.3	32.8	13.4	37.0
Wasco		21.9	.0132	7.4	10.8	32,924	.0124	1,503	4,449	8,330	7.5	4,395	30.9	9.9	25.0	18.4	30.2	34.5	13.9	37.2
The Dalles		10.8	.0065	3.6		17,423	.0066	1,613	4,840		3.8	4,625	27.9	8.5	24.5	17.3	32.4	35.1	15.2	39.1
Washington	111	74.5	.0449	23.7	23.3	110,294	.0415	1,480	4,654	19,547	24.4	4,521	28.8	8.9	23.0	16.5	33.7	37.4	14.7	37.2
Hillsboro		6.0	.0036	2.2		9,350	.0035	1,558	4,250		2.2	4,327	30.2	9.8	23.4	17.6	33.5	38.9	12.9	33.7
Wheeler		3.2	.0019	1.1		5,070	.0019	1,584	4,609	2,199	1.2	4,308	27.4	9.0	27.6	20.7	33.2	38.7	11.8	31.6
Yamhill		31.0	.0187	9.8	10.0	38,383	.0145	1,238	3,917	16,357	10.2	3,776	37.7	14.1	23.9	20.4	29.1	38.7	9.3	26.8
McMinnville		7.8	.0047	2.5		13,123	.0049	1,682	5,249		3.2	4,124	37.1	12.6	20.1	15.9	30.5	37.1	12.3	34.4
Total Above Cities		729.6	.4397	245.2		1,296,856	.4882	1,777	5,289		284.3	4,561	29.0	9.0	21.5	15.3	34.1	37.5	15.4	38.2
State Total		1,659.5	1.0249	553.1	924.3	2,632,514	.9912	1,549	4,760	388,493	592.0	4,447	29.1	9.2	22.9	16.7	33.8	38.2	14.2	35.9

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955						NINE STORE GROUPS (add 000)								
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Baker		17,836	.0096	3,497	.0086	93	104	3,597	1,437	1,995	839	537	4,961	1,531	881	645
Baker		15,130	.0082		.0062	109	144	3,118	907	1,070	809	494	4,961	1,101	793	558
Benton		29,427	.0158	2,778	.0201	90	71	6,826	1,704	2,374	1,174	1,273	6,235	3,010	3,048	733
Corvallis		25,224	.0136		.0129	112	118	5,557	1,239	1,954	1,174	1,166	6,111	2,079	2,612	666

1 Salem is in Marion and Polk Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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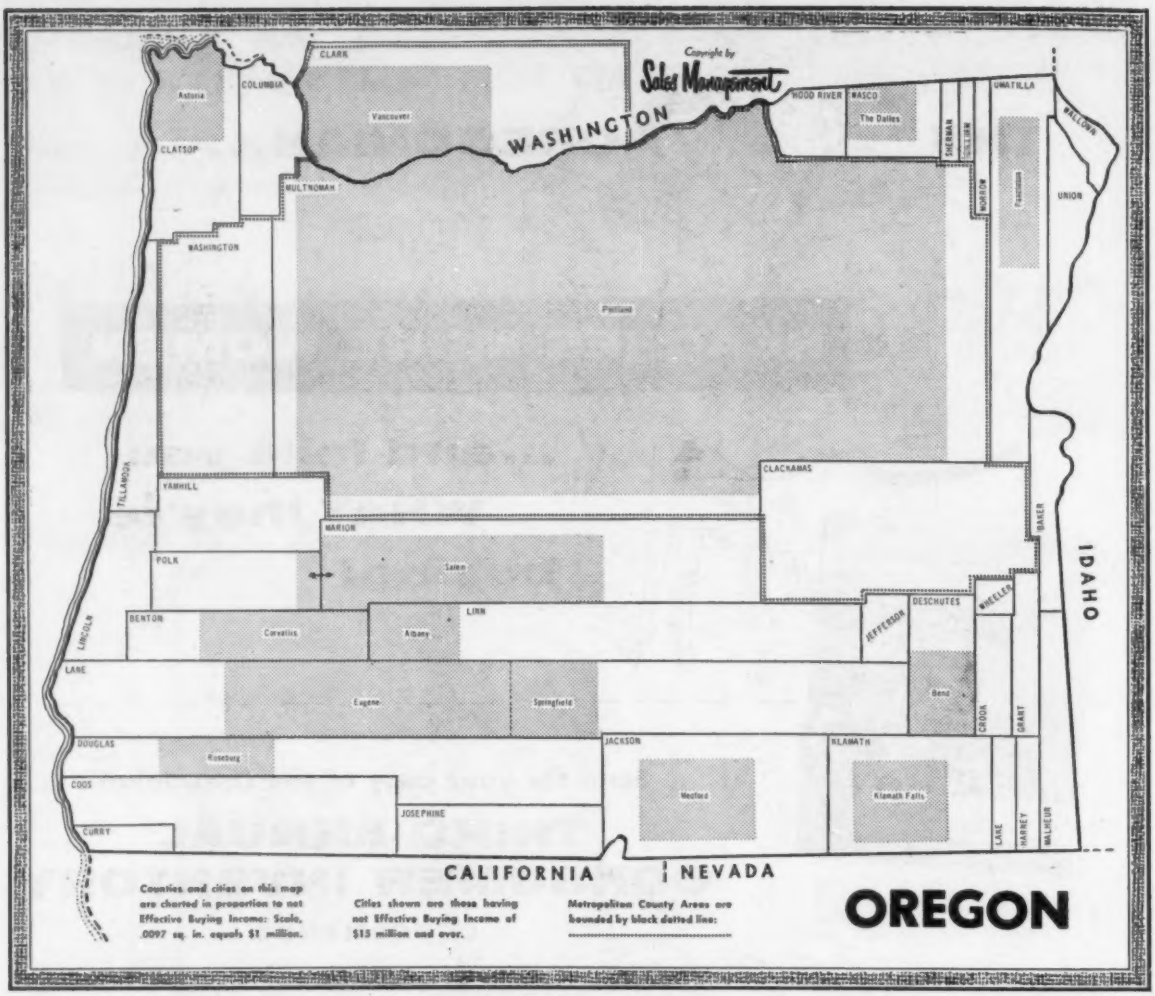
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by **47,115**

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by **90,108**



OREGON — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Clackamas	111	**67,670**	**.0365**	**2,248**	**.0484**	**82**	**65**	**17,067**	**4,554**	**3,822**	**1,815**	**2,683**	**17,585**	**5,769**	**6,349**	**2,168**
Oregon City		23,738	.0128		.0075	139	237	4,812	859	1,515	1,193	1,332	8,925	1,347	1,270	824
Clatsop		**32,961**	**.0178**	**2,917**	**.0199**	**98**	**87**	**8,174**	**3,378**	**2,121**	**1,758**	**1,825**	**5,951**	**2,105**	**2,523**	**734**
Astoria		21,663	.0117		.0104	120	134	4,204	1,916	1,420	1,342	1,091	4,975	1,059	1,871	408
Columbia		**17,704**	**.0095**	**2,459**	**.0110**	**81**	**70**	**4,632**	**1,148**	**1,907**	**329**	**709**	**3,465**	**1,919**	**1,515**	**579**
Coos		**63,227**	**.0341**	**3,455**	**.0339**	**102**	**103**	**16,642**	**4,198**	**4,792**	**2,207**	**2,192**	**15,635**	**4,768**	**3,893**	**2,184**
Coos Bay-North Bend		*37,903*	*.0201*		*.0186*	*153*	*242*	*9,894*	*2,051*	*3,400*	*1,898*	*1,185*	*8,953*	*2,730*	*2,257*	*1,295*
Coos Bay		30,384	.0164		.0085	213	410	7,851	1,416	3,230	911	1,000	8,571	1,811	1,866	1,115
Crook		**11,565**	**.0062**	**4,448**	**.0059**	**104**	**109**	**2,580**	**428**	**508**	**429**	**212**	**4,387**	**991**	**795**	**354**
Curry		**10,015**	**.0054**	**3,577**	**.0047**	**98**	**113**	**3,110**	**984**	**1,047**	**95**	**172**	**1,434**	**1,545**	**788**	**260**
Deschutes		**28,649**	**.0155**	**4,152**	**.0132**	**103**	**121**	**6,445**	**2,118**	**2,055**	**1,255**	**968**	**7,035**	**2,926**	**2,933**	**1,016**
Bend		18,627	.0100		.0082	111	135	4,350	1,224	1,526	795	811	4,526	1,861	1,327	710
Redmond		8,192	.0044		.0030	136	200	1,651	541	361	459	157	1,998	501	1,606	306
Douglas		**75,749**	**.0408**	**3,590**	**.0390**	**94**	**98**	**20,668**	**4,661**	**5,949**	**3,600**	**2,967**	**16,759**	**7,319**	**6,184**	**1,562**
Roseburg		36,820	.0198		.0116	161	275	4,650	1,750	4,281	2,481	2,001	11,789	2,470	3,067	607
Gilliam		**5,209**	**.0028**	**5,209**	**.0023**	**135**	**166**	**648**	**283**	**156**	**121**	**78**	**1,293**	**500**	**1,916**	**153**
Grant		**8,872**	**.0048**	**3,286**	**.0056**	**100**	**88**	**1,975**	**722**	**867**	**314**	**222**	**3,128**	**386**	**882**	**307**

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Before using these figures, see explanation page 11.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

OREGON — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Harney		9,327	.0050	4,664	.0044	113	128	1,793	663	480	145	157	2,631	1,245	1,142	179
Hood River		15,908	.0086	4,079	.0074	95	110	4,073	947	1,421	634	707	2,142	1,253	1,715	351
Jackson		83,527	.0450	3,780	.0400	98	110	18,925	4,589	8,108	2,503	3,782	18,372	5,756	8,797	1,901
Medford		53,332	.0287		.0172	146	243	9,173	2,134	6,839	2,228	2,784	14,874	2,815	3,731	1,455
Jefferson		8,634	.0046	3,925	.0044	98	102	1,707	556	381	219	56	2,187	619	1,373	161
Josephine		37,286	.0201	3,551	.0174	93	107	8,311	2,244	3,095	789	1,425	8,253	3,294	4,355	1,106
Grants Pass		28,452	.0153		.0093	151	278	5,367	1,369	2,471	725	1,323	7,183	1,819	3,633	933
Klamath		59,815	.0323	4,398	.0284	109	124	12,927	4,573	6,092	3,830	1,944	12,065	5,159	5,810	1,255
Klamath Falls		47,396	.0255		.0159	159	255	9,212	2,956	5,143	3,549	1,944	11,835	2,970	4,135	937
Lake		9,541	.0051	4,771	.0043	108	128	2,501	685	615	219	285	2,597	658	1,220	414
Lane	199	177,273	.0956	3,648	.0934	100	102	44,849	9,552	18,067	8,114	9,830	34,881	14,694	13,558	4,019
Eugene-Springfield		*123,641*	*.0666*		*.0478*	*135*	*190*	*25,953*	*6,031*	*15,709*	*7,969*	*8,164*	*24,575*	*8,338*	*7,808*	*3,836*
△Eugene		106,342	.0573		.0394	144	209	20,720	5,210	14,578	6,439	7,367	22,302	6,697	6,215	2,606
Springfield		17,299	.0093		.0079	103	121	5,233	821	1,131	830	797	2,273	1,635	1,593	630
Lincoln		25,933	.0139	3,163	.0130	90	97	7,583	2,748	794	740	791	4,228	5,108	1,633	843
Linn		60,242	.0325	3,105	.0331	88	86	13,805	3,363	4,052	1,939	3,953	13,228	5,069	6,349	1,801
Albany		28,180	.0152		.0106	126	181	5,191	1,491	2,187	1,011	2,659	7,094	1,689	2,460	880
Lebanon		15,321	.0083		.0051	128	208	3,464	656	1,077	635	797	4,079	959	1,142	498
Malheur		28,956	.0156	4,455	.0125	91	113	4,722	1,621	2,684	684	2,409	5,407	2,081	4,676	889
Ontario		13,273	.0072		.0043	143	240	2,295	796	762	485	1,836	2,900	570	1,368	387
Marion	248	121,833	.0657	3,831	.0588	93	104	22,905	6,808	11,920	7,241	5,373	25,956	10,843	11,997	4,079
1△Salem		89,943	.0485		.0335	122	177	14,918	4,747	10,471	6,729	4,142	22,273	7,491	5,920	3,549

1 Salem is in Marion and Polk Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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RETAIL SALES GAIN
1954 Census of Business

COUNTY	SALES	CITY	SALES
Multnomah	+ 16.2%	Portland	+ 17.4%
Lane	+ 30.9%	Eugene	+ 23.2%
Marion	+ 17.7%	Salem	+ 17.9%
Jackson	+ 28.1%	Medford	+ 22.9%
DOUGLAS	+ 50.3%	ROSEBURG	+ 41.9%

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OREGON — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Morrow		6,144	.0033	4,389	.0033	110	110	1,344	496	119	293	53	1,432	631	1,476	96
Multnomah	111	784,383	.4227	4,293	.3643	115	133	176,167	58,091	159,810	40,466	36,582	137,034	40,796	39,152	17,254
‡▲Portland		731,365	.3942		.3118	124	157	157,656	54,729	157,346	39,596	34,771	129,922	36,760	31,374	15,254
Polk		18,068	.0098	2,442	.0119	83	68	4,975	1,184	1,389	239	1,340	2,811	2,094	2,094	1,151
1△Salem																
Sherman		3,299	.0017	4,713	.0017	131	131	647	792	102	...	...	341	454	374	...
Tillamook		20,969	.0113	3,177	.0115	92	90	4,681	1,443	1,515	633	712	4,211	1,963	1,780	645
Tillamook		14,294	.0077		.0042	162	296	2,466	573	1,178	567	565	4,080	964	978	429
Umatilla		57,544	.0311	4,170	.0269	102	118	12,638	4,318	3,158	2,090	2,204	13,130	4,593	10,090	1,346
Pendleton		31,153	.0168		.0110	126	160	5,002	2,056	2,008	1,357	1,175	7,295	1,860	7,450	613
Union		19,017	.0102	3,223	.0097	89	94	4,629	1,316	1,276	1,162	1,338	3,749	2,172	1,024	813
La Grande		15,108	.0081		.0060	111	150	3,239	943	1,158	1,095	1,238	3,566	1,334	668	716
Wallowa		8,299	.0045	3,952	.0039	93	113	1,651	439	596	257	218	1,907	731	818	421
Wasco		32,265	.0174	4,380	.0141	107	132	5,844	2,599	2,840	833	1,365	9,082	2,023	3,511	1,105
The Dalles		23,950	.0156		.0093	143	240	5,392	2,016	2,254	798	1,279	8,946	1,602	2,783	1,022
Washington	111	84,226	.0346	2,710	.0401	89	77	17,675	2,510	3,281	1,227	2,368	15,552	4,692	7,810	1,678
Hillsboro		19,690	.0106		.0057	158	294	3,656	500	947	551	661	6,615	783	2,021	562
Wheeler		1,342	.0007	1,220	.0016	84	37	320	161	29	17	...	430	260	108	77
Yamhill		34,234	.0185	3,493	.0165	88	99	7,389	1,716	2,480	911	1,203	8,896	2,783	3,159	1,037
McMinnville		15,756	.0085		.0039	126	181	3,049	553	1,341	606	647	4,983	974	1,643	419
Total Above Cities		1,435,631	.7737		.5644	128	176	292,226	91,402	226,248	76,365	72,037	312,376	83,151	91,526	36,084
State Total		2,056,951	1.1086	3,719	1.0332	101	108	474,425	139,207	261,541	88,861	91,951	418,393	151,739	166,104	52,965

OREGON — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Eugene	199	154.7	.0933	48.8	62.7	244,455	.0920	1,580	5,030
Portland	111	785.6	.4739	265.2	591.9	1,301,021	.4897	1,656	4,906
△Salem	248	105.1	.0634	31.8	50.2	140,293	.0528	1,335	4,412
Total Above Areas		1,045.4	.6306	345.8	704.8	1,685,769	.6345	1,613	4,878

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Eugene	199	177,273	.0956	3,648	.0934	100	102	44,849	9,552	18,067	8,114	9,830	34,881	14,694	13,558	4,019
Portland	111	995,480	.5365	3,754	.5005	106	113	231,416	70,066	173,451	46,169	46,540	185,512	57,663	57,871	23,877
△Salem	248	121,833	.0657	3,831	.0588	93	104	22,905	6,808	11,920	7,241	5,373	25,956	10,843	11,997	4,078
Total Above Areas		1,294,586	.6978	3,746	.6527	104	111	299,170	86,446	203,438	61,524	61,743	246,349	83,200	83,426	31,974

PENNSYLVANIA — Counties and Cities —

(Other Middle Atlantic States: New Jersey, New York.)

Map, page 684

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Abington Township	Montgomery	34.5	*	*	*	*	*	*	*	*	*	*
Aliquippa	Beaver	26.1	319	78	81	24	24	14	13	32	8	9
Allentown	Lehigh	111.7	1,534	363	283	174	134	88	84	122	44	48
Altoona	Blair	76.4	821	264	134	72	56	39	32	80	26	24
Ambridge	Beaver	15.9	309	74	80	8	36	20	21	15	14	11
Arnold	Westmoreland	10.0	111	48	20	3	1	5	6	8	5	2
Beaver Falls	Beaver	17.3	382	68	42	17	34	23	20	21	27	9
Bellevue	Allegheny	12.2	65	15	3	7	6	4	8	10	2	5
Berwick	Columbia	14.2	227	57	36	20	27	16	17	11	8	6
Bethel	Allegheny	17.2	52	7	15	8	2	2	3	7	1	1
Bethlehem	Northampton	70.2	832	228	168	79	79	40	25	56	23	24
Bloomsburg	Columbia	10.9	227	40	43	20	27	10	19	14	13	2
Braddock	Allegheny	16.0	286	79	74	14	38	12	12	9	9	9
Bradford	McKean	17.4	278	62	35	19	36	27	14	25	12	8
Brentwood	Allegheny	16.5	64	18	13	2	5	4	2	6	3	4
Bristol	Bucks	18.1	268	62	35	21	28	25	15	19	17	9

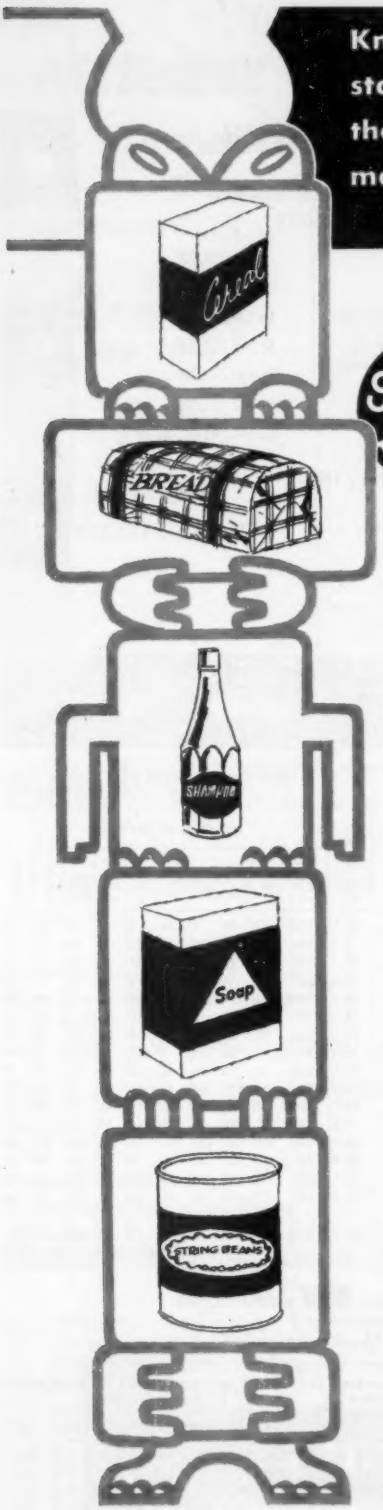
‡ General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

1 Salem is in Marion and Polk Counties

*Not Available.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.



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PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Brownsville	Fayette	7.6	136	36	18	14	17	7	12	7	5	6
Butler	Butler	23.3	486	96	53	36	43	31	34	68	24	10
Canonsburg	Washington	13.2	192	46	35	16	21	14	13	17	10	3
Carbondale	Lackawanna	15.6	286	67	56	18	34	17	8	19	12	6
Carlisle	Cumberland	17.9	302	45	42	19	37	19	20	35	16	11
Carnegie	Allegheny	12.3	246	82	48	13	22	12	13	17	13	7
Chambersburg	Franklin	18.7	376	72	49	47	44	27	21	29	17	9
Charleroi	Washington	9.5	216	47	26	15	42	14	15	9	10	6
Cheltenham Township	Montgomery	25.6	•	•	•	•	•	•	•	•	•	•
Chester	Delaware	71.5	980	253	259	52	90	52	28	40	31	44
Clairton	Allegheny	21.8	218	54	44	17	12	17	16	18	8	12
Clearfield	Clearfield	9.4	174	34	23	15	17	8	17	21	12	4
Coatesville	Chester	14.0	252	57	39	20	34	21	11	20	5	10
Columbia	Lancaster	12.2	171	48	29	14	21	8	13	14	6	3
Connellsville	Fayette	13.4	250	65	41	20	25	12	19	17	15	8
Conshohocken	Montgomery	11.0	166	43	38	15	15	8	4	12	7	8
Corsopolis	Allegheny	10.4	170	37	39	6	15	8	11	15	10	8
Corry	Erie	8.5	158	29	17	19	16	12	14	15	9	3
Darby	Delaware	15.3	161	28	27	11	20	13	8	12	8	9
Donora	Washington	11.6	147	42	24	16	13	5	7	7	8	6
Dormont	Allegheny	13.3	112	30	17	16	6	10	8	7	5	4
Doylestown	Bucks	8.5	137	19	19	6	17	10	10	17	12	5
Du Bois	Clearfield	11.2	235	65	36	19	23	20	13	20	9	4
Dunmore	Lackawanna	20.9	204	48	56	28	5	11	7	14	4	7
Duquesne	Allegheny	17.1	222	82	54	10	16	12	5	13	7	8
Easton	Northampton	35.2	735	211	120	59	87	53	21	47	22	17
Ellwood City	Lawrence	13.4	204	47	28	15	24	12	12	14	13	8
Ephrata	Lancaster	7.6	188	31	20	20	19	17	14	16	5	6
Erie	Erie	136.3	1,723	428	350	150	134	79	68	163	90	50
Farrell	Mercer	13.5	157	38	28	12	15	7	3	19	8	4
Franklin	Venango	10.1	207	43	22	16	20	10	24	33	10	5
Gettysburg	Adams	7.2	187	32	25	14	20	18	14	21	9	5
Greensburg	Westmoreland	19.3	381	91	64	31	38	21	30	38	14	10

(Continued on page 678)

COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units							
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Adams		46.1	.0278	12.8	12.9	59,663	.0224	1,294	4,661	17,444	15.2	3,934	33.3	12.5	32.5	28.2	26.6	35.5	7.6	23.8
Gettysburg		7.2	.0043	2.1		13,533	.0051	1,880	6,444		3.5	3,828	42.4	16.3	26.1	23.2	23.4	32.2	8.1	28.3
Allegheny	168	1,576.9	.9510	456.2	1,450.7	2,877,981	1.0836	1,325	6,309	9,959	535.2	5,377	21.3	5.9	24.2	15.3	36.5	35.7	18.0	43.1
▲Pittsburgh		677.4	.4085	196.7		1,277,612	.4810	1,886	6,495		247.1	5,170	24.9	7.1	25.2	16.7	33.7	34.3	16.3	41.9
McKeesport		51.5	.0311	15.4		89,275	.0336	1,733	5,797		17.7	5,032	21.6	6.3	27.5	18.7	36.0	37.6	14.9	37.4

*Not Available.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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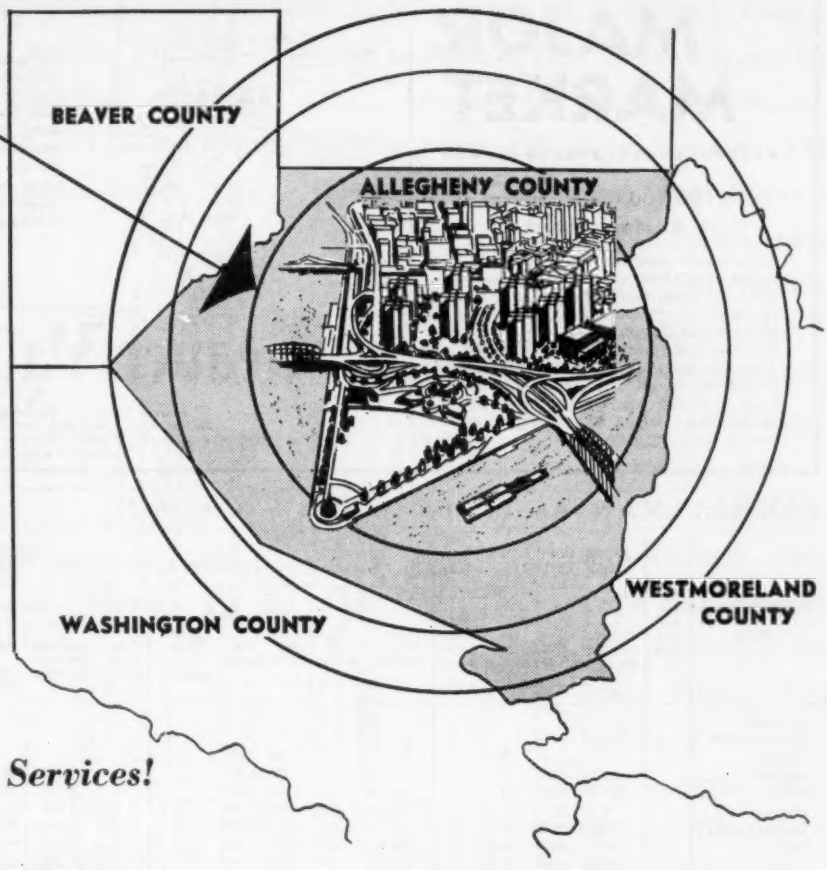
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SALES—Pittsburgh Metropolitan Area

Retail	$2,537,520,000
Food	$664,343,000
General Merchandise	$404,253,000
Furniture—Household—Radio	$143,391,000
Automotive	$456,532,000
NET EFFECTIVE BUYING POWER	$3,969,271,000

CIRCULATION

Pittsburgh Metropolitan Area

PRESS (E) 269,505

S-T (E) 160,542 P-G (M) 200,513

SALES—Pittsburgh (Allegheny Co.) Area

Retail	$1,849,647,000
Food	$479,072,000
General Merchandise	$334,171,000
Furniture—Household—Radio	$100,444,000
Automotive	$313,989,000
NET EFFECTIVE BUYING POWER	$2,877,981,000

CIRCULATION

Pittsburgh (Allegheny County) Area

PRESS (E) 236,181

S-T (E) 125,784 P-G (M) 163,112

Source: A.B.C. Audit Reports, 3/31/55



The Pittsburgh Press Total Circulation of 293,485 Gives You Real Impact in the Entire Pittsburgh Area

The Pittsburgh Press

Represented by the General Advertising Department Scripps-Howard Newspapers, 230 Park Avenue, New York City. Offices in Chicago, Cincinnati, Detroit, Dallas, Philadelphia, San Francisco.

Beaver County, Pa.

MAJOR MARKET

183,100 Consumers Is A Major Market

Beaver County population now over 183,100—owning $318,735,000 effective buying power—$6213 per family buying income, higher than Pa. state or national average. Total retail sales now $183,655,000. Individual product classification retail sales are—Food $48,300,000, Automotive $37,968,000, Furn.-House & Radio $13,056,000. General Merchandise $19,101,000, Drugs $5,099,000, Eat & Drink Places $10,941,000, Gas Stations $10,925,000, Lumber Bldg. & Hdwe. $12,029,000.



$400,000,000 More For A Bigger Market

237 industries already boasts invested capital of $413,000,000. 1956 expansion now under way calls for $400,000,000 more. Industrial employment now over 48,000. Five new shopping centers under construction cost $1,000,000 to $10,000,000. And, farm income now over $8,307,000. All this means more new families, continued retail sales increases. Advertise now in The Beaver Valley Times demanded daily by your distributors, dealers and consumers.

Beaver Valley Times

Beaver County's (Pa.) only A.B.C. Newspaper
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PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Homestead-West Homestead-Munhall		*30.8*	*.0186*	*8.5*		*53,276*	*.0301*	*1,730*	*6,268*											
Braddock		16.0	.0096	4.1		22,111	.0063	1,382	5,393		5.3	4,206	28.0	9.8	32.9	26.7	29.4	36.8	9.7	26.7
Wilkinsburg		31.9	.0192	10.3		68,876	.0259	2,159	6,687		12.2	5,645	17.9	4.7	19.8	11.9	41.8	39.0	20.5	44.4
Homestead		9.4	.0057	2.6		16,572	.0062	1,763	6,374		3.6	4,562	25.8	8.4	26.4	19.6	35.6	41.1	12.2	30.9
McKees Rocks		16.1	.0097	4.6		27,669	.0104	1,719	6,015		5.7	4,844	20.6	6.3	30.0	21.1	35.4	38.5	14.0	34.1
Carnegie		12.3	.0074	3.4		22,212	.0084	1,806	6,533		4.1	5,391	18.1	4.9	24.3	15.4	38.7	37.8	18.9	41.9
Clairton		21.8	.0131	5.8		34,125	.0128	1,565	5,884		6.5	5,278	17.5	4.9	26.6	17.2	38.9	38.8	17.0	39.1
Mount Lebanon Township		31.1	.0188	8.9		95,197	.0358	3,061	10,696		•	•	•	•	•	•	•	•	•	•
Tarentum		9.6	.0058	2.9		16,936	.0064	1,764	5,840		3.4	5,003	19.2	5.7	23.6	16.1	42.7	44.9	14.5	33.3
Dormont		13.3	.0080	4.6		30,689	.0116	2,307	6,672		4.8	6,416	15.7	3.6	17.8	9.4	36.9	30.3	29.6	56.7
Turtle Creek		13.7	.0083	3.8		21,812	.0082	1,592	5,740		4.2	5,243	15.5	4.4	20.5	13.3	48.5	48.7	15.5	33.6
Duquesne		17.1	.0103	4.8		26,432	.0100	1,546	5,507		5.5	4,819	19.1	5.8	31.7	22.5	35.7	39.0	13.5	32.7
Corapolis		10.4	.0063	2.9		18,582	.0070	1,787	6,408		3.6	5,230	18.3	5.2	27.1	17.6	37.5	37.7	17.1	39.5
Sewickley		6.3	.0038	2.1		16,400	.0062	2,603	7,810		2.5	6,447	20.3	4.6	20.9	11.1	34.7	28.3	24.1	56.0
Mount Oliver		6.8	.0041	1.9		13,689	.0052	2,013	7,205		2.5	5,558	15.0	4.0	21.0	12.9	45.1	42.7	18.9	40.4
Bellevue		12.2	.0074	3.8		25,600	.0096	2,098	6,737		4.3	6,024	17.2	4.2	19.1	10.9	40.8	35.6	22.9	49.3
Bethel		17.2	.0104	4.6		31,658	.0119	1,841	6,882		5.2	6,131	16.8	4.0	19.6	11.0	39.9	34.2	23.7	50.8
Brentwood		16.5	.0100	4.9		36,013	.0136	2,183	7,350		5.4	6,716	12.5	2.7	17.1	8.7	42.9	33.6	27.5	55.0
Munhall		17.9	.0108	4.9		30,630	.0115	1,711	6,251		5.3	5,791	14.2	3.6	21.7	12.7	42.4	38.6	21.7	45.1
North Braddock		14.2	.0085	3.8		19,793	.0075	1,394	5,209		3.9	5,056	17.3	5.1	25.0	16.9	42.7	44.4	15.0	33.6
Swissvale		16.8	.0101	4.6		29,705	.0112	1,768	6,458		5.3	5,609	14.1	3.7	21.6	13.1	44.2	41.5	20.1	41.7
West Mifflin		23.7	.0143	5.3		36,980	.0139	1,556	6,958		6.9	5,364	12.9	3.6	26.5	16.8	43.6	42.7	17.0	36.9
Armstrong		**81.9**	**.0494**	**23.3**	**23.0**	**112,863**	**.0424**	**1,376**	**4,835**	**5,615**	**25.1**	**4,489**	**26.0**	**8.6**	**30.8**	**23.2**	**32.7**	**38.4**	**10.5**	**29.8**
Kittanning		7.8	.0047	2.5		14,033	.0053	1,799	5,613		2.7	5,110	23.5	6.8	26.9	18.0	35.6	36.6	14.0	38.6
Beaver	**108**	**183.1**	**.1105**	**51.3**	**136.2**	**316,735**	**.1200**	**1,741**	**6,213**	**8,307**	**60.6**	**5,260**	**16.3**	**4.6**	**26.3**	**17.0**	**41.9**	**41.9**	**15.5**	**36.5**
Aliquippa-Rochester-Beaver		*40.0*	*.0241*	*11.3*		*79,976*	*.0301*	*1,999*	*7,077*											
Beaver Falls-New Brighton		*20.8*	*.0169*	*8.0*		*47,901*	*.0180*	*1,787*	*5,988*											
Beaver Falls		17.3	.0104	5.2		31,632	.0119	1,828	6,083		6.4	4,943	19.3	5.8	28.6	19.7	38.7	41.2	13.4	33.3
Aliquippa		26.1	.0157	6.9		49,310	.0185	1,889	7,148		8.8	5,575	13.7	3.6	27.3	16.7	40.9	38.6	18.1	41.1
Ambridge		15.9	.0096	4.4		30,088	.0113	1,862	6,838		5.6	5,385	16.6	4.5	23.9	15.2	42.2	41.2	17.3	39.1
Rochester		7.3	.0044	2.2		13,575	.0051	1,860	6,170		2.6	5,142	20.1	5.8	26.7	17.7	37.5	38.4	15.7	38.1
1Ellwood City																				
Bedford		**40.0**	**.0241**	**11.1**	**3.5**	**41,309**	**.0166**	**1,033**	**3,722**	**10,030**	**12.4**	**3,327**	**43.7**	**19.4**	**33.0**	**33.8**	**18.0**	**28.5**	**5.3**	**18.3**
Berks	**116**	**201.2**	**.1378**	**77.5**	**175.5**	**474,131**	**.1705**	**1,815**	**6,118**	**31,854**	**91.2**	**5,197**	**22.6**	**6.4**	**26.4**	**17.4**	**34.8**	**35.2**	**16.2**	**41.0**
▲Reading		113.1	.0682	34.2		216,184	.0814	1,911	6,321		42.7	5,058	23.3	6.8	26.8	18.1	34.6	36.0	15.3	39.1
Blair	**5**	**137.7**	**.0831**	**40.4**	**100.4**	**190,222**	**.0716**	**1,381**	**4,708**	**6,303**	**45.4**	**4,185**	**26.8**	**10.1**	**31.4**	**25.7**	**30.8**	**38.7**	**9.0**	**25.5**
▲Altoona		76.4	.0461	23.2		113,240	.0426	1,482	4,881		26.6	4,257	27.9	9.7	30.5	24.4	32.3	39.9	9.3	26.0
Bradford		**52.3**	**.0315**	**15.5**	**16.7**	**68,923**	**.0260**	**1,318**	**4,447**	**21,083**	**17.2**	**4,003**	**36.8**	**13.6**	**28.6**	**24.4**	**25.2**	**33.1**	**9.4**	**28.9**
Bucks	**106**	**227.5**	**.1372**	**67.2**	**86.2**	**402,493**	**.1515**	**1,769**	**5,989**	**32,332**	**73.5**	**5,477**	**20.2**	**5.4**	**24.3**	**15.2**	**38.3**	**36.7**	**17.2**	**42.7**
Bristol		18.1	.0109	5.0		29,419	.0111	1,625	5,884		5.6	5,291	18.9	5.3	24.9	16.0	39.4	39.2	16.8	39.5

1 Ellwood City is in Beaver and Lawrence Counties.
*Not Available.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

I Love Lucy, CBS . . . Ed Sullivan Show, CBS . . . Mickey Mouse Club, ABC . . . Studio One, CBS . . . Super Circus, ABC . . . Lassie, CBS . . . Lone Ranger, ABC . . . G. E. Theatre, CBS . . . Our Miss Brooks, CBS . . . Rin-Tin-Tin, ABC . . . Person to Person, CBS . . . Make Room For Daddy, ABC . . . Do You Trust Your Wife, CBS . . . Ozzie and Harriet, ABC . . . The Line Up, CBS . . . Life of Riley, NBC . . . Your Hit Parade, NBC . . . Warner Brothers Presents, ABC . . . Jack Benny, CBS . . . Eddie Fisher, NBC . . . Gun Smoke, CBS . . . Ted Mack Amateur Hour, ABC . . . Climax, CBS . . . John Daly, ABC . . . Strike It Rich, CBS . . . Rin-Tin-Tin, Kovacs' Show, NBC Wild Bill Hickok . . Appointment with Ad Mickey Mouse Club, Your Hit Parade, NBC Ozzie and Harriet, Account, CBS . . . Secret Rogers, Jr., CBS . . . . . I Love Lucy, CBS . . . ABC Studio One, CBS . . . Super Circus, G. E. Theatre, CBS . Our Miss Brooks, CBS Ozzie and Harriet, Eddie Fisher, NBC . . . ABC . . . The Line Up, . CBS . . . Life of Riley, Eddie Fisher, NBC . . . Jack Benny, CBS Ted Mack Amateur Hour, ABC . . . Climax, CBS . . . John Daly, ABC . . . Strike It Rich, CBS . . . Rin-Tin-Tin Kovacs' Show, NBC . Wild Bill Hickok . . . Appointment with Ad Mickey Mouse Club, Person to Person, CBS ABC . . . On Your Account, CBS . . . Secret Storm, CBS . . . The Morning Show with Will Rogers, Jr., CBS . . . I Love Lucy, CBS . . . Ed Sullivan Show, CBS . . . Mickey Mouse Club, ABC . . . Studio One, CBS . . . Super Circus, ABC . . . Lassie, CBS . . . Lone Ranger, ABC . . . G. E. Theatre, CBS . . . Our Miss Brooks, CBS . . . Rin-Tin-Tin, ABC . . . Person to Person, CBS . . . Make Room For Daddy, ABC . . . Do You Trust Your Wife, CBS . . . Ozzie and Harriet, ABC . . . The Line Up, CBS . . . Life of Riley, NBC . . . Your Hit Parade, NBC . . . Warner Brothers Presents, ABC . . . Jack Benny, CBS . . . Eddie Fisher, NBC . . . Gun Smoke, CBS Mack Amateur

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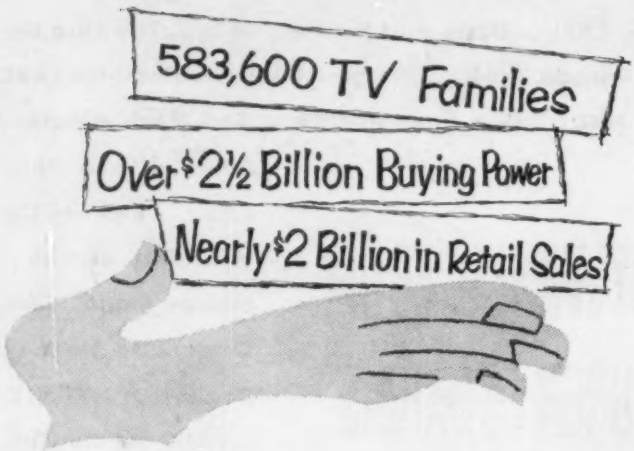
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PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Doylestown		5.5	.0033	2.1		12,574	.0047	2,286	5,988		2.2	5,778	19.1	4.9	23.1	13.8	38.3	34.9	19.5	46.6
Quakertown		6.3	.0038	1.9		12,048	.0045	1,912	6,341		2.3	5,307	21.7	6.0	25.7	16.6	36.1	35.8	16.5	41.6
Butler		**101.7**	**.0613**	**28.5**	**33.9**	**142,305**	**.0536**	**1,399**	**4,993**	**12,426**	**32.0**	**4,310**	**28.3**	**9.7**	**28.4**	**22.4**	**33.2**	**40.6**	**10.1**	**27.3**
Butler		23.3	.0141	7.3		36,047	.0136	1,547	4,938		8.2	4,376	27.7	9.3	26.5	20.7	35.2	42.3	10.6	27.7
Cambria	70	**213.2**	**.1286**	**56.9**	**132.0**	**282,552**	**.1064**	**1,325**	**4,996**	**4,905**	**64.0**	**4,413**	**24.1**	**8.1**	**33.2**	**25.6**	**32.4**	**38.7**	**10.3**	**27.6**
▲Johnstown		65.3	.0394	18.6		100,599	.0379	1,541	5,409		22.0	4,579	22.6	7.3	30.6	22.7	35.6	41.0	11.2	29.0
Cameron		**7.0**	**.0042**	**1.9**	**3.7**	**11,388**	**.0042**	**1,627**	**5,994**	**147**	**2.4**	**4,769**	**19.8**	**6.1**	**31.6**	**22.5**	**34.1**	**37.5**	**14.5**	**33.9**
Carbon		**55.9**	**.0338**	**15.8**	**38.1**	**77,947**	**.0294**	**1,394**	**4,933**	**2,562**	**17.0**	**4,573**	**22.5**	**7.3**	**31.6**	**23.5**	**34.9**	**40.1**	**11.0**	**29.1**
Centre		**68.2**	**.0411**	**17.1**	**28.2**	**98,203**	**.0370**	**1,440**	**5,743**	**9,601**	**27.6**	**3,553**	**46.2**	**19.2**	**26.9**	**25.7**	**19.6**	**29.1**	**7.3**	**26.0**
State College-Bellefonte		*24.6*	*.0148*	*5.9*		*51,336*	*.0193*	*2,085*	*8,689*											
State College		18.8	.0113	3.4		41,256	.0155	2,194	12,134		13.0	3,166	58.6	27.3	20.7	22.3	13.8	22.9	6.9	27.5
Chester	108	**171.1**	**.1032**	**44.8**	**72.4**	**299,093**	**.1126**	**1,748**	**6,676**	**43,308**	**57.0**	**5,250**	**25.5**	**7.2**	**26.9**	**17.4**	**31.3**	**31.4**	**16.3**	**44.0**
West Chester		15.8	.0095	4.2		31,674	.0119	2,005	7,541		6.9	4,605	35.7	11.4	24.9	18.5	26.4	30.1	13.0	40.0
Coatesville		14.0	.0084	3.9		27,006	.0102	1,929	6,925		5.0	5,422	18.9	5.2	28.8	18.0	35.8	34.8	16.5	42.0
Phoenixville		13.5	.0081	3.6		25,764	.0097	1,908	7,157		4.4	5,799	17.6	4.5	23.8	14.0	39.1	35.5	19.5	46.0
Clarion		**37.8**	**.0228**	**10.5**	**4.8**	**44,060**	**.0166**	**1,166**	**4,196**	**5,356**	**11.3**	**3,900**	**36.7**	**13.9**	**30.2**	**26.3**	**25.1**	**33.9**	**8.0**	**25.9**
Clearfield		**82.8**	**.0499**	**23.3**	**23.6**	**99,928**	**.0378**	**1,207**	**4,289**	**3,403**	**25.9**	**3,864**	**32.3**	**12.3**	**34.3**	**30.3**	**26.3**	**35.8**	**7.1**	**21.6**
Du Bois		11.2	.0068	3.5		18,851	.0071	1,683	5,386		4.3	4,431	27.8	9.3	29.4	22.5	32.5	38.6	10.3	29.6
Clearfield		9.4	.0057	2.9		15,284	.0058	1,626	5,270		3.5	4,405	25.7	8.6	33.2	25.7	31.6	37.8	9.5	27.9
Clinton		**37.2**	**.0224**	**10.6**	**15.6**	**50,424**	**.0190**	**1,355**	**4,757**	**2,826**	**12.4**	**4,061**	**29.5**	**10.7**	**34.2**	**28.7**	**28.1**	**36.4**	**8.2**	**24.2**
Lock Haven		11.7	.0071	3.4		19,942	.0075	1,704	5,865		4.7	4,264	30.2	10.5	31.6	25.2	27.8	34.3	10.4	30.0
Columbia		**52.8**	**.0319**	**15.7**	**25.1**	**69,220**	**.0260**	**1,311**	**4,409**	**11,305**	**17.7**	**3,922**	**30.9**	**11.6**	**32.0**	**27.9**	**29.7**	**39.8**	**7.4**	**20.7**
Bloomsburg		10.9	.0066	3.4		17,095	.0064	1,568	5,025		4.3	3,937	33.6	12.6	29.7	25.7	28.2	37.7	8.5	24.0
Berwick		14.2	.0086	4.3		19,417	.0073	1,367	4,516		4.7	4,145	24.9	8.9	31.0	25.5	36.4	46.2	7.7	19.4
Crawford		**89.5**	**.0485**	**23.7**	**28.5**	**118,564**	**.0447**	**1,473**	**5,003**	**14,231**	**27.6**	**4,303**	**30.7**	**10.5**	**28.9**	**22.9**	**30.4**	**37.1**	**10.0**	**29.5**
Meadville		19.0	.0115	6.3		36,514	.0137	1,922	5,796		7.9	4,632	29.7	9.5	25.4	18.7	32.6	37.1	13.3	34.7
Titusville		9.5	.0057	3.2		14,333	.0054	1,509	4,479		3.4	4,186	31.3	11.0	30.9	25.3	29.4	36.9	8.4	26.8
Cumberland	62	**105.2**	**.0638**	**30.7**	**62.1**	**174,269**	**.0656**	**1,657**	**5,677**	**13,608**	**36.8**	**4,735**	**25.8**	**8.0**	**27.7**	**20.0**	**33.4**	**37.1**	**13.1**	**34.9**
Carlisle		17.9	.0109	5.8		32,500	.0122	1,816	6,132		7.4	4,380	30.6	10.3	28.8	22.5	30.0	36.0	10.6	31.2
Dauphin	62	**208.1**	**.1255**	**62.1**	**164.6**	**356,781**	**.1343**	**1,714**	**5,745**	**10,995**	**73.7**	**4,842**	**22.4**	**6.8**	**28.7**	**20.3**	**35.4**	**38.5**	**13.5**	**34.4**
▲Harrisburg		93.0	.0561	29.4		180,921	.0681	1,945	6,154		37.9	4,772	23.9	7.4	29.5	21.1	33.2	36.6	13.4	34.9

▲ and △ See end of state for SM Metropolitan County Areas.

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HARRISBURG

Penna.'s Most Profitable Retail Market

Per Capita Sales $2,123—Per Family Sales $6,717

and Leading in All Commodity Breakdowns

Saturation Coverage at Lowest Milline Rate

The Patriot-News

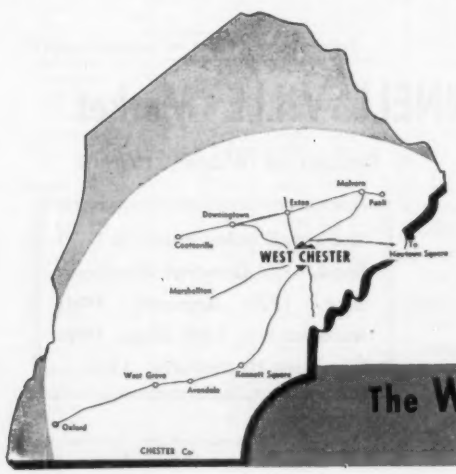
Daily 119,648 **Sunday 123,549**

"The Real Selling Force Behind Harrisburg's Phenomenal Business"

Represented nationally by MOLONEY, REGAN & SCHMITT

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

THE CHESTER COUNTY MARKET and its RICH WEST CHESTER BUYING CENTER



Chester County is Pennsylvania's 3rd richest county . . . and West Chester is the rich heart of this prosperous and thriving county. This rich market is thoroughly covered by the West Chester Daily Local News—the county's largest and most influential daily.

$299,093,000 MARKET

$6,676 per family income in county!

$7,541 per family income in West Chester!

$188,464,000 Retail Sales!

$39,727,000 Retail Food Sales

The WEST CHESTER DAILY LOCAL NEWS

Represented Nationally by THE JULIUS MATHEWS SPECIAL AGENCY

ONE OF THE

HIGHEST INCOME MARKETS IN THE ENTIRE U. S. A.!

DELAWARE COUNTY, PENNA.

EFFECTIVE BUYING INCOME PER FAMILY

$7,727.00* **40% Above National Average**

Delaware County is DOMINATED by One City Market — CHESTER with Over $114 MILLION IN RETAIL SALES!

REACHED EFFECTIVELY ONLY THROUGH THE

Chester Times

September 30th, 1955 ABC Circulation 38,117

REPRESENTED NATIONALLY BY GILMAN, NICOLL & RUTHMAN

* Preliminary Data Sales Management's 1956 Survey of Buying Power

PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Steelton	106	12.4	.0075	3.1		19,127	.0072	1,543	6,170		3.8	5,036	20.2	5.9	28.2	19.1	37.4	39.1	14.2	35.9
Delaware		500.7	.3020	142.3	457.1	1,099,533	.4140	2,196	7,727	5,980	163.8	6,715	15.9	3.5	17.9	9.0	39.8	31.2	26.4	56.3
Chester		71.8	.0431	19.7		135,940	.0512	1,901	6,901		25.1	5,420	20.1	5.5	24.6	15.4	37.8	36.7	17.5	42.4
Upper Darby Township		104.6	.0631	31.1		262,755	.0989	2,512	8,449		•	•	•	•	•	•	•	•	•	•
Darby		15.3	.0092	4.1		28,084	.0106	1,836	6,850		5.0	5,571	17.3	4.6	22.1	13.5	43.6	40.2	18.0	41.7
Haverford Township		47.6	.0287	13.5		115,620	.0435	2,429	8,564		•	•	•	•	•	•	•	•	•	•

*Not Available.

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Before using these figures, see explanation page 11.

The CONNELLSVILLE—SOUTH CONNELLSVILLE Market

Reflects the Prosperity . . . and Big Buying Habits . . . of Industrial Wage Earners

Big, diversified industry . . . paying high wages to thousands of workers . . . are raising this area's high prosperity to even newer heights. To get some idea of local consumer spending, look at Connellsville's sales production—far above average in every important sales category.

These indexes reflect the buying habits of 86,381 people . . . spending $71,070,000 for retail goods—a market whose importance to you grows steadily as industry expands, employs more people, pays higher wages.

You can sell it economically through the Courier. Besides Connellsville, it covers the other trade centers of the market thoroughly—South Connellsville, Dunbar, Scottdale and Mount Pleasant . . . delivering a local news impact throughout the area.

The retail sales index is 167! Food, 190! General Merchandise, 177! Apparel, 194! Automotive, 160! Drug, 194! Furniture-Household, 142!

THE DAILY COURIER . . . Connellsville, Pa. *Represented by The Julius Mathews Special Agency, Inc.*



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Media		6.0	.0036	1.8		12,270	.0046	2,045	6,817		2.0	6,095	18.2	4.4	19.0	10.6	39.9	34.5	22.9	50.5
Lansdowne		13.0	.0078	4.2		33,970	.0128	2,613	8,088		4.3	7,847	13.5	2.5	13.7	6.0	37.5	25.2	35.3	66.3
Yeadon		12.8	.0077	3.4		27,371	.0103	2,138	8,050		3.8	7,228	14.4	2.9	14.4	6.8	40.2	29.3	31.0	61.0
Elk		**35.0**	**.0211**	**9.6**	**19.3**	**49,891**	**.0188**	**1,425**	**5,197**	**1,128**	**10.5**	**4,773**	**22.5**	**7.0**	**31.3**	**22.2**	**33.5**	**37.0**	**12.7**	**33.8**
Erie	**46**	**236.6**	**.1427**	**66.8**	**183.6**	**406,788**	**.1531**	**1,719**	**5,913**	**17,483**	**80.3**	**5,066**	**22.6**	**6.6**	**24.5**	**16.4**	**38.0**	**39.5**	**14.9**	**37.5**
▲Erie		136.3	.0822	40.2		248,862	.0937	1,826	6,191		47.7	5,220	21.5	6.1	23.5	15.4	39.0	39.3	16.0	39.2
Corry		8.5	.0051	2.6		12,269	.0046	1,443	4,719		2.9	4,303	28.8	9.9	29.1	22.9	32.5	39.8	9.6	27.4
Fayette		**186.7**	**.1126**	**51.7**	**58.3**	**238,579**	**.0899**	**1,278**	**4,615**	**3,871**	**57.1**	**4,179**	**30.6**	**10.8**	**30.1**	**24.6**	**29.9**	**37.6**	**9.4**	**27.0**
Uniontown		21.1	.0127	6.4		37,544	.0141	1,779	5,866		7.9	4,743	29.6	9.2	25.8	18.6	30.7	34.0	13.9	38.2
Connellsville-South Connellsville		*16.0*	*.0096*	*4.6*		*24,701*	*.0093*	*1,544*	*5,370*											
Connellsville		13.4	.0081	3.9		20,623	.0078	1,539	5,288		4.7	4,368	30.1	10.2	27.5	21.4	31.5	38.0	10.9	30.4
Brownsville		7.6	.0046	2.4		11,982	.0045	1,577	4,993		2.6	4,598	27.7	8.9	28.6	21.2	31.8	36.4	11.9	33.5
Forest		**4.5**	**.0027**	**1.3**		**4,624**	**.0017**	**1,028**	**3,557**	**357**	**1.2**	**3,732**	**36.0**	**14.2**	**32.9**	**30.1**	**23.6**	**33.3**	**7.5**	**22.4**
Franklin		**79.3**	**.0478**	**22.6**	**32.9**	**104,948**	**.0395**	**1,323**	**4,644**	**21,770**	**25.7**	**4,076**	**29.9**	**10.8**	**33.9**	**28.5**	**27.8**	**35.8**	**8.4**	**24.9**
Chambersburg		18.7	.0113	5.8		30,382	.0114	1,625	5,238		7.3	4,136	30.3	10.8	31.3	25.8	29.8	37.9	8.6	25.5
Waynesboro		10.5	.0063	3.4		19,085	.0072	1,818	5,613		4.1	4,675	24.3	7.7	32.2	23.5	31.9	35.9	11.6	32.9
Fulton		**10.3**	**.0062**	**2.8**		**9,023**	**.0034**	**876**	**3,223**	**3,646**	**3.0**	**3,029**	**50.4**	**24.6**	**32.0**	**36.1**	**13.5**	**23.4**	**4.1**	**15.9**
Greene		**46.0**	**.0271**	**12.3**	**5.6**	**56,229**	**.0212**	**1,250**	**4,571**	**4,740**	**14.3**	**3,920**	**33.0**	**12.4**	**32.3**	**28.1**	**26.1**	**35.0**	**8.6**	**24.5**
Waynesburg		5.6	.0034	1.6		9,633	.0036	1,720	6,021		2.5	3,796	41.6	16.2	27.0	24.1	23.0	32.0	8.4	27.7
Huntingdon		**40.3**	**.0243**	**11.2**	**12.0**	**45,808**	**.0172**	**1,137**	**4,090**	**5,734**	**12.8**	**3,577**	**37.1**	**15.3**	**34.0**	**32.4**	**23.1**	**33.9**	**5.8**	**18.4**
Huntingdon-Mount Union		*13.9*	*.0078*	*4.1*		*18,879*	*.0071*	*1,463*	*4,609*											
Huntingdon		8.0	.0048	2.7		12,972	.0049	1,622	4,804		3.5	3,698	38.8	15.5	28.3	26.1	26.0	37.0	6.9	21.4
Indiana		**75.5**	**.0456**	**20.8**	**19.1**	**93,248**	**.0351**	**1,235**	**4,483**	**7,471**	**24.2**	**3,860**	**34.3**	**13.1**	**32.8**	**29.0**	**25.3**	**34.8**	**7.6**	**23.4**
Indiana		12.4	.0075	3.8		23,868	.0090	1,925	6,281		5.7	4,207	37.8	13.3	25.1	20.2	26.4	33.1	10.7	33.4
Jefferson		**47.6**	**.0287**	**13.9**	**19.1**	**59,328**	**.0224**	**1,246**	**4,268**	**4,513**	**15.1**	**3,936**	**32.8**	**12.3**	**32.6**	**28.2**	**26.8**	**35.9**	**7.8**	**23.6**
Punxsutawney		9.5	.0057	3.1		13,781	.0052	1,451	4,445		3.2	4,332	31.5	10.7	28.0	22.0	30.3	36.8	10.2	30.5

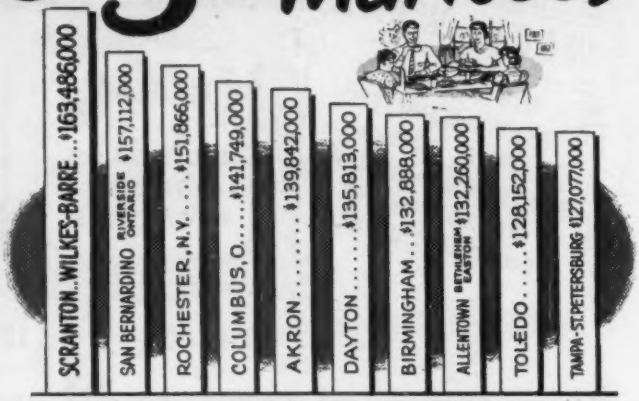
▲ and △ See end of state for SM Metropolitan County Areas.

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SCRANTON... WILKES-BARRE Is Pennsylvania's 3RD Market!

IT IS ALSO A MARKET THAT EATS WELL



FOOD STORE SALES • CONSUMER MARKETS 1955 • STANDARD METRO. AREAS

And Now... COLOR IN ADVERTISING! $150 EXTRA OPTIONAL DATES 3-DAY DEADLINE

A PULITZER PRIZE WINNER

The Scranton Times

GEORGE A. McDEVITT CO., INC., *National Representatives* • New York, Chicago, Philadelphia, Pittsburgh, Detroit

PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Cont'd from p. 670)

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Greenville	Mercer	9.5	156	26	23	9	17	14	15	16	8	5
Grove City	Mercer	7.7	135	25	12	13	17	9	15	14	7	3
Hanover	York	14.8	377	103	43	28	42	22	25	33	21	10
Harrisburg	Dauphin	93.0	1,387	305	292	109	144	74	54	106	36	69
Haverford Township	Delaware	47.9	•	•	•	•	•	•	•	•	•	•
Hazleton	Luzerne	34.8	572	150	88	58	63	51	31	37	17	15
Homestead	Allegheny	9.4	259	60	65	21	37	8	8	10	13	10
Honesdale	Wayne	5.7	152	18	21	20	14	12	16	12	7	7
Huntingdon	Huntingdon	8.9	172	24	22	10	21	16	13	14	11	7
Indiana	Indiana	12.4	271	47	30	21	29	23	20	35	17	7
Jeannette	Westmoreland	16.5	261	73	48	20	22	11	12	25	18	9
Jenkintown	Montgomery	5.5	125	14	16	7	19	10	11	6	2	7
Johnstown	Cambria	65.3	825	241	167	65	71	32	33	58	41	22
Kingston	Luzerne	21.3	401	106	100	27	10	24	27	32	19	9
Kittanning	Armstrong	7.8	211	39	24	15	27	16	20	19	17	6
Lancaster	Lancaster	65.0	1,026	273	170	98	107	64	51	81	28	29
Lansdale	Montgomery	10.4	193	28	28	19	27	18	17	14	9	6
Lansdowne	Delaware	13.0	•	•	•	•	•	•	•	•	•	•
Latrobe	Westmoreland	12.1	218	53	30	10	27	12	21	22	12	7
Lebanon	Lebanon	32.6	562	127	99	61	59	31	26	54	9	13
Lewistown	Mifflin	14.0	303	65	47	12	33	23	20	25	19	8
Lock Haven	Clinton	11.7	205	36	35	11	18	17	24	15	5	6
Lower Merion Township	Montgomery	55.2	•	•	•	•	•	•	•	•	•	•
Mahanoy City	Schuylkill	10.4	204	60	58	10	18	7	11	12	2	5
McKeesport	Allegheny	51.5	710	220	142	38	65	34	23	56	19	27
McKees Rocks	Allegheny	18.1	264	82	71	18	17	16	17	18	12	11
Meadville	Crawford	19.0	348	99	53	17	35	32	23	42	22	5
Media	Delaware	6.0	150	27	23	7	16	6	10	17	7	9
Monessen	Westmoreland	17.2	238	73	48	16	30	10	10	12	8	8
Mount Carmel	Northumberland	13.5	222	66	44	10	28	15	7	12	10	5
Mount Oliver	Allegheny	6.6	132	37	34	9	7	10	7	8	2	8

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Juniata		14.9	.0090	4.3		15,852	.0069	1,064	3,687	6,068	4.7	3,379	40.9	17.9	33.2	33.4	20.3	31.6	5.6	17.1
Lackawanna	133	255.7	.1542	73.8	239.3	357,838	.1348	1,399	4,849	6,514	83.0	4,313	27.7	9.6	31.1	24.5	31.4	38.3	9.8	27.7
▲Scranton		127.0	.0766	38.1		193,873	.0730	1,527	5,089		44.2	4,385	27.4	9.2	30.3	23.5	32.0	38.5	10.3	28.8
Carbondale		15.6	.0094	4.4		20,875	.0079	1,338	4,744		5.0	4,213	28.5	10.0	31.6	25.5	31.0	38.6	8.9	25.7
Dunmore		20.9	.0126	5.5		28,583	.0109	1,382	5,251		6.4	4,503	26.6	8.7	29.4	22.3	32.3	37.7	11.7	31.3

*Not Available.

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▲ and △ See end of state for SM Metropolitan County Areas.

sales MULTIPLY in the Channel 8 Multi-City Market

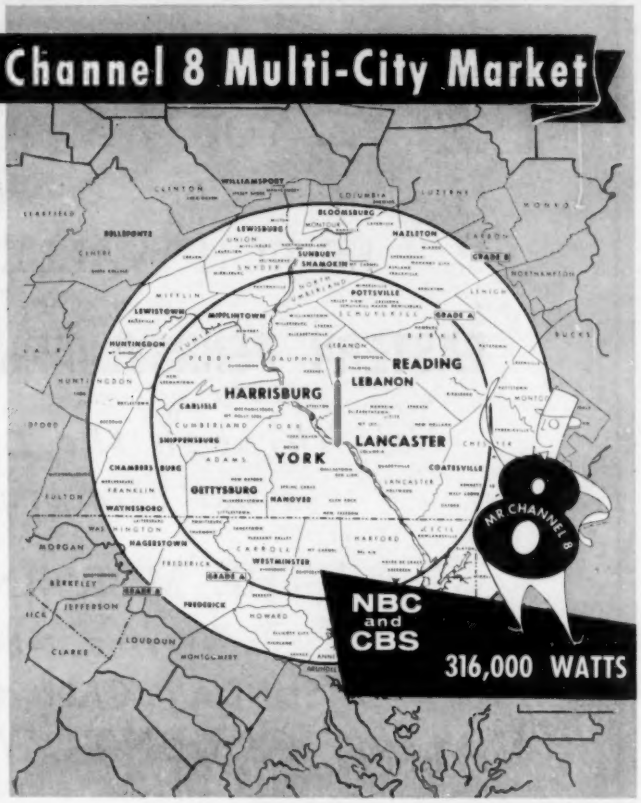
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LANCASTER, PENNA.
NBC and CBS

- ✓ *3½ million people*
- ✓ *917,320 TV sets*
- ✓ *$5½ billion to spend yearly*
- ✓ *America's 10th largest market in TV homes*

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — Counties and Cities — (Continued)

PENNSYLVANIA City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Mount Lebanon Township	Allegheny	31.1	*	*	*	*	*	*	*	*	*	*
Munhall	Allegheny	17.9	*	*	*	*	*	*	*	*	*	*
Nanticoke	Luzerne	19.2	395	113	86	44	33	22	12	18	14	10
New Castle	Lawrence	50.0	717	194	101	37	64	32	47	83	42	21
New Kensington	Westmoreland	26.1	357	84	65	36	52	15	14	27	11	12
Norristown	Montgomery	40.1	639	149	119	63	74	48	25	47	10	15
North Braddock	Allegheny	14.2	*	*	*	*	*	*	*	*	*	*
Oil City	Venango	19.6	254	57	33	21	35	14	14	19	12	5
Philadelphia	Philadelphia	2166.4	25338	7,350	4852	2363	2802	1372	483	956	765	1224
Phoenixville	Chester	13.5	210	54	33	10	23	15	12	23	7	10
Pittsburgh	Allegheny	677.4	7,304	2,113	1458	814	587	368	170	401	255	327
Pittston	Luzerne	14.4	278	71	52	22	42	19	7	15	8	8
Plymouth	Luzerne	12.0	192	65	38	9	11	17	12	13	5	5
Pottstown	Montgomery	25.1	395	70	59	26	51	33	25	35	20	13
Pottsville	Schuylkill	23.2	448	87	76	35	63	29	23	31	9	12
Punxsutawney	Jefferson	9.5	180	37	22	11	21	15	19	19	9	4
Quakertown	Bucks	6.3	207	46	29	17	22	16	13	18	11	4
Reading	Berks	113.1	1,716	482	319	160	176	102	46	107	39	46
Rochester	Beaver	7.3	144	29	26	9	19	5	8	12	8	5
Scranton	Lackawanna	127.0	1,706	511	332	161	155	76	51	111	48	63
Sewickley	Allegheny	6.3	84	18	18	3	9	3	6	10	3	3
Shamokin	Northumberland	16.2	398	98	76	32	47	27	22	29	19	13
Sharon	Mercer	27.2	365	82	47	23	49	24	29	30	21	16

(Continued on page 686)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	% Income	$2,500-3,999 % Units	% Income	$4,000-6,999 % Units	% Income	$7,000 & over % Units	% Income
Lancaster	75	243.6	.1459	69.8	122.0	461,694	.1738	1,895	6,615	97,009	82.2	5,615	23.0	6.0	26.1	15.9	33.2	31.1	17.7	47.0
▲Lancaster		65.0	.0392	19.7		132,425	.0499	2,037	6,722		26.1	5,064	24.4	7.1	25.8	17.4	34.4	35.7	15.4	39.8
Ephrata		7.6	.0046	2.4		13,992	.0053	1,841	5,830		2.7	5,192	20.0	5.7	28.3	18.6	36.4	36.9	15.3	38.8
Columbia		12.2	.0074	3.3		18,846	.0071	1,545	5,711		4.0	4,742	22.8	7.1	30.3	21.7	34.6	38.4	12.3	32.8
Lawrence	233	106.3	.0653	31.3	61.8	176,614	.0665	1,631	5,643	7,379	35.4	4,989	21.0	8.2	25.7	17.5	39.0	41.2	14.3	35.1
△New Castle		50.0	.0302	14.6		86,180	.0324	1,724	5,903		17.5	4,933	22.5	6.7	25.9	18.0	37.4	39.9	14.2	35.4
1Ellwood City		13.4	.0081	3.8		23,731	.0089	1,771	6,245		4.5	5,310	15.7	4.4	24.4	15.6	44.1	43.7	15.8	36.3

1 Ellwood City is in Beaver and Lawrence Counties.
*Not Available.

▲ and △ See end of state for SM Metropolitan County Areas.

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IF... YOU WANT TO SELL THE *great* LEHIGH VALLEY MARKET

EASTERN PENNSYLVANIA'S 2nd MARKET*

Sell through the Lehigh Valley's most effective media

THE MORNING CALL

Evening Chronicle

SUNDAY CALL-CHRONICLE

ALLENTOWN, PA.

* 1950 Census.

National Representative: Story, Brooks & Finley, Inc.

PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
											Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Lebanon	222	91.3	.0551	26.3	49.5	138,594	.0522	1,518	5,260	16,031	29.4	4,717	23.2	7.3	29.0	20.9	35.3	39.4	12.5	32.4
△Lebanon		32.6	.0197	9.8		56,914	.0214	1,746	5,808		11.7	4,866	22.1	6.7	28.7	20.2	35.8	38.7	13.4	34.4
Lehigh	4	204.6	.1234	59.2	164.5	383,935	.1370	1,779	6,145	15,524	69.0	5,275	20.9	5.8	26.5	17.2	36.4	36.3	16.2	40.7
▲Allentown		111.7	.0674	32.9		210,833	.0794	1,887	6,408		39.7	5,315	21.3	5.9	26.0	16.7	36.2	35.8	16.5	41.6
2▲Bethlehem																				
Luzerne	161	379.7	.2290	108.8	318.6	524,068	.1973	1,380	4,921	7,852	117.7	4,453	25.6	8.8	31.4	24.0	32.7	38.6	10.3	28.9
▲Wilkes-Barre		74.0	.0446	20.6		114,422	.0431	1,546	5,554		25.5	4,496	27.4	9.0	29.9	22.7	31.8	37.2	10.9	31.1
▲Hazleton		34.8	.0210	9.5		54,883	.0207	1,577	5,777		11.2	4,890	22.5	6.8	29.4	20.5	34.8	37.4	13.3	35.3

2 Bethlehem is in Lehigh and Northampton Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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EXTRA FACTS ON SHARON'S EXTRA SPECIAL MARKET

The Sharon Herald

Sharon, (Mercer Co.) Pa.

Covering a rich Industrial and Agricultural Market

Circulation and Coverage

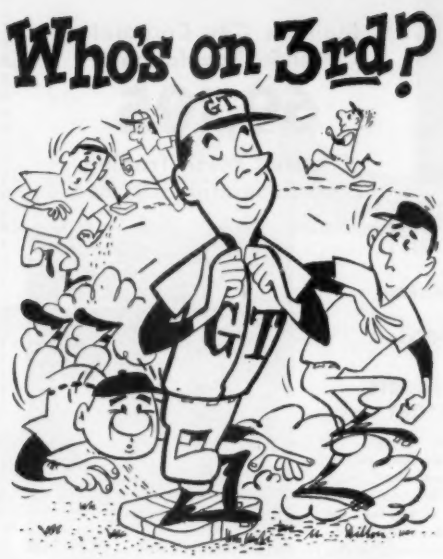
Herald Circulation (ABC—Sept. 30, 1955)	22,497	
City Zone Population 53,639 (ABC)		97%
Trading Zone Population 121,780 (ABC)		70%

1955 SALES DATA

County Trading Zone

Retail Sales	$132,938,000
Effective Buying Income	$199,165,000
Per Family	$ 5,963
Food Sales	$ 32,691,000
General Mdse	$ 14,846,000
Automotive	$ 29,719,000

1955 Advertising Linage—12,690,840 Lines



Despite claims to the contrary, Bethlehem-Allentown is the *only* third individual market in Pennsylvania. It's third in the following categories:

- POPULATION
- RETAIL SALES
- FOOD SALES
- GENERAL MERCHANDISE
- HOME FURNISHINGS
- AUTOMOTIVE
- EFFECTIVE BUYING INCOME

(Check the figures elsewhere on this page to prove it for yourself!)

The only way to get coverage of the Bethlehem part of this prosperous market is to use the "Globe Times". All other papers don't even reach 1/3 of the families.

KEY TO PENNSYLVANIA'S 3RD LARGEST MARKET

The Bethlehem Globe Times

Rolland L. Adams, Publisher

Represented nationally by Gallagher-DeLisser, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Kingston		21.3	.0128	6.4		38,506	.0145	1,808	6,017		7.0	5,532	20.8	5.6	25.8	18.8	35.9	34.2	17.5	44.4
Pittston		14.4	.0087	3.7		16,442	.0062	1,142	4,444		4.1	3,978	28.4	10.5	32.8	28.2	30.8	40.7	8.0	20.6
Nanticoke		19.2	.0116	5.5		25,340	.0095	1,320	4,607		6.2	4,112	26.4	9.5	32.3	26.8	33.6	43.0	7.7	20.7
Plymouth		12.0	.0072	3.3		16,599	.0062	1,383	5,030		3.9	4,285	24.4	8.4	33.9	27.0	33.2	40.7	8.5	23.9
Lycoming	258	**104.5**	**.0630**	**31.6**	**69.2**	**155,619**	**.0586**	**1,489**	**4,925**	**8,400**	**36.2**	**4,303**	**27.4**	**9.4**	**32.1**	**25.4**	**31.1**	**38.1**	**9.4**	**27.1**
△Williamsport		46.4	.0280	14.3		78,557	.0296	1,693	5,493		17.4	4,503	26.5	8.7	30.4	23.1	32.5	37.9	10.6	30.3
McKean		**55.4**	**.0334**	**16.8**	**25.4**	**87,015**	**.0328**	**1,571**	**5,179**	**2,549**	**18.6**	**4,683**	**23.8**	**7.5**	**28.3**	**20.6**	**36.7**	**41.2**	**11.2**	**33.7**
Bradford		17.4	.0105	5.4		32,499	.0122	1,368	6,018		6.3	5,122	24.0	6.9	26.2	17.5	35.1	36.0	14.7	39.6
Mercer	168	**117.1**	**.0706**	**33.4**	**66.0**	**199,165**	**.0749**	**1,701**	**5,963**	**11,238**	**38.7**	**5,143**	**22.0**	**6.3**	**24.3**	**16.2**	**38.2**	**39.0**	**15.5**	**38.5**
Sharon-Farrell-Sharpsville-Wheatland		*46.4*	*.0280*	*13.0*		*91,472*	*.0344*	*1,971*	*7,036*											
Sharon		27.2	.0164	7.9		58,216	.0219	2,140	7,369		9.8	5,960	17.6	4.3	20.3	11.7	41.0	36.2	21.1	47.8
Greenville		9.5	.0057	3.0		17,588	.0006	1,851	5,863		3.8	4,633	29.8	9.5	20.0	14.6	37.6	42.8	12.6	33.1
Grove City		7.7	.0046	2.5		16,492	.0062	2,142	6,597		3.1	5,293	23.7	6.6	20.5	13.2	39.6	39.4	16.2	40.8
Farrell		13.5	.0081	3.4		22,157	.0083	1,641	6,517		4.5	4,969	20.5	6.1	30.2	20.8	34.6	36.6	14.7	36.5
Mifflin		**43.6**	**.0263**	**12.5**	**17.1**	**58,439**	**.0213**	**1,294**	**4,515**	**6,271**	**13.7**	**4,115**	**27.6**	**9.9**	**34.4**	**28.4**	**30.3**	**38.8**	**7.7**	**22.9**
Lewistown		14.0	.0084	4.4		22,796	.0086	1,628	5,181		5.1	4,435	26.3	8.8	31.7	24.3	32.1	38.1	9.9	28.8
Monroe		**35.5**	**.0214**	**10.5**	**14.6**	**55,129**	**.0208**	**1,553**	**5,250**	**2,903**	**13.4**	**4,109**	**32.8**	**11.8**	**31.1**	**25.8**	**26.7**	**34.2**	**9.4**	**28.2**
Stroudsburg-East Stroudsburg		*13.9*	*.0084*	*4.1*		*23,974*	*.0090*	*1,725*	*5,847*											
Stroudsburg		6.5	.0039	1.9		11,684	.0044	1,798	6,149		2.5	4,637	25.4	8.1	32.0	23.5	30.8	35.0	11.8	33.4
Montgomery	108	**405.8**	**.2448**	**112.1**	**263.1**	**908,094**	**.3419**	**2,236**	**8,101**	**21,882**	**133.5**	**6,800**	**19.6**	**4.3**	**21.0**	**10.5**	**34.5**	**26.7**	**24.9**	**58.5**
Lower Merion Township		55.2	.0333	16.5		151,358	.0570	2,742	9,173		•	•	•	•	•	•	•	•	•	•
Norristown		40.1	.0242	9.6		66,898	.0252	1,668	6,969		12.2	5,481	19.9	5.4	27.1	16.8	35.9	34.5	17.1	43.3
Pottstown		25.1	.0151	7.4		50,626	.0191	2,017	6,841		8.8	5,727	19.6	5.1	22.9	13.6	38.9	35.8	18.6	45.5
Jenkintown		5.5	.0033	1.6		14,756	.0056	2,683	9,223		2.4	6,237	30.9	7.3	19.7	10.8	26.7	22.5	22.7	59.4
Lansdale		10.4	.0063	3.1		20,739	.0078	1,994	6,690		3.4	6,043	15.5	3.8	23.2	13.0	38.7	33.7	22.6	49.5
Abington Township		34.5	.0208	10.0		81,041	.0305	2,349	8,104		•	•	•	•	•	•	•	•	•	•
Cheltenham Township		25.6	.0154	7.1		69,683	.0262	2,722	9,815		•	•	•	•	•	•	•	•	•	•
Conshohocken		11.0	.0066	2.6		20,496	.0077	1,863	7,883		3.3	6,276	14.6	3.4	21.9	12.0	41.5	34.8	22.0	49.8
Montour		**16.4**	**.0099**	**3.6**	**7.2**	**16,047**	**.0060**	**978**	**4,458**	**3,079**	**4.5**	**3,857**	**38.6**	**16.0**	**32.5**	**31.2**	**22.7**	**33.5**	**6.2**	**19.3**
Northampton	4	**188.8**	**.1137**	**53.9**	**137.5**	**322,248**	**.1213**	**1,709**	**5,979**	**14,015**	**64.2**	**5,021**	**22.3**	**6.6**	**26.5**	**17.9**	**36.0**	**37.7**	**15.2**	**37.8**
2▲Bethlehem		70.2	.0423	19.6		129,624	.0488	1,846	6,613		25.1	5,173	22.0	6.3	25.9	17.1	35.6	36.2	16.5	40.4

2 Bethlehem is in Lehigh and Northampton Counties.
*Not Available.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

Easton . . . Today!

Easton & Wilson, Pa. & Phillipsburg, N. J.
. . . IS A MULTIPLE CITY MARKET

Multiple City Corporate Limits Population

69,105

City and Retail Trading Zone Population 181,865

You want the facts . . . "Just the FACTS, Sir!"

. . . about the Eastern portion of the Allentown-Bethlehem-

EASTON Standard Metropolitan Area.



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No other medium or combination of media can match the Easton Express in its power to sell in this self-contained market. With a paid circulation in excess of 47,000 copies daily, the Easton Express covers 102.8% of the Easton-Wilson-Phillipsburg city zone homes and 89.7% of all the homes in the city and retail trading zones. No out-of-town Pennsylvania daily gives you more than 6.5% coverage.

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EASTON, PA.

Represented Nationally by Kelly-Smith Company

PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
											Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Easton-Wilson (Pa.)-Phillipsburg (N. J.)		*65.5*	*.0539*	*19.0*		*119,514*	*.0434*	*1,778*	*5,989*											
▲Easton		35.2	.0212	10.6		60,831	.0229	1,728	5,739		10.1	6,035	3.6	.9	32.5	18.3	44.6	38.9	19.3	41.9
Northumberland		114.0	.0687	33.2	81.5	144,664	.0545	1,269	4,357	9,621	36.2	3,993	28.7	10.6	35.0	29.9	28.7	37.8	7.6	21.7
Sunbury		15.7	.0095	5.0		24,576	.0093	1,565	4,915		5.7	4,320	27.4	9.4	32.5	25.6	30.2	36.8	9.9	28.2
Shamokin		16.2	.0098	4.7		21,267	.0080	1,313	4,525		5.1	4,173	28.8	10.2	33.3	27.2	29.1	36.7	8.8	25.9
Mount Carmel		13.5	.0081	3.8		16,203	.0061	1,200	4,264		4.3	3,796	33.3	12.9	35.7	32.2	24.2	33.5	6.8	21.4
Perry		25.4	.0154	7.2	2.2	31,295	.0118	1,232	4,347	7,852	8.1	3,879	32.4	12.3	30.7	27.0	29.3	39.8	7.6	20.9
Philadelphia	106	2,166.4	1.3065	633.9	2,166.4	3,919,391	1.4756	1,809	6,183	2,118	783.1	5,005	25.5	7.5	25.8	17.6	33.4	35.1	15.3	39.8
▲Philadelphia		2,166.4	1.3065	633.9		3,919,391	1.4756	1,809	6,183		783.1	5,005	25.5	7.5	25.8	17.6	33.4	35.1	15.3	39.8

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

4-County Shopping Center **SUNBURY** **in the Heart of Pennsylvania**

117,712 Population (A.B.C.)–31,900 Families–$134,727,000 Income
$95,961,000 Retail Sales

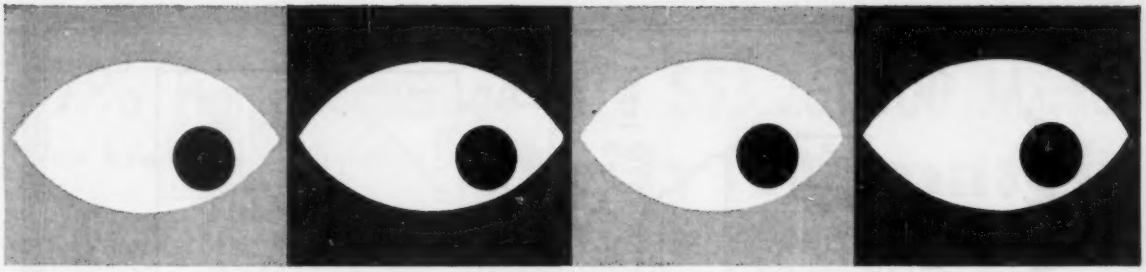
Sunbury fulfills the shopping needs of 117,712 people . . . 31,900 families . . . in four central Pennsylvania counties. **Their purchases last year caused Sunbury's retail sales to rise 67% . . . or $11,806,000 . . . above average volume. No other city within 50 miles of Sunbury in any direction . . . attracts shoppers at that rate.**

In addition to its remarkable sales performance, the Sunbury market has another big asset to recommend it to advertisers. It's easily . . . and economically . . . covered. The Daily Item covers Sunbury completely—and reaches better than 60% of the homes in the 4-county area . . . the market's prime selling influence.

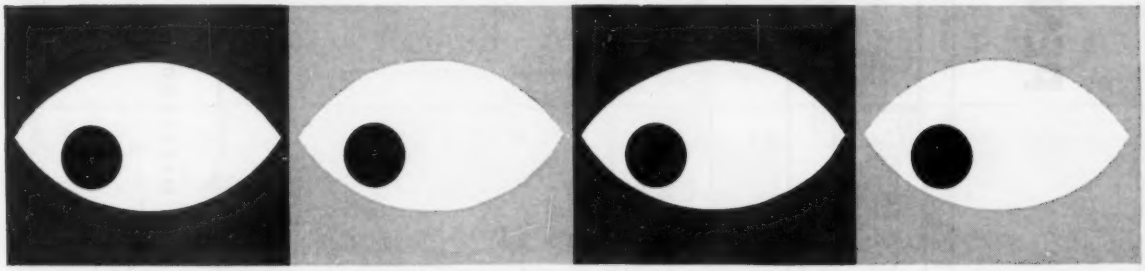
City Population 15,700

Sunbury Daily Item
SUNBURY, PA.
Represented by The Julius Mathews Special Agency, Inc.

ABC Circulation 19,574



See the bright difference



. . . in Philadelphia

It's a brand new paper! Thousands of awakened Philadelphians, who cared little for the old NEWS, now "see the bright difference." The new NEWS is lighting up the Quaker City sky with muscular journalism such as this town hasn't seen in long, dull years. And the town is reading, quoting, applauding as the new NEWS rips crisply into meaningful issues and the men behind them. The whole town's talking about "the modern miracle" that almost overnight changed the old NEWS into a smart tabloid newspaper designed specifically for today's Philadelphia. Naturally, the new NEWS audience is loyal. And responsive.

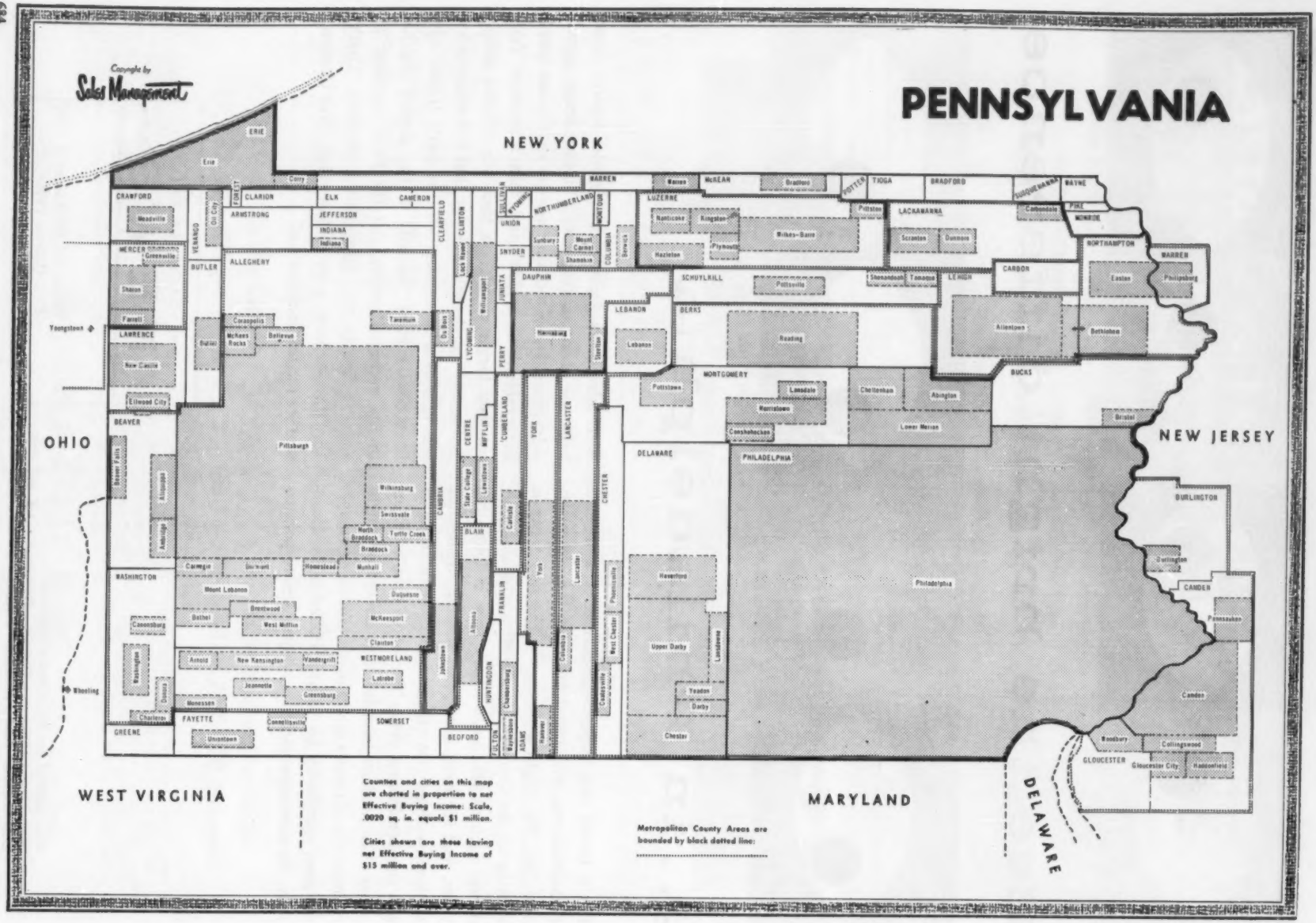
Alert advertisers, knowing how reader *loyalty* rings bells, are giving us bigger and bigger* linage gains. Advertisers know, too, that ads are *seen* in our sparkling tabloid: *we couldn't bury them if we tried!* You can buy bigger circulation than our 175,000 daily. But astute merchandisers know that *one reader who sees your ad is better than 101 who don't.* If your ads have been getting "buried" in the gloomy depths of the oversized papers, put the facts together: a singular *loyalty* plus unparalleled *visibility.* That's why the new NEWS pays off like magic. Test us soon, and *see the bright difference!*

PHILADELPHIA DAILY

*** NEWS ***

* *Gain 117,303 Lines*
First Quarter 1956
Total Daily Advertising Media Records Inc.

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MONROE
NORTHAMPTON
WARREN
MCKEAN
POTTER
TIOGA
BRADFORD
SUSQUEHANNA
WESTMORELAND
BLAIR
HUNTINGDON
FRANKLIN
FULTON
BURLINGTON
CAMDEN
GLOUCESTER
Youngstown
Wheeling
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0020 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:

97% Home Coverage of a $53,261,000 Market

New Kensington — Arnold
Pennsylvania

Daily Dispatch

"Circulation where circulation really counts" — "first of all the home news"

1955 SALES DATA

CITY ONLY

Effective Buying Income	$57,848,000
Retail Sales	$53,261,000
Food Sales	$13,049,000
Automotive	$10,854,000

TRADING AREA DATA

12½ MILE RADIUS

Population— Over 200,000
Employment— Over 57,000
Industry—Highly Diversified:-
Steel, Glass, Oil, Coal, Aluminum, Etc.

SPEED—ACTION—
No Wasted Time

Dispatch readers are less than 20 minutes from any store in New Kensington or Arnold, "The shopping center of the valley."

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Pike		8.9	.0054	3.0		11,854	.0045	1,332	3,951	2,063	3.1	3,861	35.6	13.6	30.7	27.2	26.4	35.9	7.3	23.3
Putter		16.1	.0097	4.7	3.2	19,411	.0073	1,206	4,130	5,750	5.5	3,550	38.6	18.0	33.4	32.1	21.7	32.1	6.3	19.8
Schuylkill		196.0	.1182	55.4	113.1	254,157	.0957	1,297	4,588	9,586	61.9	4,104	28.9	10.4	32.7	27.1	29.9	38.4	8.5	24.1
Pottsville		23.2	.0140	6.8		35,478	.0134	1,529	5,217		8.1	4,356	31.1	10.5	30.2	23.7	28.3	34.2	10.4	31.6
Shenandoah		15.0	.0090	4.1		19,112	.0072	1,274	4,661		4.9	3,907	29.2	11.0	34.9	30.6	28.5	38.3	7.4	20.1
Tamaqua		11.8	.0071	3.6		17,227	.0065	1,460	4,785		4.1	4,227	23.5	8.2	32.2	25.9	35.7	44.5	8.6	21.4
Mahanoy City		10.4	.0063	3.0		13,201	.0050	1,269	4,400		3.2	4,138	28.1	10.0	34.2	28.3	29.4	37.3	8.3	24.4
Snyder		23.7	.0143	6.3	3.7	25,161	.0095	1,062	3,994	5,506	7.2	3,490	38.5	16.3	33.8	33.0	22.1	33.3	5.6	17.4
Somerset	70	80.8	.0487	22.3	17.0	90,959	.0342	1,126	4,079	13,276	24.7	3,677	33.6	13.5	36.0	33.4	24.5	35.1	5.9	18.0
Somerset		6.2	.0037	1.7		10,176	.0038	1,641	5,986		2.4	4,327	28.0	9.5	29.1	23.0	33.7	41.0	9.2	26.5
Sullivan		6.2	.0038	1.7	...	6,382	.0024	1,029	3,754	1,892	1.8	3,563	39.8	16.5	30.7	29.4	23.7	35.0	5.8	19.1
Susquehanna		31.0	.0187	8.7	5.7	36,744	.0139	1,185	4,223	15,146	9.6	3,814	35.2	13.6	30.4	27.3	26.7	36.8	7.7	22.3
Tioga		35.9	.0216	10.6	7.1	44,214	.0166	1,232	4,171	12,049	12.1	3,650	37.2	15.0	32.1	30.1	24.0	34.6	6.7	20.3
Union		24.6	.0148	6.0	5.7	29,249	.0110	1,189	4,875	5,093	8.5	3,440	43.4	18.6	29.3	29.1	21.6	33.0	5.7	19.3
Venango		65.2	.0394	18.5	37.2	80,547	.0303	1,235	4,354	3,744	19.4	4,150	28.0	10.0	32.2	26.4	31.5	39.9	8.3	23.7
Oil City		19.6	.0118	6.1		27,699	.0104	1,413	4,541		6.4	4,308	27.6	9.5	30.6	24.2	32.5	39.6	9.3	26.7
Franklin		10.1	.0061	3.2		15,870	.0060	1,571	4,959		3.6	4,421	26.6	8.9	28.2	21.7	34.9	41.6	10.3	27.8
Warren		42.3	.0255	12.1	14.9	57,896	.0218	1,369	4,785	5,532	13.4	4,311	28.4	9.7	30.8	24.3	31.6	38.6	9.2	27.4
Warren		14.9	.0090	5.0		26,577	.0100	1,784	5,315		5.5	4,862	22.1	6.7	29.4	20.6	36.6	39.6	11.9	33.1
Washington	108	211.8	.1277	60.6	96.4	311,245	.1172	1,470	5,136	12,286	68.3	4,558	24.7	8.0	29.4	22.0	34.5	39.9	11.4	30.1
Washington		25.9	.0156	7.7		41,883	.0158	1,617	5,439		9.7	4,322	28.6	9.8	29.3	23.1	31.8	38.7	10.3	28.4
Charleroi		9.5	.0057	2.8		15,984	.0060	1,683	5,709		3.2	4,924	18.2	5.5	25.5	17.6	43.7	46.7	12.6	30.2
Canonsburg		13.2	.0080	3.9		19,206	.0072	1,455	4,925		4.3	4,426	25.1	8.4	29.2	22.4	35.8	42.6	9.9	26.6
Donora		11.6	.0070	3.6		19,082	.0072	1,645	5,301		3.7	5,142	15.8	4.5	25.4	16.9	44.8	45.8	14.0	32.8
Wayne		27.7	.0167	7.8	5.7	32,288	.0122	1,166	4,139	13,648	8.6	3,748	36.2	14.3	33.6	30.6	23.2	32.6	7.0	22.5
Honesdale		5.7	.0034	1.9		8,688	.0033	1,524	4,573		2.0	4,271	26.7	9.2	35.6	28.5	28.3	34.8	9.4	27.5
Westmoreland	108	321.1	.1937	90.3	158.6	461,310	.1737	1,437	5,109	12,344	100.1	4,607	23.8	7.6	29.6	21.9	35.2	40.2	11.4	30.3
Greensburg-South Greensburg-Southwest Greensburg		*26.8*	*.0162*	*7.9*		*48,039*	*.0181*	*1,793*	*6,081*											
Greensburg		19.3	.0116	5.6		35,750	.0135	1,852	6,384		6.9	5,196	22.6	6.4	26.7	17.5	35.9	36.4	14.8	39.7
New Kensington-Arnold		*36.1*	*.0217*	*10.5*		*57,848*	*.0218*	*1,602*	*5,509*											
New Kensington		26.1	.0157	7.7		41,950	.0158	1,607	5,448		8.7	4,805	23.1	7.1	28.5	20.2	35.0	38.4	13.4	34.3
Jeannette		16.5	.0100	4.8		25,126	.0095	1,523	5,235		5.2	4,799	19.8	6.1	29.3	20.8	39.2	43.0	11.7	30.1
Latrobe		12.1	.0073	3.3		21,339	.0080	1,764	6,466		4.2	5,130	23.9	6.9	26.8	17.8	35.1	36.0	14.2	39.3
Monessen		17.2	.0104	4.8		28,447	.0107	1,654	5,926		5.6	5,112	16.4	4.7	26.6	17.8	42.0	43.2	15.0	34.3
Vandergrift		9.3	.0056	2.7		14,300	.0054	1,538	5,296		3.3	4,400	20.7	6.9	30.6	23.8	39.7	47.5	9.0	21.8
Arnold		10.0	.0060	2.8		15,898	.0060	1,590	5,678		3.3	4,771	17.9	5.5	31.4	22.5	38.0	41.9	12.7	30.1
Wyoming		16.8	.0100	4.8		19,925	.0078	1,200	4,151	6,355	5.6	3,589	39.9	16.4	33.5	31.8	21.0	30.8	5.6	21.0
York	165	214.4	.1293	64.2	115.1	344,197	.1296	1,605	5,361	35,859	73.4	4,691	23.9	7.5	30.6	22.3	33.5	37.6	12.0	32.6
▲York		61.8	.0373	19.3		110,741	.0417	1,792	5,738		23.0	4,810	23.6	7.2	29.3	20.8	34.2	37.4	12.9	34.6
Hanover		14.8	.0089	4.6		25,894	.0097	1,750	5,629		5.4	4,831	23.5	7.2	30.1	21.3	33.8	36.8	12.6	34.7
Total Above Cities		5,909.2	3.5634	1,726.7		10,787,294	4.0614	1,826	6,247		2,009.9	4,981	24.6	7.3	26.4	18.0	34.2	36.2	14.8	38.5
State Total		10,982.8	6.6237	3,151.1	7,833.4	18,298,062	6.8893	1,666	5,807	760,744	3,685.1	4,965	24.7	7.3	27.1	18.6	33.7	35.7	14.5	38.4

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Cont'd from p. 679)

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Shenandoah	Schuylkill	15.0	276	61	67	18	42	17	17	10	9	5
Somerset	Somerset	6.2	144	28	16	9	9	13	17	16	14	4
State College	Centre	18.8	148	20	26	7	24	5	9	16	6	4
Steelton	Dauphin	12.4	130	44	28	8	8	4	7	6	2	6
Stroudsburg	Monroe	6.5	215	53	30	16	24	14	21	22	5	8
Sunbury	Northumberland	15.7	277	67	39	12	41	14	20	17	14	4
Swissvale	Allegheny	16.8	117	41	24	9	8	2	1	8	1	9
Tamaqua	Schuylkill	11.8	187	42	51	6	17	10	13	18	10	4
Tarentum	Allegheny	9.6	187	48	29	13	22	7	7	19	12	8
Titusville	Crawford	9.5	155	32	18	6	21	13	11	15	8	3
Turtle Creek	Allegheny	13.7	169	48	43	10	15	5	7	19	5	5
Uniontown	Fayette	21.1	508	107	113	55	51	28	37	38	24	11
Upper Darby Township	Delaware	104.8	•	•	•	•	•	•	•	•	•	•
Vandergrift	Westmoreland	9.3	152	41	24	7	18	13	10	15	6	7
Warren	Warren	14.9	236	54	35	14	30	22	14	22	14	6
Washington	Washington	25.9	518	113	110	26	61	26	37	57	24	15
Waynesboro	Franklin	10.5	178	45	20	6	19	14	23	10	10	9
Waynesburg	Greene	5.6	142	23	15	15	14	13	9	24	6	5
West Chester	Chester	15.8	305	57	57	20	38	28	19	20	18	5
West Mifflin	Allegheny	23.7	44	19	6	2	0	2	1	11	1	1
Wilkes-Barre	Luzerne	74.0	1,271	319	312	112	121	69	31	66	33	37
Wilkinsburg	Allegheny	31.9	264	80	16	26	26	18	19	22	11	17
Williamsport	Lycoming	46.4	666	134	106	56	74	34	30	85	18	19
Yeadon	Delaware	12.8	53	13	8	3	3	0	2	5	0	7
York	York	61.8	1,194	314	211	86	113	82	56	99	27	28

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955: Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adams		44,529	.0240	3,479	.0239	96	96	7,708	2,864	2,822	1,027	2,113	10,432	3,301	4,841	1,920
Gettysburg		19,507	.0105		.0066	153	244	3,236	1,146	1,157	964	964	6,231	961	1,015	630
Allegheny	108	1,849,647	.9968	4,054	1.0311	108	105	479,072	143,333	334,171	115,917	100,444	313,969	89,881	87,720	59,939
▲Pittsburgh		1,023,050	.5514		.4876	119	135	207,644	85,992	281,154	73,512	59,896	135,845	38,285	29,802	32,070
McKeesport		88,469	.0477		.0373	120	153	22,770	5,587	9,724	13,055	8,321	11,380	3,871	5,719	2,593
Homestead-West Homestead-Munhall		*69,174*	*.0381*		*.0329*	*119*	*151*	*19,735*	*3,355*	*3,561*	*3,975*	*1,310*	*13,606*	*1,409*	*2,735*	*1,474*

*Not Available.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
© SM, 1956.

in Pittsburgh

...no single daily newspaper can warm-up your prospects



it takes 2 in the Evening to obtain 92.2% coverage!*

- Without question, the Evening newspaper combination in Pittsburgh gives advertisers the greatest net coverage plus the greatest $ potential at the lowest cost!
- When the Morning newspaper is added to the Evening combination schedule, only 7.8 % additional net coverage is obtained at 55% additional cost!**
- In Allegheny County alone, the Pittsburgh Evening newspaper combination offers a combined net potential of $1,398,435,000 in Retail Sales, or almost $200,000,000 MORE than is obtainable in any other Pittsburgh newspaper combination!

. . . and Pittsburgh's Big Retailers have Preferred and continue to Prefer the Pittsburgh Evening Newspapers!

Three top classifications; Department Stores, Grocery, Furniture and Household, account for 74.8% (or 88,044,999 lines) of Total Retail Display Advertising (117,771,654 lines) carried in all Pittsburgh Daily newspapers during the past five years.

In these three important classifications Pittsburgh's Evening newspapers were predominantly Preferred over the Morning newspaper, carrying 75.5% (or 66,489,563 lines) of this advertising during this five year period! Last year the picture was the same with the Pittsburgh Evening newspapers carrying approximately 75% of the total lineage in these classifications. *(from Media Records)*

*Based on study by the Research Department of Ketchum, MacLeod & Grove, Inc.

**Sun-Telegraph rate not increased. still 65c Press 80c, Post-Gazette 80c.

NOTE: Dollar potentials computed from Sales Management figures, 1956, and ABC Report. 3/31/55.

THE PITTSBURGH **Sun-Telegraph**

Represented Nationally By

HEARST ADVERTISING SERVICE

Goes Home - Stays Home with the Family

PULSE Proves WWVA the Best Buy in the Heart of Industrial America



FIRST IN LISTENING AUDIENCE in this 43-county survey; FIRST IN EACH of 504 PROGRAM PERIODS, morning, noon and night, 7 days a week! FIRST in the Wheeling Metropolitan Market—lusty with buying power!

WWVA Supreme Where 5 Million People Spend 5½ Billion Dollars

*PULSE NOV.–DEC. 1955	MONDAY THRU FRIDAY			SATURDAY			SUNDAY		
	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE
WWVA	35	35	40	33	32	36	36	37	43
'B'	10	10	11	10	9	9	7	9	9
'C'	5	7	5	5	7	12	4	6	6

National Sales Representative
JOHN BLAIR
AND COMPANY

WWVA

WHEELING, WEST VIRGINIA
50,000 WATTS—CBS RADIO
A STORER STATION

PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Braddock		40,726	.0219		.0126	131	228	9,010	2,267	3,285	4,397	5,772	9,578	925	2,294	892
Wilkinsburg		40,579	.0219		.0234	122	114	10,189	882	3,138	2,830	2,295	14,309	1,553	1,372	1,582
Homestead		37,453	.0202		.0103	181	354	9,811	2,191	3,414	3,273	1,189	11,733	816	1,831	1,238
McKees Rocks		27,960	.0151		.0117	121	156	10,526	2,202	878	783	1,019	7,151	1,246	1,635	780
Carnegie		27,203	.0147		.0101	136	199	8,957	1,566	1,471	1,725	980	7,039	1,027	1,750	677
Clairton		23,913	.0129		.0129	98	98	6,225	1,490	1,056	1,490	1,113	7,774	1,009	2,051	783
Mount Lebanon Township		22,683	.0122		.0253	135	65	9,854	315	784	1,488	237	4,731	2,091	550	1,543
Tarentum		18,990	.0102		.0074	128	176	6,288	755	1,794	1,771	887	2,623	930	2,264	734
Dormont		29,812	.0161		.0122	153	201	3,837	1,096	849	518	2,347	18,060	863	328	821
Turtle Creek		18,640	.0100		.0088	106	120	5,718	1,481	696	1,283	1,280	3,567	1,052	1,813	615
Duquesne		15,984	.0086		.0096	93	83	5,665	1,729	364	748	764	2,179	1,127	1,438	669
Coraopolis		18,874	.0102		.0078	124	162	5,575	1,376	407	1,581	1,074	3,538	903	1,658	988
Sewickley		12,456	.0067		.0059	155	176	4,056	574	922	657	407	2,974	713	410	556
Mount Oliver		21,125	.0114		.0068	166	278	5,610	1,373	1,292	475	2,369	7,287	883	305	678
Bellevue		13,254	.0071		.0084	114	96	6,557	101	816	480	606	2,526	687	332	607
Bethel		3,823	.0021		.0087	84	20	1,402	535	168	128	202	115	643	138	66
Brentwood		19,740	.0106		.0120	120	106	9,859	997	625	253	664	4,407	820	332	502
Munhall		9,582	.0052		.0095	88	48	3,470	706	65		121	3,700	399	268	236
North Braddock		5,187	.0028		.0063	73	33	2,746	597	7		237	306	446	609	165
Swissvale		11,693	.0063		.0095	94	62	6,329	838	213	428	399	1,229	564	138	597
West Mifflin		2,667	.0014		.0102	71	10	1,281	228	19		86	252	606	116	60
Armstrong		**84,109**	**.0346**	**2,751**	**.0414**	**84**	**70**	**16,948**	**3,374**	**6,603**	**3,579**	**3,382**	**13,434**	**4,755**	**5,289**	**1,568**
Kittanning		23,500	.0127		.0074	157	270	5,227	978	2,834	2,186	1,174	6,015	1,382	2,041	606

© SM, 1956.

Before using these figures, see explanation page 11.

KITTANNING, PA.

Western Pennsylvania Shopping Hub Where Sales Are Almost 3 Times Average Volume

In every sales category Kittanning's sales production indexes are sky-high . . . out of this world. Check them . . . in the table at the right . . . and you'll get some idea of the heavy shopping traffic that fills Kittanning's stores day after day . . . from all over Armstrong County.

With 10% of the county's population, Kittanning does 37% of its retail business. Retail sales exceed the city's total buying power by more than $9 million!

You'll find very few markets in this Survey of Buying Power equaling Kittanning's remarkable sales performance . . . or promising such a terrific advertising pay-off. There's only one sure way to sell this market—

Simpsons' Daily Leader-Times fits into this shopping pattern as no other daily can—blankets Kittanning's 2,500 homes while placing three times as much circulation in the rest of the county.

SIMPSONS' DAILY LEADER-TIMES . . . KITTANNING, PA

Represented by The Julius Mathews Special Agency, Inc.

SALES PRODUCTION INDEXES

Retail Sales	270
Food	267
Eating & Drinking	152
Genl. Mdse.	250
Apparel	396
Furn.-Hshld.	265
Automotive	355
Gas.-Serv. Sta.	231
Lumb.-Bldg-Hdware	312
Drug	236

ALTOONA—Pennsylvania's 8th Largest City

STANDARD Metropolitan Market with $190,222,000 BUYING POWER

ONE-NEWSPAPER Coverage That SELLS—Thoroughly . . . Economically . . .

95.1% COVERAGE

CORPORATE CITY		CITY ZONE	
POPULATION	76,400	POPULATION (ABC)	100,658
	(55% of market)		(73% of market)
INCOME	$113,240,000	INCOME	$149,253,000
	(60% of market)		(78% of market)
RETAIL SALES	84,712,000	RETAIL SALES	101,049,000
	(66% of market)		(78% of market)

75% COVERAGE

METROPOLITAN AREA

POPULATION	137,700
INCOME	$190,222,000
RETAIL SALES	129,235,000

Metropolitan Altoona's shopping habits follow closely the circulation pattern of the Mirror. That's why advertisers place more linage in the Mirror . . . year after year . . . than is carried by some of the nation's big-city papers. They know the Mirror SELLS this market—thoroughly, economically . . . PROFITABLY!

You Can SELL with COLOR in ALTOONA

The Mirror offers you complete two, three and ROP FULL COLOR facilities on any or all six weekdays—with careful color craftsmanship and SALES RESULTS. More than 175,000 lines of color ads in 1955.

Altoona Mirror

ALTOONA'S ONLY EVENING NEWSPAPER

Richard E. Beeler, Advertising Manager

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Beaver	108	183,685	.0990	3,580	.1118	101	90	48,300	10,941	19,101	13,040	13,056	37,968	10,925	12,029	5,099
Aliquippa-Rochester-Beaver		*66,150*	*.0356*		*.0305*	*127*	*148*	*17,606*	*3,160*	*10,923*	*5,500*	*3,167*	*18,480*	*3,480*	*6,514*	*1,779*
Beaver Falls-New Brighton		*48,074*	*.0259*		*.0200*	*123*	*160*	*10,684*	*1,951*	*4,047*	*4,935*	*3,733*	*14,284*	*1,907*	*2,150*	*1,954*
Beaver Falls		35,638	.0192		.0138	133	185	7,676	1,435	3,637	3,593	3,022	10,291	1,153	1,693	884
Aliquippa		33,958	.0183		.0179	114	117	10,306	2,054	7,105	1,617	1,422	4,986	1,728	2,122	931
Ambridge		38,453	.0207		.0138	144	216	9,808	2,115	3,036	3,769	4,095	9,203	1,001	1,487	1,206
Rochester		17,278	.0093		.0062	141	211	4,874	811	2,119	1,481	749	3,598	901	1,126	374
1Ellwood City																
Bedford		41,931	.0226	3,778	.0194	80	94	7,030	4,641	3,707	889	879	9,223	7,773	3,668	463
Berks	116	310,800	.1675	4,010	.1710	109	106	73,634	22,508	38,375	20,824	18,020	62,724	15,411	19,347	6,362
▲Reading		178,736	.0963		.0832	122	141	43,309	12,251	28,749	18,690	11,068	30,308	6,532	8,622	4,064
Blair	5	129,235	.0696	3,199	.0733	88	84	33,945	7,194	17,994	7,496	8,001	26,702	8,353	7,028	2,977
▲Altoona		84,712	.0457		.0442	96	99	22,547	4,303	14,511	6,282	6,040	15,865	4,525	3,434	1,957
Bradford		49,953	.0269	3,223	.0274	87	85	10,428	1,983	3,733	1,953	2,033	14,438	2,701	3,191	957
Bucks	106	227,978	.1229	3,393	.1401	102	90	54,744	17,713	17,986	7,625	11,296	49,132	13,658	21,387	5,503
Bristol		29,293	.0158		.0125	115	145	7,565	1,892	1,567	1,579	2,795	7,526	1,090	1,741	748
Doylestown		20,573	.0111		.0063	191	336	4,491	852	989	1,262	848	5,971	993	2,331	549
Quakertown		19,219	.0104		.0061	161	274	3,968	1,920	893	943	1,319	5,944	1,099	1,245	310
Butler		101,886	.0549	3,575	.0555	91	90	21,723	6,983	10,790	4,816	4,543	23,187	9,841	7,207	2,336
Butler		56,942	.0307		.0188	133	218	10,995	3,124	8,671	4,369	3,353	11,968	4,205	2,282	1,343
Cambria	70	183,199	.0988	3,220	.1086	84	77	44,029	10,717	38,721	9,015	7,692	35,512	10,493	10,755	3,309
▲Johnstown		112,081	.0604		.0450	114	153	24,002	6,174	32,360	6,742	5,001	18,475	4,243	6,365	2,174
Cameron		8,485	.0045	4,466	.0043	102	107	2,194	816	486	701	409	1,451	819	700	149
Carbon		48,030	.0248	2,913	.0289	86	73	12,415	2,532	7,215	1,536	2,443	9,648	2,280	3,394	824

1 Ellwood City is in Beaver and Lawrence Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



BOOMING LANCASTER, PENNA.

Over 20 major industries have selected Lancaster's Metropolitan Area for their new home in the past three years! Along with this industrial growth, Lancaster continues as one of America's TOP farm producing counties.

Only the Lancaster Newspapers give you complete coverage of this booming, wealthy, strategically located, diversified test market.

NEW YORK OFFICE: 45 WEST 45TH STREET — JUDSON 2-4354
CRESMER and WOODWARD, INC. Chicago · Detroit · Atlanta · San Francisco · Los Angeles

Intelligencer Journal. LANCASTER NEW ERA
SUNDAY NEWS

PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Centre		60,691	.0327	3,844	.0365	89	86	14,069	3,948	4,548	3,617	2,686	12,775	4,780	6,467	1,847
State College-Bellefonte		*33,365*	*.0180*		*.0180*	*128*	*122*	*7,945*	*2,316*	*2,561*	*2,585*	*1,424*	*6,447*	*1,594*	*4,325*	*1,500*
State College		19,805	.0107		.0132	117	95	4,217	1,708	752	1,616	479	3,835	980	3,274	884
Chester	106	186,464	.1016	4,207	.1074	104	96	39,727	13,052	10,966	9,287	13,893	37,875	11,381	17,789	4,936
West Chester		42,201	.0227		.0147	155	239	9,377	2,046	3,577	2,666	3,677	9,476	1,396	4,354	878
Coatesville		28,064	.0151		.0113	135	180	6,486	1,578	2,393	2,391	4,536	5,029	1,491	697	1,029
Phoenixville		21,819	.0118		.0100	123	145	5,311	1,356	1,327	1,565	1,379	5,001	1,225	1,716	869
Clarion		34,277	.0185	3,264	.0184	81	81	7,591	1,881	2,597	1,479	1,678	11,111	2,075	2,667	689
Clearfield		69,728	.0375	2,983	.0400	80	75	17,295	3,237	8,429	5,073	3,903	14,228	4,710	4,062	1,385
Du Bois		22,179	.0120		.0085	125	176	5,655	963	3,833	1,881	1,626	3,860	1,062	1,106	519
Clearfield		21,330	.0115		.0075	132	202	4,536	924	2,387	1,944	1,110	5,516	1,264	1,896	553
Clinton		33,545	.0181	3,165	.0195	87	81	8,919	1,860	3,789	1,900	2,021	7,208	2,459	2,663	743
Lock Haven		22,638	.0122		.0088	124	172	5,617	967	2,950	1,793	1,814	5,309	737	1,347	575
Columbia		50,947	.0275	3,245	.0276	87	86	13,645	2,758	5,020	3,004	1,879	10,106	2,734	3,937	1,372
Bloomsburg		17,928	.0097		.0074	112	147	4,234	900	2,206	1,261	798	2,804	857	2,228	369
Berwick		19,644	.0106		.0086	100	123	4,680	732	2,051	1,564	471	5,338	538	613	629
Crawford		80,885	.0435	3,404	.0451	93	90	18,732	4,493	7,642	4,545	3,827	16,549	5,024	8,314	1,475
Meadville		35,284	.0196		.0150	130	170	8,868	1,809	4,730	3,342	2,282	7,500	1,813	2,663	756
Titusville		16,688	.0090		.0065	114	158	4,327	546	1,844	900	647	4,239	779	401	470
Cumberland	92	109,786	.0591	3,578	.0632	109	93	25,821	7,842	6,067	4,158	4,849	26,504	9,800	9,739	2,646
Carlisle		35,801	.0193		.0141	131	179	6,844	2,051	3,211	2,569	2,353	7,450	1,720	4,211	1,017
Dauphin	92	272,270	.1468	4,384	.1363	109	117	47,657	21,840	49,529	21,925	14,275	57,475	14,393	13,329	8,384
▲Harrisburg		197,493	.1064		.0772	138	190	30,396	14,507	45,375	19,945	10,404	36,050	7,478	9,800	6,788
Steelton		8,733	.0047		.0065	87	63	2,282	584	448	498	282	2,302	378	580	321
Delaware	106	478,843	.2579	3,384	.3448	114	95	130,479	36,753	58,147	30,055	18,928	89,355	27,043	27,917	15,991
Chester		114,809	.0619		.0525	123	144	34,458	9,566	17,500	10,616	6,938	16,603	3,826	3,789	2,639
Upper Darby Township		120,824	.0651		.0816	129	103	26,331	6,882	13,517	11,582	5,520	23,906	5,259	10,886	4,798
Darby		25,814	.0139		.0113	123	151	8,873	975	3,798	2,842	489	3,942	1,076	662	710
Haverford Township		19,821	.0107		.0307	107	37	5,688	1,393	141	83	304	5,570	2,233	1,452	1,170
Media		22,061	.0119		.0066	183	331	4,810	1,739	579	884	679	8,090	1,369	1,091	722
Lansdowne		14,930	.0080		.0104	133	103	3,298	735	368	493	189	6,945	608	580	462
Yeadon		3,251	.0018		.0072	94	23	1,533	219	84	49		150	334		324
Elk		30,961	.0167	3,225	.0186	86	79	10,339	1,529	1,998	2,153	1,730	6,200	1,916	2,537	795
Erie	46	274,282	.1478	3,967	.1494	105	104	62,523	17,535	38,484	16,707	14,670	60,610	15,074	20,843	8,831
▲Erie		204,864	.1104		.0964	117	134	48,287	13,136	34,882	14,350	12,503	38,331	9,701	15,642	5,100
Corry		12,519	.0067		.0053	104	131	3,409	514	842	609	594	3,256	965	708	331
Fayette		148,130	.0799	2,868	.0915	81	71	40,741	9,562	26,206	7,677	8,073	24,778	9,123	9,841	3,944
Connellsville-South Connellsville		*23,040*	*.0124*		*.0103*	*107*	*129*	*6,615*	*1,287*	*3,449*	*1,848*	*1,081*	*4,679*	*979*	*747*	*868*
Uniontown		56,509	.0305		.0187	147	240	12,406	2,713	12,374	3,647	4,547	7,588	2,524	5,321	1,611
Connellsville		22,645	.0122		.0092	114	151	6,389	1,251	3,423	1,848	1,081	4,672	945	674	868
Brownsville		13,527	.0073		.0054	117	150	3,656	562	1,524	1,290	725	3,655	457	235	481
Forest		3,672	.0020	2,825	.0029	74	74	883	302	192	26	116	1,427	329	112	56
Franklin		80,431	.0482	3,987	.0437	91	101	16,988	3,979	9,903	4,395	4,696	23,180	8,563	7,062	1,859
Chambersburg		43,483	.0239		.0148	131	203	7,515	1,628	5,078	3,314	2,668	9,629	2,125	3,151	861
Waynesboro		20,194	.0109		.0081	129	173	4,308	553	1,831	1,027	1,265	7,822	520	483	708

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

ERIE Is Pennsylvania's 3rd City

IN POPULATION ● FAMILIES ● TOTAL RETAIL SALES
● FOOD STORE SALES ● AUTOMOTIVE SALES ● DRUG SALES
● FURNITURE, HOUSEHOLD AND RADIO SALES AND—
EFFECTIVE BUYING INCOME.

THE TIMES is the FIRST PAPER In This Market.

The preference for THE TIMES by local and national advertisers is shown in the lineage and percentages from figures in Media Records for the year 1955:

Daily RETAIL DISPLAY	
Clothing Stores	691,908 or 70%
Department Stores	2,584,241 or 76%
Drug Stores	326,965 or 87%
Elec. Appliance & Supplies	320,204 or 64%
Furniture & Household	732,754 or 62%
*Grocers	1,353,452 or 52%
Radio	110,445 or 66%
Shoe Stores	142,294 or 65%

Daily GENERAL DISPLAY	
Alcoholic Beverages	307,885 or 71%
Groceries	471,751 or 75%
House. Equip. & Supplies	71,779 or 77%
Medical	71,350 or 74%
Tobacco	79,969 or 68%
Toilet Requisites	80,484 or 89%
Transportation	37,936 or 57%
Automotive	886,343 or 59%

DAILY CLASSIFIED ADVERTISING 3,327,116 OR 62%

*Media Records reports a gain of 51.9% in Retail Grocery Linage in Erie for the month of January 1956. More Sales — More Products — More Profits. Prepare to get your share of the expanding food business in Pennsylvania's Third Market by placing schedules in its First Paper — The Erie Times.

Circulation: The Times offers 82% City Zone Coverage daily and 69% Sunday City Zone Coverage at the lowest milline rates.

DAILY ● THE ERIE TIMES ● SUNDAY

Represented by The Katz Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Fulton		7,511	.0040	2,683	.0042	68	65	1,113	1,108	784	26	120	1,211	1,502	519	55
Greene		26,986	.0145	2,194	.0203	75	54	6,637	1,605	3,818	1,024	962	6,630	2,564	1,664	590
Waynesburg		14,014	.0076		.0048	141	224	3,667	634	1,435	857	585	3,833	748	515	512
Huntingdon		29,143	.0158	2,603	.0182	75	65	7,681	1,577	2,478	1,816	1,618	6,203	1,820	2,232	477
Huntingdon-Mount Union		*22,001*	*.0119*		*.0087*	*118*	*153*	*5,514*	*873*	*1,873*	*1,769*	*1,497*	*4,375*	*846*	*1,987*	*448*
Huntingdon		16,551	.0089		.0061	127	185	3,648	709	1,740	1,232	1,193	3,124	595	1,277	385
Indiana		60,750	.0327	2,921	.0385	80	72	15,439	2,894	5,370	4,152	3,116	13,461	4,209	5,506	1,278
Indiana		31,020	.0167		.0110	147	223	5,261	1,148	3,369	3,520	2,073	7,333	1,391	2,741	692
Jefferson		42,319	.0228	3,045	.0238	83	79	11,183	1,550	3,765	2,271	2,246	10,618	2,300	3,242	849
Punxsutawney		15,708	.0085		.0063	111	149	4,264	538	1,807	1,017	980	2,943	642	1,202	427
Juniata		12,065	.0065	2,806	.0067	74	72	1,982	487	1,298	135	168	3,759	298	1,667	56
Lackawanna	133	234,621	.1265	3,179	.1362	88	82	61,247	17,596	34,846	19,686	15,453	38,695	10,752	9,074	5,613
▲Scranton		149,316	.0805		.0780	99	105	33,421	10,562	28,243	15,490	12,233	23,137	5,117	4,918	3,314
Carbondale		18,475	.0100		.0088	94	106	4,817	1,078	1,345	1,531	796	5,221	741	981	447
Dunmore		12,267	.0066		.0100	79	52	3,799	1,130	1,452	174	534	2,553	820	262	428
Lancaster	75	292,873	.1578	4,196	.1636	111	107	56,364	16,107	37,470	14,638	14,893	62,160	16,903	21,617	5,577
▲Lancaster		131,010	.0706		.0540	138	180	26,027	6,790	26,853	10,699	7,624	26,334	5,758	3,730	3,023
Ephrata		18,774	.0101		.0068	143	220	3,546	601	1,474	864	912	4,490	790	2,137	419
Columbia		12,025	.0065		.0070	95	88	3,568	679	505	1,418	675	2,828	355	335	440
Lawrence	233	107,582	.0580	3,437	.0637	98	89	28,234	5,656	12,834	6,120	5,295	19,900	7,361	7,494	2,741
△New Castle		72,558	.0391		.0340	113	129	19,127	3,709	10,603	5,019	5,902	12,208	4,143	4,115	2,090
1Ellwood City		18,824	.0101		.0091	112	125	5,793	798	1,782	1,057	1,252	4,616	476	1,414	537
Lebanon	220	94,625	.0510	3,598	.0524	95	93	20,238	4,782	9,023	4,772	5,381	27,375	6,090	5,081	1,551
△Lebanon		52,228	.0281		.0231	117	143	13,179	2,689	6,408	4,010	3,990	13,538	2,802	1,788	1,080
Lehigh	4	258,189	.1391	4,361	.1350	109	113	49,141	17,677	55,494	16,302	14,954	45,239	13,703	14,002	5,630
▲Allentown		187,962	.1013		.0836	134	150	36,478	12,861	51,087	14,897	11,695	36,953	8,605	7,229	4,101
2▲Bethlehem																
Luzerne	161	331,967	.1790	3,117	.1981	87	78	86,419	22,668	51,595	25,644	19,941	58,321	16,469	15,918	6,783
▲Wilkes-Barre		116,536	.0628		.0493	111	141	23,479	7,524	34,460	14,507	7,060	9,787	4,423	2,205	2,017
▲Hazleton		46,789	.0252		.0221	105	120	12,055	2,634	7,466	4,299	3,659	9,190	1,469	2,222	1,241

1 Ellwood City is in Beaver and Lawrence Counties.
2 Bethlehem is in Lehigh and Northampton Counties.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

CHECK THE DATA

If you check further, you will note the terrific increase in sales in the Norristown area—Food, Liquor, General Merchandise across the board! New industry joining us also, including General Electric, so Norristown should be in your 1956-57 planning!

Proof Positive That Montgomery County Is Your Sales Target In the Flourishing Pennsylvania Market!

Montgomery County's Great Home Newspaper
The Capital of Montgomery County

Nationally Represented By The Julius Mathews Special Agency, Inc.

The Times Herald
NORRISTOWN, PA.

PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Kingston		34,862	.0188		.0155	121	147	6,800	2,121	1,915	267	802	16,341	1,448	2,580	500
Pittston		17,915	.0097		.0078	90	111	4,427	1,044	2,205	2,484	1,505	2,391	731	402	449
Nanticoke		19,095	.0103		.0102	88	89	5,462	1,132	1,474	1,303	1,162	4,807	796	526	429
Plymouth		10,410	.0056		.0062	86	78	3,050	741	495	627	1,566	1,429	463	676	266
Lycoming	**258**	**106,718**	**.0575**	**3,377**	**.0592**	**94**	**91**	**25,080**	**6,455**	**14,488**	**7,215**	**5,446**	**21,777**	**6,087**	**5,781**	**2,316**
△Williamsport		73,547	.0396		.0323	115	141	15,319	3,940	12,873	6,646	4,532	14,124	4,892	2,152	1,674
McKean		**54,319**	**.0292**	**3,233**	**.0318**	**95**	**87**	**14,579**	**2,907**	**3,088**	**4,769**	**2,683**	**13,139**	**3,923**	**4,033**	**1,742**
Bradford		28,468	.0153		.0128	122	146	7,234	1,396	2,044	3,261	1,794	6,036	1,238	2,665	937
Mercer	**106**	**132,938**	**.0717**	**3,980**	**.0731**	**104**	**102**	**32,691**	**6,392**	**14,848**	**8,228**	**8,317**	**29,719**	**7,370**	**12,690**	**3,484**
Sharon-Farrell-Sharpsville-Wheatland		*68,786*	*.0370*		*.0339*	*121*	*152*	*15,546*	*3,206*	*9,706*	*5,386*	*5,234*	*16,395*	*2,747*	*4,726*	*2,266*
Sharon		54,608	.0294		.0231	141	179	11,229	1,996	8,814	4,767	3,501	14,922	1,759	3,582	1,770
Greenville		18,883	.0102		.0075	132	179	4,775	767	1,622	1,284	1,479	4,826	959	815	475
Grove City		14,904	.0080		.0064	139	174	3,552	395	1,852	1,139	558	3,807	994	1,522	320
Farrell		9,810	.0053		.0074	91	65	3,356	961	848	539	1,518	130	777	469	274
Mifflin		**37,938**	**.0204**	**3,035**	**.0220**	**84**	**78**	**9,010**	**2,339**	**3,773**	**2,485**	**2,619**	**7,908**	**3,019**	**2,492**	**1,137**
Lewistown		28,422	.0153		.0106	126	182	6,863	1,287	2,951	2,388	2,312	6,315	1,596	1,534	875
Monroe		**43,625**	**.0236**	**4,155**	**.0218**	**102**	**110**	**9,382**	**4,755**	**5,744**	**1,708**	**1,600**	**7,918**	**2,948**	**4,241**	**1,044**
Stroudsburg-East Stroudsburg		*39,672*	*.0160*		*.0110*	*131*	*190*	*7,469*	*1,741*	*4,576*	*1,512*	*845*	*5,618*	*1,654*	*2,530*	*770*
Stroudsburg		19,128	.0103		.0061	156	264	4,523	1,022	4,361	1,178	574	4,361	837	739	587
Montgomery	**106**	**480,680**	**.2590**	**4,288**	**.2976**	**122**	**106**	**113,499**	**31,731**	**54,900**	**25,837**	**25,165**	**104,107**	**28,920**	**28,324**	**14,530**
Lower Merion Township		71,438	.0385		.0467	140	116	15,553	5,442	1,879	6,852	4,286	19,450	3,948	3,188	3,564
Norristown		69,916	.0377		.0288	119	156	17,553	3,718	11,628	6,315	5,542	13,240	2,878	2,312	1,464
Pottstown		46,979	.0253		.0202	134	168	8,890	2,811	5,262	3,748	3,861	10,541	2,206	3,533	2,001
Jenkintown		36,960	.0199		.0094	285	603	4,693	1,487	7,612	1,141	949	15,658	682	1,528	654
Lansdale		24,647	.0133		.0092	146	211	6,313	1,118	1,878	1,894	1,129	7,388	951	1,368	479
Abington Township		17,221	.0093		.0222	107	45	3,763	1,633	209	263	701	6,584	1,815	438	793
Cheltenham Township		16,069	.0087		.0188	122	56	2,875	1,434	511	771	411	1,740	1,183	4,116	890
Conshohocken		15,016	.0081		.0076	115	123	4,213	900	789	404	862	2,756	1,400	1,860	407
Montour		**10,719**	**.0058**	**2,978**	**.0067**	**68**	**59**	**2,867**	**773**	**798**	**692**	**552**	**3,120**	**451**	**430**	**309**
Northampton	**4**	**206,483**	**.1113**	**3,831**	**.1168**	**103**	**98**	**54,395**	**12,931**	**24,891**	**17,888**	**13,082**	**34,319**	**10,297**	**12,266**	**5,994**
2▲Bethlehem		79,420	.0428		.0457	108	101	21,596	5,747	6,096	5,914	3,924	16,473	3,566	3,924	3,041
Easton-Wilson (Pa.)-Phillipsburg (N. J.)		*99,609*	*.0537*		*.0450*	*117*	*140*	*23,706*	*6,090*	*13,485*	*9,975*	*7,623*	*17,000*	*5,972*	*5,566*	*2,653*
▲Easton		75,001	.0404		.0278	131	191	18,270	3,928	12,605	9,471	6,387	9,585	2,632	4,128	2,024
Northumberland		**104,923**	**.0565**	**3,160**	**.0579**	**84**	**82**	**26,003**	**5,929**	**12,171**	**8,736**	**6,122**	**20,303**	**5,147**	**7,718**	**3,037**
Sunbury		29,426	.0159		.0113	119	167	5,594	892	3,542	3,128	1,959	7,779	715	1,638	623
Shamokin		25,953	.0140		.0102	104	143	6,748	1,320	3,299	2,952	1,812	4,229	1,144	1,800	932
Mount Carmel		12,812	.0069		.0067	83	85	4,258	708	2,063	1,404	798	1,204	458	464	465
Perry		**10,413**	**.0060**	**2,557**	**.0120**	**78**	**65**	**4,831**	**1,079**	**1,245**	**409**	**395**	**3,661**	**1,608**	**1,814**	**422**
Philadelphia	**106**	**2,610,769**	**1.4070**	**4,119**	**1.4212**	**109**	**106**	**539,103**	**248,954**	**565,823**	**249,950**	**142,221**	**372,604**	**75,888**	**80,000**	**75,078**

2 Bethlehem is in Lehigh and Northampton Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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ACCURACY IS NO ACCIDENT...

Survey of Buying Power

DURING 27 years of continuous publication, Sales Management's *Survey of Buying Power* has become *the* accepted, talked-about source for population, income and sales estimates.

It's no wonder that very few subscribers use the *Survey's* exclusive estimates for only one purpose. Here are the most-mentioned applications of the *Survey*, taken from comments of thousands of subscribers:

- **Determining a market's sales potential**
- **Selecting industrial and distributive locations**
- **Allocating the advertising dollar**
- **Mapping sales areas**
- **Studying metropolitan areas**
- **Setting sales quotas**
- **Planning distribution**
- **Locating sales soft spots**
- **Buying space and time**
- **Test market planning**
- **Setting up merchandising programs**

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The Most Complete The Most Accurate The Most Accepted

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THE MAGAZINE OF MARKETING

386 Fourth Avenue, New York 16, N. Y.
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PLENTY OF PROFITS IN POTTSVILLE!

Retail sales have reached an all time high of $43,025,000. Food sales are up 16%, and general merchandise sales are up 20% And the reason—Pottsville's *buying power* is up 10%. That's why smart advertisers are covering profit-packed Pottsville with the *Republican*. It's the largest and best-read paper in Schuylkill County. In fact here the Republican gets to more people than *all other newspapers combined!*

POTTSVILLE (Pa.) REPUBLICAN

GALLAGHER-DE LISSER INC., NATIONAL REPRESENTATIVES

PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
‡▲Philadelphia		2,610,769	1.4070		1.4212	109	108	539,103	248,954	565,823	249,950	142,221	372,604	75,886	80,000	75,078
Pike		**7,865**	**.0042**	**2,558**	**.0048**	**85**	**78**	**1,338**	**1,282**	**926**	**134**	**416**	**871**	**557**	**140**	**69**
Potter		**15,852**	**.0085**	**3,373**	**.0081**	**84**	**88**	**2,992**	**1,057**	**1,411**	**384**	**1,313**	**4,625**	**1,275**	**658**	**272**
Schuylkill		**156,340**	**.0843**	**2,822**	**.0968**	**82**	**71**	**40,916**	**10,762**	**15,208**	**13,791**	**8,531**	**33,289**	**9,458**	**6,187**	**3,552**
Pottsville		43,025	.0232		.0165	118	166	7,799	2,013	8,198	7,132	3,116	8,489	1,338	769	969
Shenandoah		16,170	.0087		.0080	89	97	3,926	1,006	1,291	1,945	1,744	3,127	310	465	697
Tamaqua		14,211	.0077		.0070	99	108	3,778	559	605	1,074	575	4,448	895	1,059	248
Mahanoy City		10,473	.0056		.0054	86	89	3,432	896	939	947	234	1,817	401	273	427
Snyder		**20,185**	**.0109**	**3,204**	**.0109**	**76**	**76**	**3,682**	**2,042**	**1,607**	**230**	**641**	**5,179**	**2,067**	**1,765**	**244**
Somerset	70	**62,094**	**.0334**	**2,784**	**.0368**	**76**	**69**	**14,664**	**3,762**	**6,333**	**1,826**	**2,675**	**13,647**	**6,012**	**5,064**	**1,240**
Somerset		21,537	.0116		.0061	165	314	4,067	985	1,895	631	1,107	6,151	984	1,938	554
Sullivan		**3,821**	**.0021**	**2,248**	**.0026**	**68**	**55**	**1,325**	**370**	**273**	**56**	**110**	**123**	**230**	**606**	**25**
Susquehanna		**25,471**	**.0137**	**2,923**	**.0148**	**79**	**73**	**7,961**	**1,442**	**1,324**	**737**	**526**	**5,013**	**1,402**	**1,713**	**355**
Tioga		**31,092**	**.0168**	**2,933**	**.0177**	**82**	**78**	**6,336**	**1,619**	**2,276**	**1,109**	**1,211**	**7,544**	**2,312**	**2,654**	**652**
Union		**17,385**	**.0093**	**2,893**	**.0112**	**76**	**63**	**4,389**	**696**	**1,229**	**622**	**932**	**4,327**	**1,536**	**1,050**	**330**
Venango		**54,547**	**.0294**	**2,948**	**.0319**	**81**	**75**	**18,006**	**2,780**	**5,151**	**3,954**	**4,359**	**9,446**	**4,310**	**2,653**	**1,318**
Oil City		26,632	.0144		.0119	101	122	7,048	1,407	2,902	2,457	3,093	3,834	1,312	1,161	741
Franklin		17,172	.0093		.0070	115	152	4,919	741	1,819	1,498	690	3,173	1,608	710	501
Warren		**54,425**	**.0294**	**4,498**	**.0248**	**97**	**115**	**9,042**	**2,443**	**21,741**	**2,188**	**1,851**	**7,398**	**3,074**	**2,837**	**918**
Warren		40,108	.0216		.0133	148	240	5,759	1,412	20,755	2,080	1,482	4,450	1,552	895	692
Washington	108	**205,638**	**.1108**	**3,393**	**.1174**	**92**	**87**	**54,236**	**11,648**	**22,019**	**14,603**	**11,496**	**45,233**	**12,276**	**15,802**	**4,602**
Washington		58,017	.0313		.0204	131	201	13,881	3,211	8,908	5,114	4,529	9,789	3,242	2,986	1,774
Charleroi		29,602	.0160		.0089	156	281	7,053	857	3,602	4,166	2,110	6,698	492	2,640	451
Canonsburg		21,742	.0117		.0087	109	146	6,788	872	942	1,520	1,427	6,350	671	963	450
Donora		12,544	.0068		.0070	100	97	3,335	638	1,202	1,109	543	3,506	449	578	379
Wayne		**24,551**	**.0132**	**3,148**	**.0134**	**80**	**79**	**5,883**	**1,569**	**2,266**	**792**	**1,175**	**4,326**	**1,907**	**1,793**	**511**
Honesdale		14,135	.0076		.0046	135	224	2,925	537	1,293	688	904	3,904	1,027	683	287
Westmoreland	108	**298,580**	**.1609**	**3,307**	**.1739**	**99**	**83**	**82,735**	**19,402**	**28,962**	**23,216**	**18,395**	**59,342**	**20,140**	**21,359**	**7,385**
Greensburg-South Greensburg-Southwest Greensburg		*56,808*	*.0306*		*.0215*	*133*	*189*	*12,768*	*2,518*	*7,922*	*5,222*	*6,508*	*12,116*	*2,169*	*2,758*	*1,254*
Greensburg		55,279	.0298		.0180	155	257	12,159	2,025	7,922	5,222	6,462	12,116	1,869	2,567	1,203
New Kensington-Arnold		*53,861*	*.0287*		*.0239*	*110*	*132*	*13,049*	*2,854*	*7,765*	*6,584*	*3,220*	*10,854*	*1,676*	*2,867*	*1,726*
New Kensington		43,426	.0234		.0181	115	149	7,995	2,408	7,637	6,426	2,475	9,593	1,177	1,728	1,517
Jeannette		23,585	.0127		.0106	106	127	7,281	1,460	1,259	2,488	1,703	4,169	1,188	1,914	623
Latrobe		22,267	.0120		.0091	125	164	5,655	831	3,380	1,549	1,601	4,036	1,099	2,644	595
Monessen		20,056	.0108		.0107	103	104	6,953	1,219	1,261	2,538	1,762	3,634	580	941	529
Vandergrift		14,192	.0076		.0061	109	136	4,522	551	1,407	1,115	761	3,705	765	595	435
Arnold		9,835	.0053		.0058	97	88	5,054	426	128	158	745	1,261	499	539	209
Wyoming		**18,640**	**.0101**	**3,883**	**.0087**	**87**	**101**	**3,561**	**1,187**	**878**	**570**	**181**	**4,138**	**1,388**	**2,483**	**392**
York	165	**262,319**	**.1414**	**4,089**	**.1331**	**103**	**109**	**49,929**	**14,707**	**38,847**	**15,668**	**17,757**	**54,014**	**15,089**	**19,894**	**4,374**
▲York		135,855	.0732		.0503	135	196	25,350	8,286	21,905	11,354	8,564	29,827	6,776	7,127	2,970
Hanover		45,814	.0247		.0140	157	278	8,131	1,393	11,143	3,129	2,670	7,565	1,573	5,108	671

‡ General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

Before using these figures, see explanation page 11.
▲ and △ See end of state for SM Metropolitan County Areas.
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nothing succeeds like success!



out in front... month after month

WFIL-TV was rated 1st*

21.7% more often than Station B

117.1% more often than Station C

Monday thru Friday, 2:00-11:00 PM

. . . the heart of the TV day.

MORE PEOPLE WATCH CHANNEL 6 MORE OFTEN THAN ANY OTHER PHILADELPHIA TV STATION

*American Research Bureau, December 1955, January 1956, February 1956.

TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

CHANNEL 6

ABC-TV •• BLAIR-TV

Radio-Television Division—Triangle Publications, Inc.

Count Bigger Sales

. . . when you use KQV, PITTSBURGH!

AUDIENCE-DESIGNED PROGRAMMING

1. Pittsburgh listeners have asked for — and get — a full line-up of local personalities plus top daytime CBS shows . . . on KQV.

GUARANTEED "BUYING" AUDIENCE

2. You have a big audience potential in the wealthy Metropolitan Pittsburgh Market. *Our* big share of that audience is the *buying* share.

BEST SALESMEN IN TOWN

3. Popular local personalities like Nobel and Logan plus CBS teammates Godfrey, Bing Crosby, Ma Perkins, etc., *sell* your product in a convincing way . . . every day, on KQV.

Ask your rep from Paul H. Raymer Co., Inc. He'll PROVE that . . .

You're in good company on KQV **1410 CBS RADIO**

PENNSYLVANIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Total Above Cities...		8,480,063	4.5705		4.1149	115	128	1,889,624	611,761	1,548,866	726,942	509,060	1,510,302	329,524	375,524	240,716
State Total.....		11,731,605	6.3228	3,723	6.6662	101	95	2,749,468	861,067	1,807,151	809,112	638,317	2,177,641	610,912	657,898	309,500

PENNSYLVANIA — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Allentown-Bethlehem-Easton.....	4	452.4	.2728	131.1	332.5	781,317	.2941	1,727	5,960
Altoona.....	5	137.7	.0831	40.4	100.4	190,222	.0716	1,381	4,708
Erie.....	46	236.6	.1427	68.8	183.8	405,758	.1531	1,719	5,913
Harrisburg.....	62	313.3	.1890	92.8	226.7	531,030	.1999	1,695	5,722
Johnstown.....	70	294.0	.1773	79.2	149.0	373,511	.1406	1,270	4,716
Lancaster.....	75	243.6	.1469	69.8	122.0	461,694	.1738	1,895	6,615
△Lebanon.....	220	91.3	.0551	26.3	49.5	135,564	.0522	1,518	5,269
△New Castle....	233	108.3	.0653	31.3	61.8	176,614	.0665	1,631	5,643
1Philadelphia....	106	4,076.3	2.4585	1,172.4	3,505.8	7,695,1	122.8972	1,888	6,564
Pittsburgh.....	108	2,292.9	1.3829	658.4	1,841.9	3,969,2	711.4945	1,731	6,029
Reading.....	116	261.2	.1575	77.5	175.5	474,1	31 .1785	1,815	6,118
Scranton.....	133	255.7	.1542	73.8	238.3	357,8	38 .1348	1,399	4,849
Wilkes-Barre-Hazleton.....	161	379.7	.2290	106.5	318.6	524,0	68 .1973	1,380	4,921
△Williamsport...	258	104.5	.0630	31.6	69.2	155,6	19 .0586	1,489	4,925
York.....	165	214.4	.1293	64.2	115.1	344,1	97 .1296	1,605	5,361
Total Above Areas		9,461.9	5.7066	2,724.1	7,490.1	16,579,9	966.2423	1,752	6,088

1 Includes Camden, N. J.

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Before using these figures, see explanation page 11.

BE WISE KEEP YOUR EYES ON

LEBANON COUNTY PENNSYLVANIA

Located on Pennsylvania Turnpike — just 75 miles to Philadelphia — 149 miles to New York City — and 101 miles to Baltimore. Overnite delivery to largest eastern markets.

Our existing industries will be proud to tell you of their excellent labor and production.

Write for "Facts and Figures" survey.

LEBANON COUNTY CHAMBER OF COMMERCE
Lebanon, Pennsylvania

Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous co-operation.

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A Sales Manager's Profile of the Pittsburgh Retail Market



A.B.C. City Zone

BALANCE OF MARKET

14 counties within 50 miles of Pittsburgh where Pittsburgh department stores have free delivery.



POPULATION PROFILE

38.7%	1,222,098	1,935,402	61.3%

EFFECTIVE BUYING INCOME PROFILE

42.0%	2,210,289,000	3,047,059,000	58.0%

RETAIL SALES PROFILE

DRUG

50.8%	49,606,531	48,063,469	49.2%

FOOD

43.3%	374,634,000	491,142,000	56.7%

FURNITURE, HOUSEHOLD, APPLIANCES

45.7%	84,775,000	100,843,000	54.3%

AUTOMOTIVE

40.6%	247,737,000	362,538,000	59.4%

DAILY NEWSPAPER PROFILE

71.1%	208,665	PRESS	84,820	28.9%
59.0%	108,775	SUN-TELE	75,496	41.0%
54.2%	139,971	POST-GAZETTE	118,509	45.8%

The Post-Gazette's coverage pattern most closely matches population, buying power and retail sales in the Pittsburgh Market . . . use it to route your advertising as you route your salesmen!

SOURCE: A.B.C. 3/30/55 - Sales Management 5/10/56

Pittsburgh Post-Gazette

Represented Nationally by Moloney, Regan & Schmitt

The Scranton Market Is

Much Bigger Than The City of Scranton!

(More Than Half The Population Lives Outside The City)

Get The Complete Advertising Picture in ALL Scranton Newspapers

The Scranton Tribune (Daily) **THE SCRANTONIAN** (Sunday)

GILMAN, NICOLL & RUTHMAN, National Representatives

PENNSYLVANIA — SM Metropolitan County Areas — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Allentown-Bethlehem-Easton	4	526,177	.2835	4,014	.2868	105	104	116,643	35,745	83,464	35,447	30,924	93,631	29,982	32,525	12,871
Altoona	5	129,235	.0696	3,199	.0733	88	84	33,945	7,194	17,991	7,498	8,001	26,702	8,353	7,028	2,977
Erie	48	274,282	.1478	3,987	.1494	105	104	62,523	17,535	38,484	16,707	14,670	60,610	15,074	20,643	6,531
Harrisburg	62	382,036	.2059	4,117	.1995	106	109	73,478	29,262	55,596	26,063	19,124	83,979	23,893	23,068	11,030
Johnstown	70	245,293	.1322	3,097	.1454	82	75	58,693	14,479	45,064	10,841	10,367	49,159	16,505	15,819	4,549
Lancaster	75	292,873	.1578	4,196	.1636	111	107	56,384	16,107	37,479	14,638	14,893	62,160	16,903	21,617	5,577
△Lebanon	220	94,625	.0510	3,598	.0524	95	93	20,238	4,782	9,023	4,772	5,361	27,375	6,090	5,061	1,551
△New Castle	233	107,582	.0580	3,437	.0637	98	89	28,234	5,856	12,834	6,120	8,299	19,900	7,361	7,494	2,741
1Philadelphia	106	4,628,585	2.4944	3,948	2.6887	109	101	1,032,688	407,358	756,802	352,077	243,703	795,007	204,098	219,907	130,618
Pittsburgh	108	2,537,520	1.3675	3,854	1.4342	104	99	664,343	185,322	404,253	166,776	143,391	456,532	133,202	136,910	78,905
Reading	116	310,800	.1675	4,010	.1710	109	106	73,634	22,506	38,378	20,824	18,020	62,724	15,411	19,347	6,362
Scranton	133	234,621	.1265	3,179	.1362	88	82	61,247	17,566	34,848	19,686	15,453	38,695	10,752	9,074	5,613
Wilkes-Barre-Hazleton	161	331,967	.1790	3,117	.1981	87	78	86,419	22,688	51,585	25,644	19,941	58,321	16,489	15,918	6,783
△Williamsport	258	106,718	.0575	3,377	.0592	94	91	25,060	6,455	14,488	7,215	5,446	21,777	8,057	5,781	2,316
York	165	282,319	.1414	4,066	.1331	103	109	49,929	14,707	38,847	15,668	17,757	54,014	15,069	19,994	4,374
Total Above Areas		10,484,633	5.6398	3,842	5.9546	104	99	2,443,456	867,412	1,639,125	729,994	575,350	1,910,586	527,249	560,176	280,776

1 Includes Camden, N. J.

© SM, 1956.

Before using these figures, see explanation page 11.

LEBANON — *Pennsylvania's Purse-onality Market*

Now Recognized As A Potential Metropolitan Area

REACH THIS RICH, RESPONSIVE MARKET WITH THE

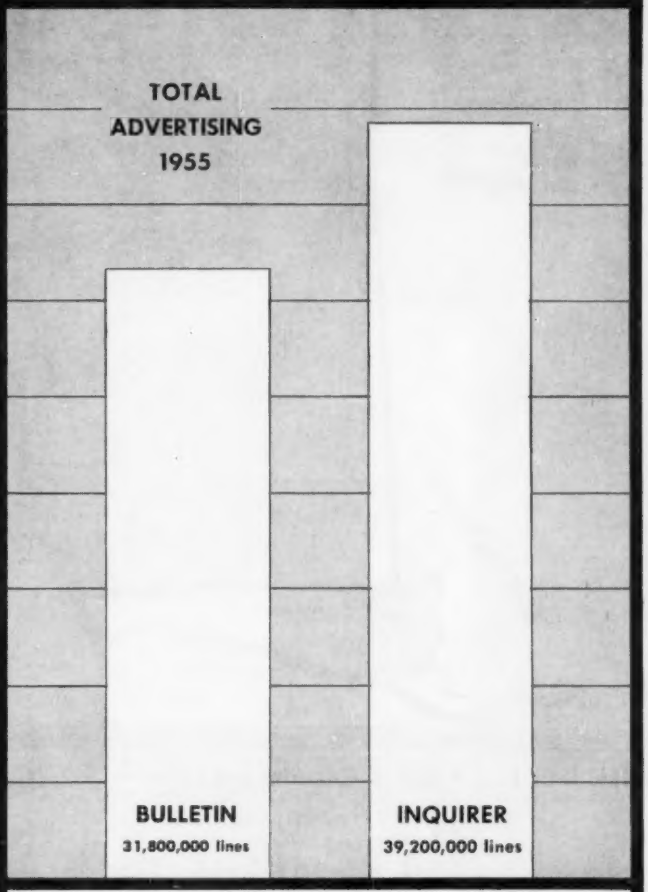
Complete City and Trade Zone Coverage **LEBANON DAILY NEWS** In Every Home Every Evening

Represented Nationally by **STORY, BROOKS and FINLEY**

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

Advertising Linage is the Final Measure of a Newspaper's Sales Power

How do advertisers rank Philadelphia newspapers?



In 1955, The Inquirer published the largest volume of advertising ever carried by any newspaper in the history of Philadelphia—39,200,000 lines... a gain of 2,000,000 lines over 1954 . . . a leadership of 7,400,000 lines over the 2nd newspaper.

1955 marked the 22nd consecutive year that advertisers have made The Inquirer their first choice for sales in Delaware Valley, U.S.A.

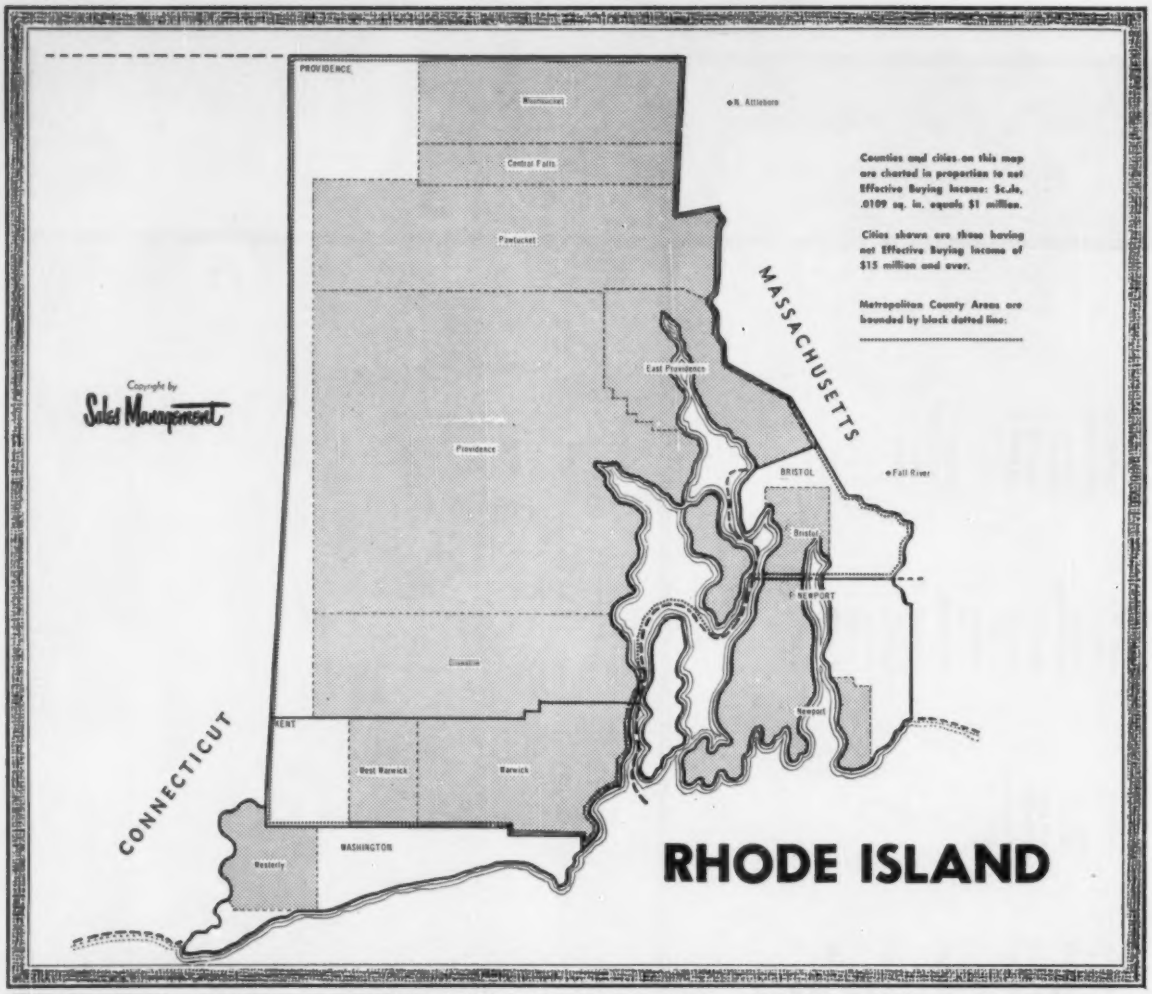
First in National Advertising
First in Retail Advertising
First in Classified Advertising
First in TOTAL Advertising

The Philadelphia Inquirer

Constructively Serving Delaware Valley, U.S.A.

Exclusive Advertising Representatives:
NEW YORK—ROBERT T. DEVLIN, JR., 342 Madison Ave., Murray Hill 2-5838;
CHICAGO—EDWARD J. LYNCH, 20 N. Wacker Drive, Andover 3-6270;
DETROIT—GEORGE S. DIX, Penobscot Bldg., Woodward 5-7260.

West Coast Representatives:
SAN FRANCISCO—FITZPATRICK ASSOCIATES, 155 Montgomery St., Garfield 1-7946;
LOS ANGELES—FITZPATRICK ASSOCIATES, 3460 Wilshire Boulevard, Dunkirk 5-3557.



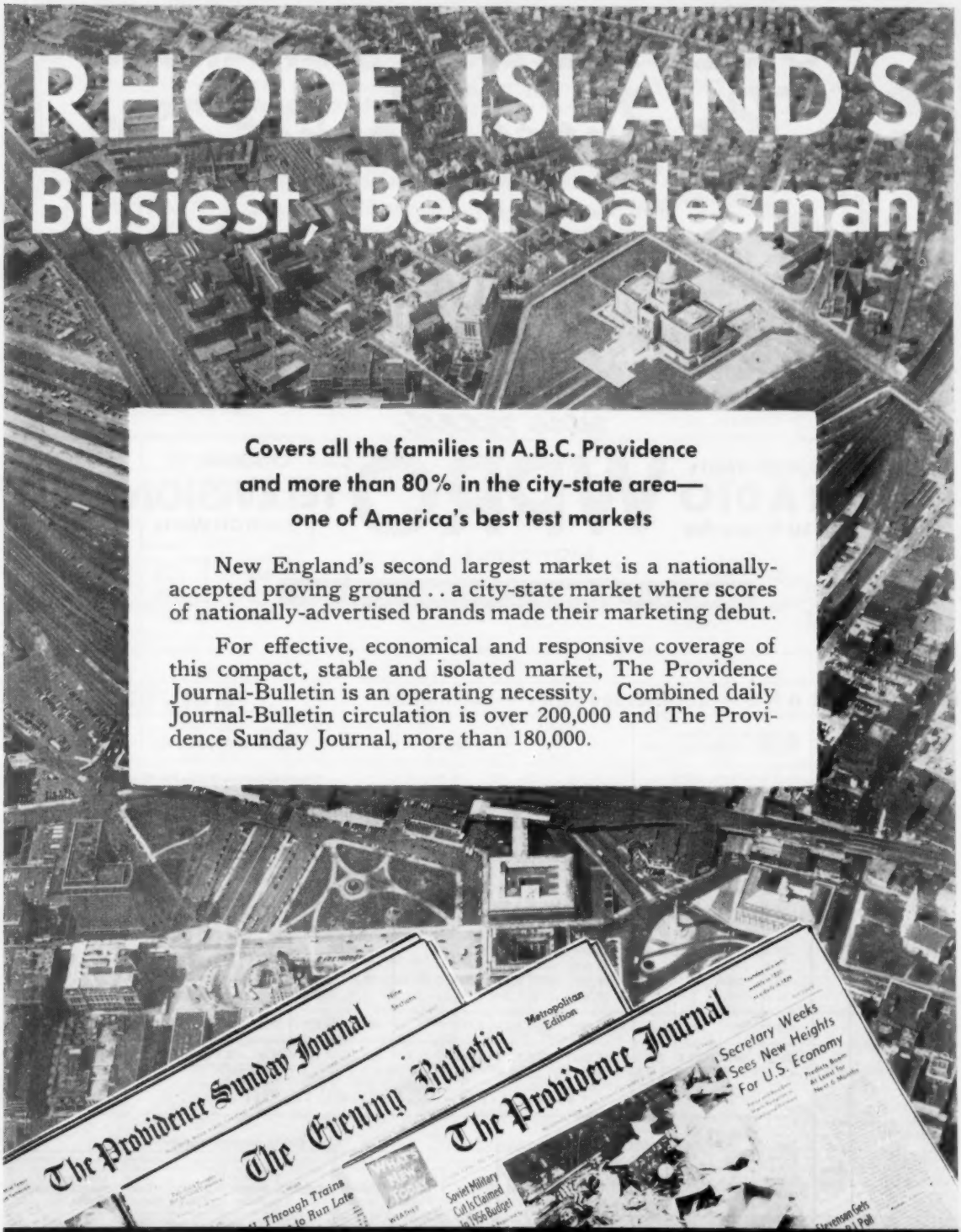
RHODE ISLAND — Counties and Cities — (Other New England States: Connecticut, Maine, Massachusetts, New Hampshire, Vermont.)

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Bristol	Bristol	11.0	*	*	*	*	*	*	*	*	*	*
Central Falls	Providence	23.1	265	75	61	33	6	11	4	19	7	5
Cranston	Providence	60.5	527	108	73	102	27	25	14	67	23	24
East Providence	Providence	38.4	*	*	*	*	*	*	*	*	*	*
Newport	Newport	42.0	491	94	92	34	68	33	17	30	11	14
Pawtucket	Providence	82.1	1,072	211	200	126	88	65	38	87	35	40
Providence	Providence	248.0	3,642	752	653	484	316	206	123	235	110	132
Warwick	Kent	49.9	492	98	83	80	18	28	24	62	23	16
West Warwick	Kent	19.9	*	*	*	*	*	*	*	*	*	*
Westerly	Washington	12.6	*	*	*	*	*	*	*	*	*	*
Woonsocket	Providence	51.0	752	167	129	111	77	40	28	56	21	16

COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Bristol		30.9	.0186	8.7	23.3	51,429	.0193	1,664	5,911	1,757	9.5	5,427	21.5	5.9	27.6	17.5	34.4	33.8	16.5	42.8
Bristol		11.0	.0066	3.1		16,466	.0062	1,497	5,312		3.4	4,843	23.7	7.3	29.2	20.8	34.5	38.0	12.6	33.9
Kent		91.1	.0550	27.1	79.7	148,062	.0558	1,625	5,464	2,433	28.5	5,187	19.6	5.6	27.2	18.2	38.2	39.2	15.0	37.0
West Warwick		19.9	.0120	5.4		28,079	.0106	1,411	5,200		*	*	*	*	*	*	*	*	*	*
Warwick		49.9	.0301	14.5		81,951	.0309	1,642	5,652		15.3	5,344	18.7	5.2	25.8	16.7	39.4	39.3	16.1	38.8
Newport		69.9	.0421	17.8	44.7	118,401	.0445	1,694	6,652	4,948	30.0	3,947	38.1	14.4	30.1	26.3	22.8	30.8	9.0	28.5
Newport		42.0	.0253	10.3		76,857	.0289	1,830	7,462		19.6	3,912	38.7	14.8	29.8	26.3	22.6	30.7	8.9	28.2
Providence	112	584.9	.3528	175.2	544.0	1,004,777	.3784	1,718	5,735	10,954	203.4	4,940	26.4	8.9	28.2	19.6	32.6	35.2	12.8	37.2
▲Providence		248.0	.1496	73.5		424,033	.1596	1,710	5,769		93.2	4,550	30.1	9.9	29.0	22.0	29.2	34.2	11.7	33.9

*Not Available.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
© SM, 1956.


RHODE ISLAND'S
Busiest, Best Salesman
Covers all the families in A.B.C. Providence
and more than 80% in the city-state area—
one of America's best test markets
New England's second largest market is a nationally-accepted proving ground . . a city-state market where scores of nationally-advertised brands made their marketing debut.
For effective, economical and responsive coverage of this compact, stable and isolated market, The Providence Journal-Bulletin is an operating necessity. Combined daily Journal-Bulletin circulation is over 200,000 and The Providence Sunday Journal, more than 180,000.
The Providence Sunday Journal
The Evening Bulletin
Metropolitan Edition
The Providence Journal
Secretary Weeks Sees New Heights For U.S. Economy
Through Trains to Run Late
Soviet Military Cut Is Claimed In 1956 Budget
Providence Journal and Evening Bulletin
Represented Nationally by WARD-GRIFFITH CO., Inc., with offices in New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Charlotte and Portland (Ore)



RHODE ISLAND — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Pawtucket-Central Falls		*105.2*	*.0634*	*32.7*		*172,248*	*.0649*	*1,637*	*5,262*											
▲Pawtucket		82.1	.0495	25.8		138,368	.0521	1,685	5,363		28.1	4,927	21.5	6.5	27.4	19.2	37.6	40.6	13.5	33.7
Woonsocket		51.0	.0308	15.4		81,514	.0307	1,598	5,293		17.3	4,721	24.8	7.8	28.8	21.1	34.0	38.4	12.4	32.7
Cranston		60.5	.0365	16.2		100,518	.0378	1,661	6,205		18.5	5,428	22.1	6.1	23.7	15.1	36.8	36.1	17.4	42.7
East Providence		38.4	.0232	11.2		75,994	.0286	1,979	6,785		*	*	*	*	*	*	*	*	*	*
Central Falls		23.1	.0139	6.9		33,880	.0128	1,467	4,910		7.8	4,354	24.2	8.3	32.6	25.9	33.7	41.2	9.5	24.6
Washington		**55.2**	**.0333**	**15.1**	**15.8**	**88,486**	**.0333**	**1,603**	**5,860**	**5,009**	**22.7**	**3,892**	**39.0**	**15.0**	**28.9**	**24.8**	**24.5**	**33.8**	**8.5**	**26.6**
Westerly		12.8	.0077	3.8		18,130	.0068	1,418	4,771		4.0	4,522	29.7	9.8	29.0	22.1	29.0	34.2	12.3	33.9
Total Above Cities		638.7	.3852	186.1		1,075,759	.4050	1,684	5,781		207.2	4,689	27.4	8.7	28.3	20.9	31.8	36.1	12.5	34.3
State Total		**832.0**	**.5018**	**243.9**	**707.5**	**1,411,155**	**.5313**	**1,696**	**5,786**	**25,097**	**294.2**	**4,797**	**27.8**	**8.6**	**28.2**	**20.3**	**31.6**	**35.1**	**12.4**	**36.0**

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
					SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Bristol		25,386	.0136	2,918	.0174	94	73	8,660	1,438	1,172	1,378	1,534	4,415	1,610	1,453	1,249
Bristol		8,910	.0048		.0059	89	73	3,018	590	680	394	947	608	573	671	505
Kent		91,966	.0496	3,394	.0538	98	90	24,079	6,545	6,611	4,102	4,162	19,077	5,839	6,189	3,457
West Warwick		35,953	.0194		.0135	113	162	7,293	1,936	3,550	3,057	2,994	7,445	2,122	3,755	1,471
Warwick		40,499	.0218		.0280	93	72	13,252	3,479	3,383	534	694	8,020	3,010	2,241	1,524
Newport		63,476	.0342	3,566	.0410	97	81	17,205	6,397	4,710	3,395	3,577	10,795	3,556	5,091	2,494
Newport		41,942	.0226		.0263	104	89	8,893	3,220	3,903	3,338	3,217	7,231	1,781	3,549	1,587
Providence	112	692,020	.3730	3,950	.3716	105	106	144,148	49,519	99,128	63,007	30,128	126,992	35,161	38,617	24,527

*Not Available.

© SM, 1956.

Before using these figures, see explanation page 11.

Again Woonsocket Means More Sales!

There's more to Woonsocket than figures show. It's a 100,000-plus market surrounded by heavy-buying industrial areas!

Again THE CALL Means Best Coverage!

Only THE CALL covers 98% of Woonsocket's homes! You can't sell Woonsocket without its one-and-only local daily, the—

Average Sales Per Family

	U. S.	R. I.	WOON.
FOOD	$855	$852	$1009
APPAREL	242	304	482

Source: S.M. '56 Survey

WOONSOCKET CALL

Representatives: Gilman, Nicoll & Ruthman
Affiliated: WWON, WWON-FM

COVERS RHODE ISLAND'S PLUS MARKET

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RHODE ISLAND — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
▲Providence		333,053	.2064		.1716	115	138	63,924	26,849	70,749	39,242	17,303	66,094	15,250	20,499	11,324
Pawtucket-Central Falls		*121,915*	*.0657*		*.0649*	*102*	*104*	*87,005*	*8,850*	*11,581*	*14,108*	*5,847*	*25,200*	*5,657*	*4,588*	*5,640*
▲Pawtucket		110,282	.0594		.0538	109	120	21,868	7,336	10,508	13,945	5,288	24,902	4,767	4,194	5,371
Woonsocket		58,891	.0317		.0310	101	103	15,537	3,827	4,747	7,430	2,808	10,953	2,764	3,915	1,723
Cranston		39,518	.0213		.0326	89	58	12,175	2,443	2,223	916	1,450	8,550	3,212	2,567	2,470
East Providence		36,741	.0198		.0249	107	85	12,689	1,304	3,542	525	1,019	7,690	2,953	1,594	1,462
Central Falls		11,533	.0063		.0111	80	45	5,137	1,514	1,073	163	559	298	890	388	269

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.

NEWPORT, R. I. THE MARKET WITH A *4-WAY* PAY-OFF

Few markets offer advertisers as many attractions as Newport—as many opportunities for profitable selling.

First, there's the big year-round target of $118,401,000 buying power. Then, the added potential of $29,405,000 "reserve" buying power. Newport families, with the highest income in the state, spend only 54% of income compared with 70% spent nationally. Add to that a substantial sales bonus from vacationists in this famous resort. And top it off with the huge "optional" spending of thousands of navy personnel.

Newport's actual sales volume of $63,476,000 . . . and the added potentials . . . can be influenced most effectively by the market's only daily.

THE NEWPORT DAILY NEWS

Newport County's Only Daily

Represented by The Julius Mathews Special Agency, Inc.

Largest Circulation in southern Rhode Island

TRENDS IN THE MASSACHUSETTS FOOD MARKET

In 1948, 8561 Massachusetts food stores did $912,157,000 while sales in the remaining 6983 totaled only $131,601,000 .... U.S. Census of Business.

In 1954, 6821 Massachusetts food stores did $1,277,129,000 while sales in the remaining 5564 totaled only $132,835,000 .. U.S. Census of Business.

In 1955, 6684 Massachusetts super market and superette operators—as well as the buyers, supervisors and merchandisers at their chain, voluntary, cooperative and independent supply depots received and read every issue of YANKEE GROCER, the Newspaper of the New England Food Market ..... BPA Audit of Circulation.

How much of Massachusetts $1,457,670,000 food sales passed through their check-outs? Did your firm get its share of this market? Were your products and promotions presold in YANKEE GROCER, the Newspaper of the New England Food Market?



WHAT A PACKAGE!

Powerful 10 delivers all Rhode Island plus four* of the richest markets in Massachusetts — and *more!* Nearly 3,000,000 customers are available through Dominant 10's 316,000 Watts.
*Worcester, Brockton, Fall River, New Bedford

WEED Television
National Representative

WJAR-TV CHANNEL 10 PROVIDENCE RHODE ISLAND

NBC

NBC Basic — ABC Supplementary

RHODE ISLAND — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Washington		54,421	.0293	3,604	.0321	96	88	13,726	3,978	4,220	2,161	2,005	7,935	3,802	6,525	1,305
Westerly		26,576	.0143		.0092	119	186	6,611	1,334	3,276	1,770	1,404	3,794	1,192	1,630	591
Total Above Cities		793,998	.4278		.4079	106	111	170,397	53,832	107,634	71,314	37,683	145,585	38,514	45,003	28,297
State Total		927,289	.4997	3,802	.5159	103	100	207,818	66,877	115,841	74,043	41,406	169,214	49,968	55,875	33,032

RHODE ISLAND — SM Metropolitan County Area

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56				EFFECTIVE BUYING INCOME SM ESTIMATES, 1955			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Providence-Pawtucket	112	706.9	.4264	211.0	647.0	1,204,268	.4535	1,704	5,707
Total Above Area		706.9	.4264	211.0	647.0	1,204,268	.4535	1,704	5,707

© SM, 1956.

Before using these figures, see explanation page 11.

WESTERLY

Busiest Shopping Center in Rhode Island

Westerly's retail sales are almost double average volume—86% above the national sales production index. No other city in Rhode Island attracts shoppers at a rate comparable to Westerly's.

Families from southwestern Rhode Island and eastern Connecticut depend on Westerly stores for their living needs. Last year they poured $26,516,000 into Westerly cash registers—$8,446,000 more than the city's total income. This heavy shopping boosts Westerly's sales production far above average in every sales category.

The Westerly Sun alone is part and parcel of this busy shopping pattern. It covers the city thoroughly . . . puts twice as much circulation in the outside area.

THE WESTERLY SUN . . . WESTERLY, R. I.

Represented by The Julius Mathews Special Agency, Inc.

Far Above the National Sales Production Index in Every Category

	Westerly Index		Westerly Index
Retail Sales	186	Furn-Hsld	195
Food	206	Automotive	136
Eating, Dr'k'g	127	Gas-Ser. Sta.	139
Genl. Mdse.	177	Lumb-Bdg-Hdw	151
Apparel	194	Drug	139

U.S. = 100

RHODE ISLAND— SM Metropolitan County Areas — (Continued)

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955: Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Providence-Pawtucket	112	809,372	.4362	3,836	.4428	104	102	176,887	57,502	106,911	68,487	35,824	150,484	42,610	44,259	29,233
Total Above Areas		809,372	.4362	3,836	.4428	104	102	176,887	57,502	106,911	68,487	35,824	150,484	42,610	44,259	29,233

(Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, Virginia, W. Virginia.)

—SOUTH CAROLINA— Counties and Cities

Map, page 706 City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Anderson	Anderson	20.4	484	130	53	40	34	32	44	68	12	16
Brandon-Judson	Greenville	11.6	*	*	*	*	*	*	*	*	*	*
Charleston	Charleston	71.7	1,112	287	176	77	134	80	34	79	27	43
Chester	Chester	7.4	174	38	15	13	16	10	7	22	13	7
Columbia	Richland	98.0	1,188	243	153	90	120	84	68	132	44	50
Conway	Horry	6.7	185	48	14	14	14	12	14	23	9	7
Florence	Florence	24.6	422	100	52	24	49	27	23	45	18	16
Gaffney	Cherokee	8.7	199	63	16	13	14	15	17	31	8	4
Georgetown	Georgetown	14.0	174	45	10	18	14	10	13	17	8	9
Greenville	Greenville	64.5	1,044	179	137	84	84	80	74	137	37	36
Greenwood	Greenwood	14.2	334	91	35	22	24	22	25	41	9	8
Greer	Greenville	6.1	163	32	13	16	13	12	28	17	5	4
Hartsville	Darlington	6.4	170	41	11	12	13	8	16	21	12	4
Lancaster	Lancaster	8.1	220	76	26	15	17	19	18	14	7	7
Laurens	Laurens	9.6	190	55	19	17	19	5	10	31	5	5
Newberry	Newberry	7.5	188	45	15	12	16	11	21	19	7	5
Orangeburg	Orangeburg	16.8	289	62	28	31	27	18	21	35	10	9
Rock Hill	York	29.0	350	101	38	23	23	25	23	37	17	7
Spartanburg	Spartanburg	39.1	620	136	94	42	45	34	51	81	21	22
Sumter	Sumter	22.7	378	120	29	28	34	23	15	48	16	14
Union	Union	10.5	149	45	17	13	12	8	15	12	9	4

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Abbeville		22.3	.0134	5.8	5.5	22,585	.0085	1,012	4,029	2,597	6.7	3,375	44.8	19.1	27.1	26.9	21.5	32.7	6.6	21.3
Aiken	10	97.3	.0587	26.0	33.1	99,975	.0376	1,027	3,845	7,319	29.2	3,425	43.3	18.2	30.4	29.6	19.7	29.6	6.6	22.6
Allendale		14.8	.0069	3.3		9,784	.0037	661	2,965	2,847	4.2	2,310	68.8	43.0	21.5	30.9	8.1	18.1	1.6	8.0
Anderson		90.8	.0548	23.9	41.2	101,652	.0383	1,120	4,253	10,462	26.6	3,823	35.1	13.3	30.7	26.8	26.2	35.2	8.0	24.7
Anderson		20.4	.0123	6.4		30,741	.0116	1,507	4,803		7.2	4,275	31.2	10.5	31.8	24.8	26.3	31.7	10.7	33.0
Bamberg		16.9	.0102	4.0	5.6	12,574	.0047	744	3,144	3,470	4.7	2,661	60.2	32.6	24.4	30.7	12.2	23.6	3.2	13.1
Barnwell		28.5	.0172	7.0		17,996	.0068	631	2,571	5,032	7.6	2,370	68.4	41.6	21.2	29.9	7.7	16.8	2.7	11.7
Beaufort		29.3	.0176	6.6	5.7	30,342	.0114	1,036	4,462	3,551	11.5	2,631	60.5	33.2	24.8	31.4	11.5	22.4	3.2	13.0
Berkeley		31.8	.0192	6.9		20,576	.0077	647	2,982	2,691	7.7	2,657	59.2	32.2	25.5	31.9	11.8	22.9	3.5	13.0
Calhoun		14.2	.0086	3.3		8,957	.0034	631	2,714	5,785	3.6	2,480	65.2	37.9	22.0	29.5	10.1	21.0	2.7	11.6

*Not Available.

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Before using these figures, see explanation page 11.

Contact the:

SOUTH CAROLINA STATE DEVELOPMENT BOARD

Columbia, S. C.

for information in confidence on

1. **Site Analysis**
2. **Site Inspection**
3. **Site Acquisition**
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These organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

CHARLESTON, S. C.

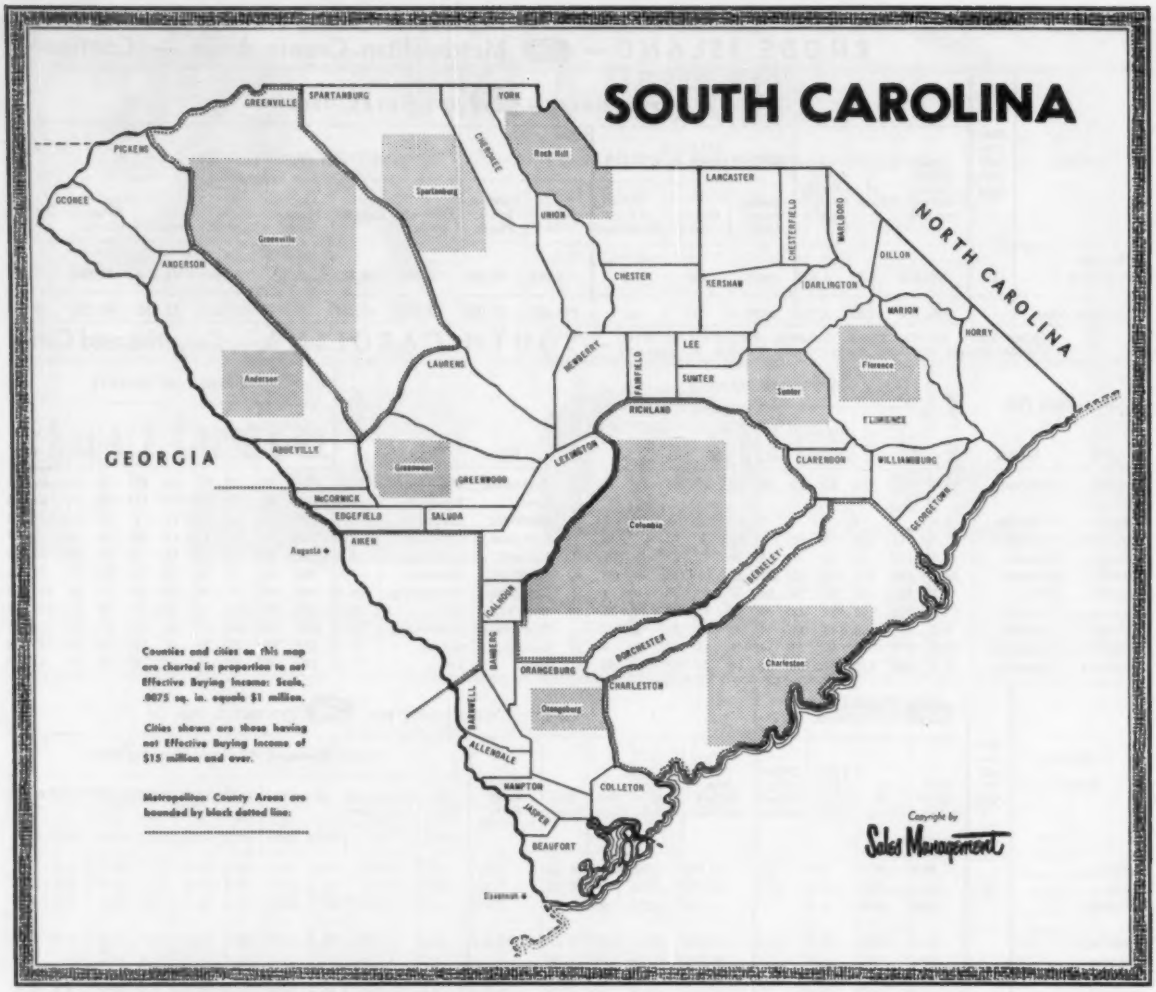
Confidential reports on industrial sites and cost factors in this area with unlimited fresh water for industry.

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See add page 707

Summary of all data and rankings of Metropolitan Areas, pages 177-242



SOUTH CAROLINA — Counties and Cities — (Continued)

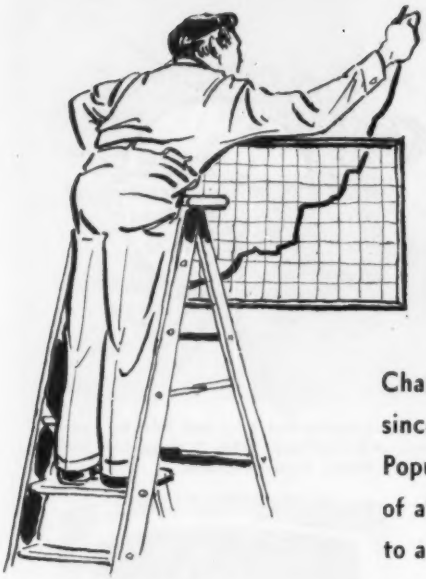
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Charleston	24	199.2	.1141	51.7	138.4	235,969	.0889	1,247	4,584	6,060	65.1	3,625	43.4	17.3	26.3	24.2	22.6	32.1	7.7	26.4
▲Charleston		71.7	.0432	21.5		102,396	.0385	1,428	4,762		28.0	3,655	45.8	18.1	26.1	23.8	19.8	27.9	8.3	30.2
Cherokee		37.2	.0224	9.0	13.4	34,530	.0130	928	3,837	6,620	10.1	3,434	39.9	16.8	31.4	30.5	22.7	34.0	6.0	18.7
Gaffney		8.7	.0053	2.0		12,153	.0046	1,397	4,674		3.1	3,863	34.9	13.0	30.5	28.3	26.2	34.9	8.4	25.8
Chester		32.2	.0194	7.9	10.8	32,242	.0121	1,001	4,081	4,023	8.8	3,671	40.8	16.0	26.9	24.4	23.9	33.5	8.4	26.1
Chester		7.4	.0045	2.2		9,770	.0037	1,320	4,441		2.5	3,947	38.3	14.0	27.8	23.5	24.6	32.1	9.3	30.4
Chesterfield		35.9	.0217	8.1	4.9	28,590	.0100	741	3,283	9,137	9.2	2,896	57.4	26.6	26.8	30.7	11.1	19.8	4.7	20.9
Clarendon		32.3	.0196	6.6	2.8	18,893	.0070	576	2,817	11,080	7.3	2,534	63.3	36.1	24.9	32.7	8.7	17.7	3.1	13.5
Colleton		28.6	.0172	7.2	4.7	20,363	.0077	712	2,828	4,198	7.8	2,626	60.5	33.2	25.0	31.8	11.7	23.0	2.8	12.0
Darlington		51.9	.0313	12.3	12.9	44,756	.0168	862	3,638	14,430	13.9	3,229	49.0	21.9	28.5	27.3	18.6	29.7	5.9	21.1
Hartsville		6.4	.0039	1.6		8,888	.0033	1,389	5,555		2.3	4,044	38.3	13.7	25.3	20.8	25.8	32.8	10.6	32.7
Dillon		31.6	.0187	8.7	5.3	22,383	.0084	721	3,330	15,077	7.7	2,908	51.7	25.8	30.6	35.2	13.9	24.5	3.8	14.7
Dorchester		23.6	.0142	5.6	3.5	19,017	.0072	806	3,396	3,332	6.6	2,901	55.4	27.6	27.5	31.5	12.8	22.7	4.3	18.2
Edgefield		15.9	.0096	3.7	2.5	12,431	.0047	782	3,380	4,068	4.0	3,082	53.8	25.2	25.1	27.2	16.2	27.0	4.9	20.6
Fairfield		20.8	.0126	4.8	5.9	16,384	.0062	788	3,413	2,433	5.6	2,910	50.0	24.8	30.3	34.8	16.2	28.8	3.5	11.8
Florence		85.1	.0513	20.3	30.0	72,261	.0272	849	3,560	24,662	22.8	3,299	48.3	21.7	28.5	29.7	17.6	28.2	5.6	20.4
Florence		24.6	.0148	7.2		31,942	.0120	1,298	4,436		8.7	3,655	41.6	16.4	28.1	25.6	22.3	31.4	8.0	26.6
Georgetown		34.1	.0206	7.9	21.7	28,991	.0108	848	3,658	3,011	8.5	3,385	44.3	18.9	30.6	30.1	18.6	28.3	6.5	22.7
Georgetown		14.0	.0084	4.1		16,577	.0062	1,184	4,043		4.8	3,721	40.8	15.8	30.3	27.2	20.3	28.1	8.6	28.9

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



...and CHARLESTON keeps on growing!

Charleston, S. C. and Charleston county have grown steadily since 1945, a solid, permanent and prosperous growth. Population shows a 36% growth in the last decade, sales of all sorts show healthy increases and industry continues to add more purchasing power to the area.

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—and we're the only newspapers serving and selling this big and growing market!

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WATER: Industry is intrigued and astounded at our supply of fresh, soft water . . . up to 10 billion gallons per day, with simple effluent disposal, too!

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DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.





Population	**1,991,700**
Incomes	**$2,115,295,000.**
Retail Sales	**$1,467,678,000.**
Television Homes	**367,230**

Population, Income and Sales from Sales Management Survey of Buying Power 1956. TV Homes from Nielson '53, plus RETMA shipments to date.

"The Giant of Southern Skies"

Video—100,000 Watts (FCC MAXIMUM)
Audio—50,000 Watts
Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

Here is one of the South's *great* markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports *prove* WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

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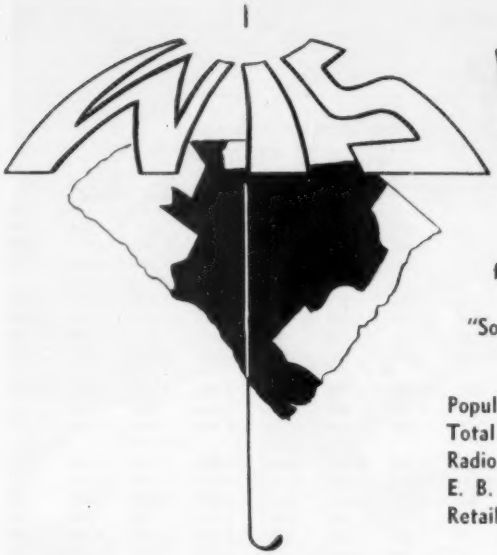
SOUTH CAROLINA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units							
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Greenville	59	184.9	.1115	50.9	111.1	262,199	.0967	1,418	5,150	6,270	59.6	4,402	31.0	10.1	28.7	21.9	28.3	33.0	12.0	35.0
▲Greenville		64.5	.0389	18.7		117,686	.0443	1,825	6,293		25.7	4,572	33.8	10.7	27.7	20.2	25.1	28.2	13.4	40.9
1Greer		6.1	.0037	1.7		8,587	.0032	1,408	5,051		2.0	4,285	26.1	8.8	28.8	22.3	34.1	41.0	11.0	27.9
Brandon-Judson		11.6	.0070	3.1		14,679	.0055	1,265	4,735		3.5	4,222	25.1	8.6	32.5	25.6	31.9	38.9	10.5	26.9
Greenwood		44.4	.0267	11.8	22.3	59,700	.0225	1,345	5,059	2,599	13.7	4,351	29.8	9.9	30.1	23.0	29.0	34.3	11.1	32.8
Greenwood		14.2	.0086	4.1		23,055	.0087	1,624	5,623		5.1	4,495	30.5	9.8	30.2	22.4	27.6	31.6	11.7	36.2
Hampton		18.5	.0112	4.4		11,491	.0043	621	2,612	3,207	4.6	2,517	62.3	35.7	24.5	32.4	10.9	22.3	2.3	9.6
Horry		64.0	.0386	14.2	10.2	51,442	.0194	804	3,623	28,477	16.3	3,153	49.3	22.6	29.9	31.5	15.6	25.5	5.2	20.4
Conway		6.7	.0040	1.7		8,708	.0033	1,300	5,122		2.2	4,009	39.7	14.3	29.3	24.4	21.4	27.4	9.6	33.9
Jasper		10.9	.0066	2.6		7,267	.0028	669	2,803	1,183	2.9	2,545	62.1	35.2	25.0	32.6	9.7	19.7	3.2	12.5
Kershaw		31.8	.0190	7.5	6.9	26,633	.0100	843	3,561	5,317	8.7	3,077	51.4	24.1	26.9	29.1	16.3	27.3	5.4	19.5
Lancaster		38.4	.0232	9.0	12.1	40,622	.0153	1,058	4,514	3,223	10.6	3,824	31.6	11.9	32.5	28.4	28.5	38.3	7.4	21.4
Lancaster		8.1	.0049	2.4		11,110	.0042	1,372	4,629		2.7	4,150	29.8	10.4	34.3	27.5	25.6	31.7	10.3	30.4
Laurens		48.1	.0290	11.7	16.5	52,616	.0198	1,094	4,497	6,699	14.0	3,770	39.5	15.1	27.1	24.1	24.7	33.6	8.7	27.2
Laurens		9.6	.0058	2.6		13,173	.0050	1,372	5,067		3.0	4,369	32.6	10.8	28.3	21.6	27.2	32.0	11.9	35.6
Lee		22.4	.0135	4.7	3.1	12,089	.0045	540	2,572	8,940	5.1	2,369	67.8	41.3	21.1	29.6	9.1	19.8	2.0	9.3
Lexington		48.7	.0294	12.6	14.7	48,079	.0181	987	3,816	5,456	13.7	3,517	37.9	15.5	32.1	30.5	23.8	34.8	6.2	19.2
McCormick		9.2	.0055	2.1		6,615	.0025	719	3,150	1,289	2.4	2,782	59.6	30.9	25.0	29.9	10.9	20.2	4.5	19.0
Marion		34.6	.0209	7.8	12.4	26,170	.0099	756	3,355	11,039	8.9	2,926	54.1	26.7	29.6	33.7	12.1	21.2	4.2	18.4
Marlboro		30.2	.0182	7.2	7.5	20,746	.0078	687	2,881	10,027	7.9	2,638	61.3	33.5	23.7	30.0	11.7	22.7	3.3	13.8
Newberry		31.9	.0193	8.2	10.7	31,906	.0120	1,000	3,891	5,196	9.2	3,481	42.4	17.6	29.1	27.8	21.8	32.3	6.7	22.3
Newberry		7.5	.0045	2.2		9,909	.0037	1,321	4,504		2.7	3,659	39.0	15.4	27.7	25.3	26.2	36.8	7.1	22.5
Oconee		39.8	.0240	9.4	7.0	38,350	.0137	913	3,867	3,368	12.8	2,843	54.0	27.4	26.1	30.6	16.4	29.6	3.5	12.4
Orangeburg		70.8	.0425	16.4	16.8	53,438	.0201	758	3,258	16,908	19.8	2,698	63.3	33.8	22.4	27.6	10.2	19.5	4.1	19.1
Orangeburg		16.8	.0101	4.4		20,502	.0077	1,220	4,660		6.4	3,191	55.6	25.2	24.0	25.0	13.5	21.7	6.9	28.1
Pickens		40.4	.0243	10.3	6.4	42,629	.0161	1,055	4,139	2,849	11.3	3,780	32.6	12.5	33.5	29.5	26.6	36.2	7.3	21.8

1 Greer is in Greenville and Spartanburg Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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WIS RADIO
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WIS is South Carolina's leading radio station. It is 5,000 watts at 560 K.C. Of the 150,620 daytime families credited to WIS in 29 of South Carolina's 46 counties, a total of 84,800 families—or 57%—tune to "South Carolina's Most Powerful Voice" six or seven days weekly! (Nielsen, April 1953)

Population	1,186,100	Food	$191,411,000
Total Homes	269,000	Gen. Mdse.	88,219,000
Radio Homes	262,950	Furn., Hh., Radio	45,302,000
E. B. I.	1,103,917,000	Auto	179,835,000
Retail Sales	793,409,000	Drug	22,895,000

Sales Management, May 10, 1956; Nielsen, April 1953.

Columbia, capital and center of the state, now has a population of 108,000! (S. M. estimate.)

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SOUTH CAROLINA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Richland	31	168.3	.1015	42.8	131.6	239,858	.0903	1,425	5,604	5,360	57.8	4,153	36.8	12.8	28.0	22.4	24.0	29.7	11.2	35.1
▲Columbia		108.0	.0651	28.2		167,910	.0632	1,555	5,954		40.0	4,201	37.5	12.9	27.7	22.0	23.2	28.4	11.6	36.7
Saluda		15.3	.0093	3.7	.2	10,863	.0041	710	2,936	5,583	4.1	2,672	59.7	32.2	25.4	31.8	12.1	23.3	2.8	12.7
Spartanburg	251	158.8	.0957	41.5	55.9	192,241	.0723	1,211	4,632	11,461	47.2	4,075	33.0	11.7	29.6	24.3	27.6	34.8	9.8	29.2
△Spartanburg		39.1	.0236	11.3		60,644	.0228	1,551	5,367		14.4	4,202	33.8	11.6	29.3	23.3	26.0	31.8	10.9	33.3
1Greer																				
Sumter		63.0	.0380	14.5	28.5	54,556	.0206	866	3,762	11,107	17.7	3,079	50.4	23.6	29.4	31.9	15.3	25.6	4.9	18.9
Sumter		22.7	.0137	6.6		29,537	.0111	1,301	4,475		8.1	3,632	41.1	16.3	31.0	28.4	20.5	29.1	7.4	26.2
Union		30.9	.0187	7.6	10.5	31,115	.0117	1,007	4,094	2,344	8.3	3,745	37.1	14.3	31.0	27.5	23.7	32.6	8.2	25.6
Union		10.5	.0063	2.7		13,552	.0051	1,291	5,019		3.4	3,974	34.7	12.6	30.9	26.0	24.8	32.0	9.6	29.4
Williamsburg		45.1	.0272	9.1	3.8	25,203	.0095	559	2,770	14,465	10.1	2,485	64.9	37.7	23.7	31.8	8.5	17.5	2.9	13.0
York		84.3	.0508	20.5	42.0	100,788	.0379	1,196	4,916	9,457	25.5	3,955	35.2	12.9	28.4	23.9	26.8	34.8	9.6	28.4
Rock Hill		29.0	.0175	7.4		46,406	.0175	1,600	6,271		10.9	4,262	32.5	11.0	27.1	21.2	28.3	34.2	12.1	33.6
Total Above Cities		507.6	.3060	142.7		757,915	.2852	1,493	5,311		186.4	4,066	37.7	13.4	28.2	23.1	23.7	29.9	10.4	33.6
State Total		2,297.9	1.3858	569.1	677.8	2,353,417	.8860	1,024	4,135	332,711	670.8	3,508	44.2	18.2	28.0	26.6	20.6	30.2	7.2	25.0

1 Greer is in Greenville and Spartanburg Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Abbeville		12,121	.0065	2,164	.0069	66	49	2,947	494	977	389	600	2,909	1,317	764	662
Aiken	10	45,812	.0247	1,762	.0379	65	42	14,736	1,674	2,450	1,661	2,223	10,399	5,346	2,502	1,880
Allendale		6,953	.0038	2,107	.0048	54	43	1,737	452	540	223	236	1,182	1,193	604	188
Anderson		74,746	.0403	3,127	.0422	77	74	15,582	3,119	9,704	3,271	6,180	18,780	5,656	3,520	2,441
Anderson		47,849	.0258		.0160	130	210	8,041	1,819	8,055	3,699	4,132	12,312	2,520	2,384	1,549
Bamberg		11,019	.0059	2,755	.0062	61	58	2,371	507	1,134	459	409	2,263	1,138	1,444	280
Barnwell		10,520	.0057	1,503	.0065	49	33	3,181	149	939	148	427	2,493	1,121	857	278
Beaufort		18,852	.0101	2,772	.0123	70	57	4,582	734	1,359	1,149	1,243	5,326	1,213	1,402	546
Berkeley		10,931	.0059	1,584	.0094	49	31	3,608	274	1,741	150	549	2,046	930	850	364
Calhoun		5,462	.0030	1,655	.0044	51	35	1,944	70	285	341	94	1,589	311	365	132
Charleston	24	176,742	.0952	3,419	.0958	84	83	41,121	8,895	22,256	14,151	12,523	32,097	11,908	14,605	5,981
▲Charleston		133,050	.0717		.0494	114	166	25,030	6,559	19,213	12,780	11,092	27,944	5,834	10,201	4,130
Cherokee		19,433	.0105	2,159	.0141	63	47	6,130	996	1,623	1,006	1,102	3,342	1,750	1,096	841
Gaffney		15,353	.0083		.0058	112	160	4,623	574	1,362	964	1,032	2,948	1,254	959	434
Chester		18,265	.0098	2,312	.0129	66	51	4,551	575	1,315	1,509	1,081	3,796	2,012	1,306	621
Chester		11,885	.0064		.0047	104	142	2,676	251	894	1,457	742	3,170	1,433	876	449
Chesterfield		19,930	.0108	2,480	.0126	58	50	4,582	570	1,705	819	586	5,735	2,242	1,303	591
Clarendon		16,232	.0087	2,459	.0100	51	45	4,625	610	2,068	262	265	3,892	1,668	1,116	391
Colleton		14,930	.0081	2,074	.0097	56	47	3,991	668	1,475	1,315	823	2,195	1,009	1,587	646
Darlington		33,411	.0180	2,716	.0201	64	58	8,867	1,155	4,829	1,270	1,430	6,806	2,235	2,421	867
Hartsville		16,336	.0088		.0051	121	226	3,727	337	3,094	515	518	3,498	1,167	1,297	417
Dillon		21,675	.0113	3,146	.0113	60	60	4,869	1,131	1,891	1,254	905	4,929	1,908	2,517	527
Dorchester		13,571	.0075	2,477	.0087	61	53	4,091	257	1,191	585	416	2,161	1,521	808	531
Edgefield		12,184	.0066	3,288	.0062	65	69	1,829	197	788	172	249	4,974	844	1,426	442
Fairfield		10,544	.0057	2,197	.0074	59	45	3,233	236	1,775	372	379	2,138	1,099	474	322
Florence		74,557	.0403	3,699	.0359	70	79	14,016	2,891	10,702	5,242	3,794	18,702	5,035	5,940	2,045
Florence		47,142	.0254		.0166	112	172	8,671	1,523	7,256	4,143	2,454	11,132	2,806	4,250	948
Georgetown		22,673	.0122	2,870	.0132	64	59	5,401	1,016	1,909	957	1,438	6,176	1,538	2,406	692
Georgetown		15,650	.0084		.0073	87	100	3,458	349	1,337	751	892	3,811	1,059	1,740	561
Greenville	50	193,172	.1042	3,795	.1029	92	93	41,804	7,267	30,582	11,081	12,770	40,894	15,028	13,600	5,630
▲Greenville		137,086	.0739		.0521	134	190	26,679	4,844	27,433	9,330	9,695	27,500	9,164	7,052	3,909
1Greer		17,944	.0097		.0053	143	262	4,034	535	1,333	1,352	1,317	4,956	1,197	1,124	643
Brandon-Judson		4,374	.0024		.0049	70	34	1,280	210	208	45	196	987	545	605	121
Greenwood		35,727	.0192	3,028	.0223	84	72	8,998	1,415	3,892	2,531	2,553	7,462	2,691	2,385	1,182
Greenwood		26,767	.0144		.0104	121	167	7,066	813	2,414	2,050	2,371	5,687	1,730	1,324	973
Hampton		11,409	.0062	2,593	.0063	58	55	3,054	256	824	330	411	3,520	1,036	1,032	294
Horry		58,489	.0304	3,978	.0265	69	79	11,274	3,162	9,848	2,521	2,041	11,958	4,772	4,253	1,683
Conway		23,899	.0129		.0063	158	323	4,723	352	3,665	1,358	1,113	7,185	1,303	1,873	521
Jasper		7,215	.0039	2,775	.0039	59	59	1,815	348	399	127	287	1,541	955	730	158
Kershaw		23,913	.0129	3,183	.0127	67	68	6,644	994	2,718	688	1,200	5,347	2,362	1,965	856
Lancaster		24,141	.0130	2,682	.0162	70	56	6,707	767	2,640	1,429	1,793	6,981	1,459	775	541
Lancaster		17,771	.0096		.0060	122	196	4,939	502	1,411	1,232	1,472	5,220	909	693	430
Laurens		25,556	.0138	2,184	.0198	68	48	6,928	675	3,104	1,377	1,142	5,288	2,541	1,686	751
Laurens		11,129	.0060		.0055	95	103	3,202	357	920	1,073	526	1,759	1,190	746	203
Lee		9,846	.0053	2,095	.0166	49	39	2,165	141	1,278	219	296	2,835	719	1,051	269
Lexington		36,263	.0196	2,878	.0207	70	66	9,456	1,096	2,943	1,087	1,755	7,171	5,549	4,042	904
McCormick		3,815	.0021	1,817	.0030	55	38	1,121	175	407	194	188	727	358	63	127
Marion		22,364	.0120	2,867	.0128	61	57	3,992	479	2,922	1,297	1,529	4,784	1,580	2,134	777
Marlboro		17,617	.0095	2,447	.0103	57	52	4,825	441	3,702	453	651	1,583	1,653	1,912	468
Newberry		21,445	.0116	2,615	.0134	69	60	5,461	454	2,402	1,265	1,088	4,746	1,816	1,269	739
Newberry		13,463	.0073		.0049	109	162	3,507	227	967	1,200	617	3,572	740	723	485
Oconee		22,684	.0122	2,413	.0153	64	51	5,932	919	1,720	1,557	1,175	4,775	1,816	2,343	620
Orangeburg		45,824	.0247	2,794	.0260	61	58	12,094	1,804	4,820	2,618	2,443	9,510	4,178	3,101	1,355
Orangeburg		26,871	.0145		.0102	101	144	6,477	907	2,814	2,086	1,587	6,482	2,095	1,469	823
Pickens		29,112	.0157	2,826	.0176	72	65	8,244	945	2,095	920	2,008	7,106	2,792	1,780	1,213

1 Greer is in Greenville and Spartanburg Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

A-Gain . . . Again!

AT LEAST 25% OF ALL S. C. SALES WILL BE MADE IN GREENVILLE'S 9-COUNTY MARKET



HERE'S THE 1955 RECORD

According to SALES MANAGEMENT'S
May 10, 1956 Survey of Buying Power

		% of S. C. Totals
POPULATION	510,320	21.8%
INCOMES	$613,935,000.	26.0%
RETAIL SALES	416,979,000.	24.8%
Food	96,085,000.	24.2%
Eating, Drinking Places	22,974,000.	35.0%
General Merchandise	55,134,000.	27.4%
Apparel	22,260,000.	24.1%
Furn., H'hold, Appl., Radio	27,571,000.	26.9%
Automotive	92,478,000.	25.4%
Gas Ser. Stations	33,849,000.	24.4%
Lumber, Bldg., Mat., Hdwe.	27,556,000.	22.6%
Drugs	13,338,000.	25.8%

SOUTH CAROLINA'S RICHEST, MOST COMPACT TRADE AREA

Greenville's Nine-County ABC Market (City & Retail Trading Zones) is your best buy in South Carolina by every measurement. The Greenville News-Piedmont, with 96% of its circulation in these nine counties, is your only medium for economical, effective advertising coverage of this terrific market.

The Greenville News
MORNING & SUNDAY
GREENVILLE PIEDMONT
EVENING

Serving South Carolina's Leading Market

For up-to-date information about the Greenville Market, and for latest market data brochure, write the newspaper, or our

National Representatives
WARD-GRIFFITH CO., INC.

DAILY CIRCULATION 99,042
ABC Sept. 30, 1955

only WIS-TV attracts

SO MANY—

Population	1,215,399
Families	297,883
TV sets	200,179
EBI	$1,256,544,000
Total retail sales	$853,116,000

Sales Management, May 10, 1956

SO MUCH OF THE TIME—

31 of the top 36 programs

10 of the top 10 film shows

10 of the top 10 local productions

ARB, Columbia, S. C. Nov. 1955



Central South Carolina's VHF station

NBC

WIS-TV

CHANNEL 10

COLUMBIA, SOUTH CAROLINA



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

President, G. Richard Shafto
Managing Director, Charles A. Batson

SOUTH CAROLINA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Richland	31	177,349	.0956	4,144	.0941	93	94	33,309	9,266	22,132	14,032	14,557	41,524	12,492	9,131	4,830
▲Columbia		167,115	.0901		.0717	110	138	29,978	8,561	21,052	13,833	13,930	41,301	11,099	7,641	4,604
Saluda		5,258	.0026	1,420	.0048	52	30	1,175	163	666	108	331	1,350	628	261	148
Spartanburg	251	117,847	.0635	2,840	.0743	78	66	27,778	4,198	14,772	6,428	7,129	25,265	9,265	7,943	4,050
△Spartanburg		77,116	.0416		.0286	121	176	15,425	2,636	10,431	5,785	5,331	18,518	4,382	3,197	3,128
1 Greer																
Sumter		43,260	.0233	2,983	.0249	66	61	11,070	1,165	4,598	3,612	3,257	7,643	4,008	4,030	1,150
Sumter		37,500	.0202		.0144	105	147	8,820	826	3,700	3,567	3,202	7,210	3,090	3,592	1,150
Union		18,051	.0089	2,375	.0125	67	52	5,503	669	1,651	1,543	1,003	3,377	1,706	1,120	591
Union		13,487	.0073		.0080	95	116	3,271	395	1,185	1,489	918	3,303	988	783	481
Williamsburg		22,781	.0122	2,503	.0139	51	45	4,941	216	2,815	953	1,630	5,000	2,033	1,594	407
York		56,521	.0305	2,757	.0382	75	60	14,341	2,339	5,114	3,328	4,037	11,157	4,385	4,668	1,677
Rock Hill		34,751	.0187		.0179	102	107	8,899	1,185	3,327	2,301	2,748	7,048	2,235	2,893	1,094
Total Above Cities		896,547	.4834		.3491	114	158	184,556	33,752	121,771	70,019	66,185	204,543	56,720	55,422	27,053
State Total		1,679,229	.9045	2,949	.9915	72	65	396,404	65,453	209,795	98,311	102,155	383,335	138,794	121,931	51,708

1 Greer is in Greenville and Spartanburg Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*, with few exceptions. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

DOMINANT

IN SOUTH CAROLINA

THE STATE AND THE COLUMBIA RECORD

EBI NOW OVER $1,000,000,000

EBI is up again in Central South Carolina where bigger paychecks have a firm basis in established agriculture and well diversified industry.
In the heart of this area THE STATE and THE COLUMBIA RECORD reach 67% of the occupied dwelling units . . . solid impact where it counts. Profitable impact for you . . . these papers deliver more people at a lower cost than any other South Carolina newspaper.

	17-County 20%+ Area	10-County 10-20% Area	Total
Population	665,000	484,000	1,149,500
Occupied Dwelling Units	145,707	99,551	245,258
Subscribers	97,466	11,442	108,908
E.B.I.	$622,875,000	$397,355,000	$1,020,230,000
Total Retail Sales	480,869,000	314,150,000	795,019,000
Food	112,095,000	71,676,000	183,771,000
Eating & Drinking	18,485,000	11,416,000	29,901,000
Gen. Mdse.	54,574,000	38,825,000	93,579,000
Apparel	27,206,000	16,954,000	44,160,000
Furniture, Hh. Appliance, Radio	28,827,000	15,184,000	44,011,000
Automotive	108,792,000	68,193,000	176,986,000
Gas Service Stations	42,395,000	27,590,000	69,985,000
Lumber, Bldg. Material, Hdwe.	32,389,000	25,048,000	59,437,000
Drug	13,455,000	9,655,000	23,110,000

ABC Report March 31, 1955
Sales Management, Survey of Buying Power May 10, 1956



20%+ COUNTIES

AIKEN	ALLENDALE	BAMBERG
BARNWELL	CALHOUN	CLARENDON
DARLINGTON	EDGEFIELD	FAIRFIELD
HAMPTON	KERSHAW	LEE
LEXINGTON	NEWBERRY	ORANGEBURG
RICHLAND	SALUDA	SUMTER

10 TO 20% COUNTIES

CHESTER	CHESTERFIELD	COLLETON
DILLON	HORRY	MARION
MARLBORO	FLORENCE	WILLIAMSBURG

LOCALLY EDITED
LETTER PRESS MAGAZINE

ROP COLOR
DAILY & SUNDAY

The State (Morning and Sunday)
The Columbia Record (Evening except Sunday)

REPRESENTED BY THE BRANHAM COMPANY

SOUTH CAROLINA— SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Charleston	24	189.2	.1141	51.7	138.4	235,969	.0689	1,247	4,564
Columbia	31	168.3	.1015	42.8	131.6	239,858	.0903	1,425	5,604
Greenville	59	184.9	.1115	50.9	111.1	262,159	.0987	1,418	5,150
△Spartanburg	251	158.8	.0957	41.5	55.9	192,241	.0723	1,211	4,632
Total Above Areas		701.2	.4228	186.9	437.0	930,227	.3502	1,327	4,977

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Charleston	24	178,742	.0952	3,419	.0958	84	83	41,121	8,895	22,256	14,151	12,523	32,097	11,908	14,605	5,981
Columbia	31	177,349	.0956	4,144	.0941	93	94	33,309	9,268	22,132	14,032	14,557	41,524	12,492	9,131	4,630
Greenville	59	193,172	.1042	3,795	.1029	92	93	41,804	7,267	30,582	11,061	12,770	40,694	15,026	13,600	5,630
△Spartanburg	251	117,847	.0635	2,840	.0743	78	86	27,778	4,198	14,772	6,428	7,129	25,265	9,265	7,943	4,050
Total Above Areas		665,110	.3586	3,569	.3671	87	85	144,012	29,626	89,742	45,662	46,979	139,780	48,691	45,279	20,491

SOUTH DAKOTA — Counties and Cities —

(Other West North Central States: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota.)

City	County	Map, page 718	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Genl. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Aberdeen	Brown		23.3	297	41	49	22	32	14	20	30	29	9
Brookings	Brookings		8.0	114	11	24	15	8	5	7	11	13	5
Huron	Beadle		13.9	228	34	39	22	19	8	17	23	22	4
Mitchell	Davison		13.5	211	22	45	17	13	12	18	25	17	8
Rapid City	Pennington		37.9	370	42	84	33	34	25	32	38	22	11
Sioux Falls	Minnehaha		62.1	676	83	158	55	56	46	44	67	46	24
Watertown	Codington		14.0	242	23	48	20	18	14	24	28	25	6
Yankton	Yankton		9.7	187	18	30	13	15	13	21	23	24	6

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
1Armstrong																				
Aurora		4.6	.0028	1.3		4,551	.0018	989	3,501	5,723	1.3	3,495	45.7	18.4	27.9	26.0	18.0	25.8	8.4	29.8
Beadle		21.6	.0130	6.7	13.9	29,577	.0111	1,369	4,414	10,412	7.2	4,091	36.5	12.6	23.3	18.5	28.4	34.8	11.8	34.1
Huron		13.9	.0084	4.2		21,379	.0080	1,538	5,090		5.1	4,200	33.8	11.3	23.3	18.1	30.5	36.4	12.4	34.2
Bennett		3.6	.0022	.8		4,723	.0018	1,312	5,904	4,788	1.1	4,498	40.5	12.7	25.2	18.2	17.3	19.3	17.0	49.8
Bon Homme		8.2	.0049	2.5		9,982	.0037	1,217	3,993	8,628	2.9	3,480	39.5	16.0	31.8	29.6	20.8	30.0	7.9	24.4
Brookings		18.3	.0111	5.2	8.0	24,222	.0091	1,324	4,658	15,002	6.7	3,597	42.3	16.5	27.6	25.0	21.1	29.4	9.0	29.1
Brookings		8.0	.0048	2.2		11,883	.0045	1,485	5,401		3.7	3,237	40.1	21.4	26.3	26.3	17.7	27.4	6.9	24.9

1 Armstrong County is no longer a political entity. It has been annexed by Dewey County.

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Before using these figures, see explanation page 11.

WATERTOWN, South Dakota

A CITY OF BUILDERS

The logical place for your industrial expansion or relocation. Heartland of agricultural Midwest. Present industries thriving & expanding. City of 14,000 on three railroads . . . two transcontinental highways. Favorable utilities . . . efficient labor . . . abundant water. Industrial foundation ready to assist you. Industrial sites & buildings available.

Direct your confidential inquiry to
Watertown Chamber of Commerce
WATERTOWN, SOUTH DAKOTA

Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous co-operation.

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COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Brown		34.2	.0206	10.3	23.3	48,783	.0184	1,427	4,737	16,557	11.6	4,208	31.7	10.6	27.0	20.8	28.6	34.1	12.7	34.5
Aberdeen		23.3	.0141	6.8		36,008	.0136	1,545	5,295		8.4	4,282	30.2	9.9	26.7	20.3	30.0	35.1	13.1	34.7
Brule		5.9	.0035	1.7		6,451	.0024	1,093	3,795	5,946	1.7	3,893	42.0	16.0	26.2	23.0	21.6	29.4	10.2	31.6
Buffalo		1.6	.0010	.4		1,550	.0006	969	3,875	2,643	.5	3,305	46.7	19.9	26.8	26.4	17.1	25.9	9.4	27.8
Butte		7.7	.0047	2.5	3.5	8,816	.0033	1,145	3,526	7,770	2.4	3,624	39.3	15.2	26.4	23.8	25.7	35.5	8.6	25.5
Campbell		3.3	.0019	.9		2,816	.0011	853	3,129	3,552	.9	3,061	46.0	21.1	33.1	35.2	16.3	26.7	4.6	17.0
Charles Mix		16.7	.0101	4.7		20,977	.0079	1,256	4,463	10,468	5.1	4,121	32.2	11.0	27.4	21.6	29.1	35.4	11.3	32.0
Clark		8.2	.0050	2.5		9,269	.0035	1,130	3,708	9,722	2.5	3,731	36.6	13.8	31.3	27.3	22.2	29.8	9.9	29.1
Clay		12.0	.0072	3.8	5.9	16,023	.0060	1,335	4,578	12,426	4.9	3,266	50.4	21.7	23.5	23.4	17.8	27.4	8.3	27.5
Codington		20.0	.0121	6.0	14.0	27,490	.0104	1,375	4,582	8,447	6.4	4,275	31.2	10.3	25.3	19.2	31.2	36.6	12.3	33.9
Watertown		14.0	.0084	4.3		21,327	.0080	1,523	4,960		4.8	4,399	29.0	9.3	25.4	18.7	32.7	37.3	12.9	34.7
Corson		6.0	.0036	1.4		8,246	.0023	1,041	4,461	4,484	1.6	4,006	43.3	15.2	24.1	19.6	20.3	25.4	12.3	39.8
Custer		5.6	.0034	1.6		5,397	.0021	964	3,373	2,831	1.7	3,255	43.0	18.6	29.7	29.7	20.9	32.1	6.4	19.6
Davison		17.0	.0102	5.2	13.5	26,046	.0098	1,532	5,009	5,068	6.2	4,222	34.2	11.4	24.8	19.1	29.0	34.4	12.0	35.1
Mitchell		13.5	.0081	4.0		22,755	.0086	1,686	5,689		5.4	4,235	34.0	11.3	24.6	18.8	29.5	35.0	11.9	34.9
Day		11.6	.0070	3.3	2.4	12,557	.0047	1,083	3,805	9,394	3.6	3,526	39.9	15.9	30.2	27.9	21.8	31.0	8.1	25.2
Deuel		6.5	.0039	1.7		7,354	.0028	1,131	4,326	8,766	1.9	3,826	33.7	12.4	34.1	28.9	21.4	28.1	10.8	30.6
1Dewey		4.8	.0029	1.2		4,416	.0016	920	3,680	3,404	1.1	3,874	39.1	14.2	29.2	24.5	21.7	28.1	10.0	33.2
Douglas		4.9	.0030	1.2		5,804	.0022	1,184	4,837	5,371	1.5	3,911	34.5	12.4	29.2	24.3	25.9	33.2	10.4	30.1
Edmunds		7.1	.0043	1.8		6,211	.0024	875	3,451	5,433	1.9	3,279	44.4	19.0	29.9	29.7	19.7	30.2	6.0	21.1
Fall River		11.6	.0070	3.2	5.7	13,639	.0051	1,176	4,262	3,820	3.5	3,851	33.9	12.4	27.3	23.1	29.2	38.0	9.6	26.5
Faulk		4.6	.0027	1.5		5,544	.0021	1,205	3,696	6,181	1.3	4,421	33.9	10.8	25.3	18.6	27.0	30.6	13.8	40.0
Grant		9.7	.0059	2.7	2.9	11,645	.0044	1,201	4,313	9,362	3.0	3,847	34.2	12.5	30.5	25.8	25.0	32.6	10.3	29.1
Gregory		7.7	.0048	2.5		7,822	.0029	1,016	3,129	7,405	2.4	3,265	43.8	18.9	30.3	30.1	18.9	29.0	7.0	22.0
Haakon		2.8	.0017	.7		5,084	.0019	1,816	7,263	5,414	.9	5,764	29.8	7.3	22.4	12.6	24.1	21.0	23.7	59.1
Hamlin		6.5	.0039	2.1		7,158	.0027	1,101	3,409	7,676	2.0	3,597	36.1	14.1	34.9	31.6	20.8	29.0	8.2	25.3
Hand		6.5	.0040	1.8		8,352	.0032	1,285	4,640	9,341	2.0	4,110	38.2	13.1	28.7	22.7	19.8	24.2	13.3	40.0
Hanson		4.9	.0029	1.3		5,368	.0020	1,096	4,129	4,755	1.3	4,027	40.9	14.3	26.2	21.1	18.8	23.4	14.1	41.2
Harding		1.9	.0012	.7		3,063	.0011	1,612	4,376	4,882	.7	4,648	39.5	11.9	21.5	15.1	21.9	23.8	17.1	49.4
Hughes		8.8	.0053	2.4	6.4	14,700	.0056	1,670	6,125	3,184	2.9	5,055	28.1	7.8	22.1	14.3	30.3	30.0	19.5	47.9
Hutchinson		10.7	.0064	3.2		10,561	.0039	987	3,300	10,455	3.2	3,301	43.5	18.5	27.2	26.9	22.8	34.6	6.5	20.0
Hyde		2.6	.0016	.7		3,581	.0014	1,377	5,116	3,339	.8	4,223	37.0	12.3	29.2	22.4	19.3	23.0	14.5	42.3
Jackson		1.8	.0011	.5		2,162	.0008	1,201	4,324	1,915	.5	4,056	34.9	12.1	29.8	23.9	24.4	30.2	10.9	33.8
Jerauld		3.9	.0023	1.2		4,209	.0016	1,079	3,508	4,606	1.1	3,908	39.7	14.3	26.6	22.0	22.7	29.2	11.0	34.5
Jones		2.3	.0014	.8		2,563	.0010	1,114	3,204	3,227	.7	3,736	41.3	15.5	25.0	21.9	22.6	30.3	11.1	32.3
Kingsbury		9.4	.0057	2.8		11,100	.0041	1,181	3,964	10,673	3.0	3,715	38.0	14.4	28.7	25.1	24.6	33.2	8.7	27.3
Lake		10.5	.0063	3.0	4.6	13,531	.0051	1,289	4,510	10,500	3.3	4,065	31.5	10.9	31.4	25.2	25.2	31.1	11.9	32.8
Lawrence		17.8	.0107	5.7	11.3	24,335	.0092	1,367	4,269	2,218	6.1	3,983	28.9	10.3	28.4	23.1	34.1	42.9	8.6	23.7
Lincoln		12.3	.0075	3.7	2.5	14,129	.0053	1,149	3,819	17,430	3.9	3,649	35.6	13.7	30.5	27.1	26.3	36.2	7.6	23.0
Lyman		4.4	.0026	1.1		6,921	.0026	1,573	6,292	6,565	1.5	4,727	35.6	10.6	24.3	16.7	22.4	23.8	17.7	48.9
McCook		8.2	.0050	2.5		9,000	.0034	1,098	3,600	7,996	2.4	3,682	36.5	13.9	30.1	26.5	23.2	31.7	10.2	27.9
McPherson		6.3	.0038	1.7		5,603	.0021	889	3,296	4,837	2.0	2,797	53.8	27.0	27.4	32.0	14.8	26.1	4.2	14.9
Marshall		7.2	.0043	2.1		8,475	.0032	1,177	4,036	8,559	2.3	3,678	37.5	14.4	32.8	28.9	21.3	29.0	8.4	27.7
Meade		12.8	.0077	3.1	4.0	17,255	.0065	1,348	5,566	9,451	4.7	3,664	46.2	17.7	25.5	22.7	17.8	24.1	10.7	35.5
Mellette		2.8	.0017	.8		3,245	.0012	1,159	4,056	3,933	.8	4,031	42.6	14.9	27.8	22.4	16.9	21.0	12.7	41.7
Miner		5.8	.0035	1.7		6,140	.0023	1,059	3,612	6,178	1.8	3,394	43.1	17.9	27.5	26.3	21.7	32.0	7.7	23.8

1 Armstrong County is no longer a political entity. It has been annexed by Dewey County.

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Before using these figures, see explanation page 11.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.



Now---A Metropolitan Area

(Sales Management 1956)

DAILY—SUNDAY
The Newspaper of
Western South Dakota

Write For—
1956 BUSINESS SURVEY and MARKET GUIDE

Retail Sales: $76,100,000

POPULATION: Estimated Jan. 1, 1956 **38,831**

A. B. C. CIRCULATION, Sept. 30, 1955 **25,271**

★ RAPID CITY ★
DAILY JOURNAL

SOUTH DAKOTA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Minnehaha	137	81.8	.0493	25.3	64.5	130,998	.0494	1,601	5,178	28,550	28.6	4,582	25.4	7.8	24.4	17.4	35.6	38.9	14.6	35.9
▲Sioux Falls		62.1	.0375	18.9		104,438	.0393	1,682	5,526		22.6	4,622	24.9	7.6	24.0	16.8	36.4	39.5	14.7	36.1
Moody		9.1	.0055	2.5		10,229	.0038	1,124	4,092	13,094	3.0	3,384	44.9	18.7	27.2	25.1	20.7	30.7	7.2	24.5
Pennington	245	53.3	.0322	16.7	41.2	78,339	.0295	1,470	4,691	6,407	18.7	4,200	30.2	10.1	26.4	20.4	31.2	37.3	12.2	32.2
△Rapid City		37.9	.0229	11.6		56,681	.0213	1,496	4,886		13.3	4,263	29.2	9.6	26.3	20.1	31.9	37.5	12.6	32.8
Perkins		6.6	.0040	1.8	2.7	8,569	.0032	1,298	4,761	6,838	2.0	4,345	33.9	11.0	22.8	17.0	29.4	33.9	13.9	38.1
Potter		4.5	.0027	1.3		6,159	.0023	1,369	4,738	5,512	1.4	4,316	33.8	11.0	30.7	23.1	22.7	26.4	12.8	39.5
Roberts		13.9	.0084	3.6	2.8	14,084	.0053	1,013	3,912	13,359	4.1	3,433	43.5	17.8	26.6	25.2	21.7	31.8	8.2	25.2
Sanborn		4.6	.0027	1.4		4,982	.0019	1,083	3,559	5,807	1.4	3,521	41.7	16.7	28.4	26.2	21.1	30.1	8.8	27.0
Shannon		5.5	.0033	1.1		3,248	.0012	591	2,653	2,559	1.2	2,689	62.1	32.5	20.4	24.6	12.4	23.2	5.1	19.7
Spink		12.1	.0073	3.3	2.7	14,075	.0053	1,163	4,265	13,003	3.7	3,854	35.5	13.0	29.6	24.9	24.1	31.4	10.8	30.7
Stanley		1.4	.0009	.4		1,970	.0008	1,407	4,925	3,239	.4	4,571	38.5	11.9	27.9	19.8	15.8	20.6	14.8	47.7
Sully		2.8	.0017	.8		5,535	.0021	1,977	6,919	6,787	.8	5,791	24.7	5.1	25.7	12.3	21.3	15.8	28.3	66.8
Todd		4.0	.0024	1.0		2,765	.0010	691	2,765	4,663	1.1	2,599	59.9	32.4	25.8	32.3	9.8	18.9	4.5	16.4
Tripp		8.5	.0051	2.4	3.1	9,773	.0037	1,150	4,072	9,919	2.6	3,804	41.7	15.4	25.2	21.6	23.1	30.4	10.0	32.6
Turner		11.0	.0066	3.4		11,908	.0044	1,073	3,473	14,875	3.2	3,696	33.1	12.6	33.4	29.3	25.8	34.7	8.0	23.4
Union		10.2	.0062	3.2	.5	11,296	.0043	1,107	3,530	13,644	3.1	3,601	35.2	14.9	28.1	25.4	25.4	35.4	8.3	24.3
Walworth		7.2	.0043	2.2	3.7	9,636	.0036	1,336	4,380	4,447	2.2	4,400	29.2	9.3	25.0	18.5	31.6	38.0	14.2	36.2
Washabaugh		1.0	.0006	.2		968	.0004	968	4,840	2,048	.2	4,017	56.5	20.5	15.8	12.7	9.1	11.4	16.6	55.4
Yankton		18.3	.0111	4.7	9.7	21,240	.0080	1,161	4,519	11,537	5.8	3,672	38.0	14.5	27.7	24.6	25.8	35.3	8.5	25.7
Yankton		9.7	.0059	3.0		14,445	.0054	1,489	4,815		3.9	3,723	38.0	14.4	26.0	22.6	27.2	36.6	8.8	26.4
Ziebach		2.7	.0016	.7		2,886	.0011	1,069	4,123	3,263	.7	4,129	45.6	15.6	21.8	17.0	18.2	22.1	14.4	45.3
Total Above Cities		182.4	.1101	55.0		288,915	.1087	1,584	5,253		67.2	4,302	30.2	9.9	25.1	18.9	31.9	37.2	12.8	34.0
State Total		671.7	.4051	195.9	252.8	863,018	.3250	1,285	4,406	508,237	217.9	3,977	35.5	12.6	27.0	22.0	26.4	33.3	11.1	32.1

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955															
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
1 Armstrong																
Aurora		2,852	.0015	2,194	.0019	68	54	493	208	231	...	82	74	280	1,108	103
Beadle		25,398	.0137	3,791	.0123	95	105	4,879	1,471	3,391	1,519	931	4,935	1,846	3,801	497
Huron		22,557	.0122		.0093	111	145	4,539	1,266	3,235	1,519	918	4,732	1,292	3,090	465
Bennett		2,961	.0016	3,701	.0018	82	73	569	154	305	...	...	241	231	339	36
Bon Homme		7,120	.0038	2,848	.0040	82	78	1,789	485	315	233	308	1,125	539	1,705	234
Brookings		19,011	.0103	3,656	.0098	88	93	3,220	830	1,913	419	430	3,943	996	4,893	517
Brookings		14,851	.0080		.0056	117	167	2,197	671	1,781	419	430	3,145	793	3,505	435
Brown		43,944	.0237	4,268	.0205	100	115	7,878	2,818	5,380	3,223	1,986	9,087	2,606	5,943	1,146
Aberdeen		38,431	.0207		.0158	112	147	6,713	2,476	5,262	3,223	1,986	8,073	2,027	4,656	1,079
Brule		9,106	.0049	5,306	.0033	94	140	1,402	810	544	101	27	2,818	723	1,471	301
Buffalo		327	.0001	818	.0006	60	10	129	30	35	...	...	72	...	61	...
Butte		13,005	.0071	5,202	.0047	100	151	2,234	582	1,009	175	206	3,077	1,131	3,484	400
Campbell		1,591	.0008	1,768	.0012	63	42	283	137	186	19	20	68	76	759	33
Charles Mix		11,508	.0062	2,449	.0078	77	61	2,458	922	470	183	91	1,028	789	2,943	181
Clark		5,053	.0027	2,021	.0035	70	54	859	212	346	52	57	773	401	1,728	131

1 Armstrong County is no longer a political entity. It has been annexed by Dewey County.

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Before using these figures, see explanation page 11.

The Sioux Falls Argus-Leader gives you

98% COVERAGE

of South Dakota's Metropolitan Area

South Dakota's Leading Daily Newspaper

SIOUX FALLS Argus-Leader

Represented by The Branham Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SOUTH DAKOTA — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

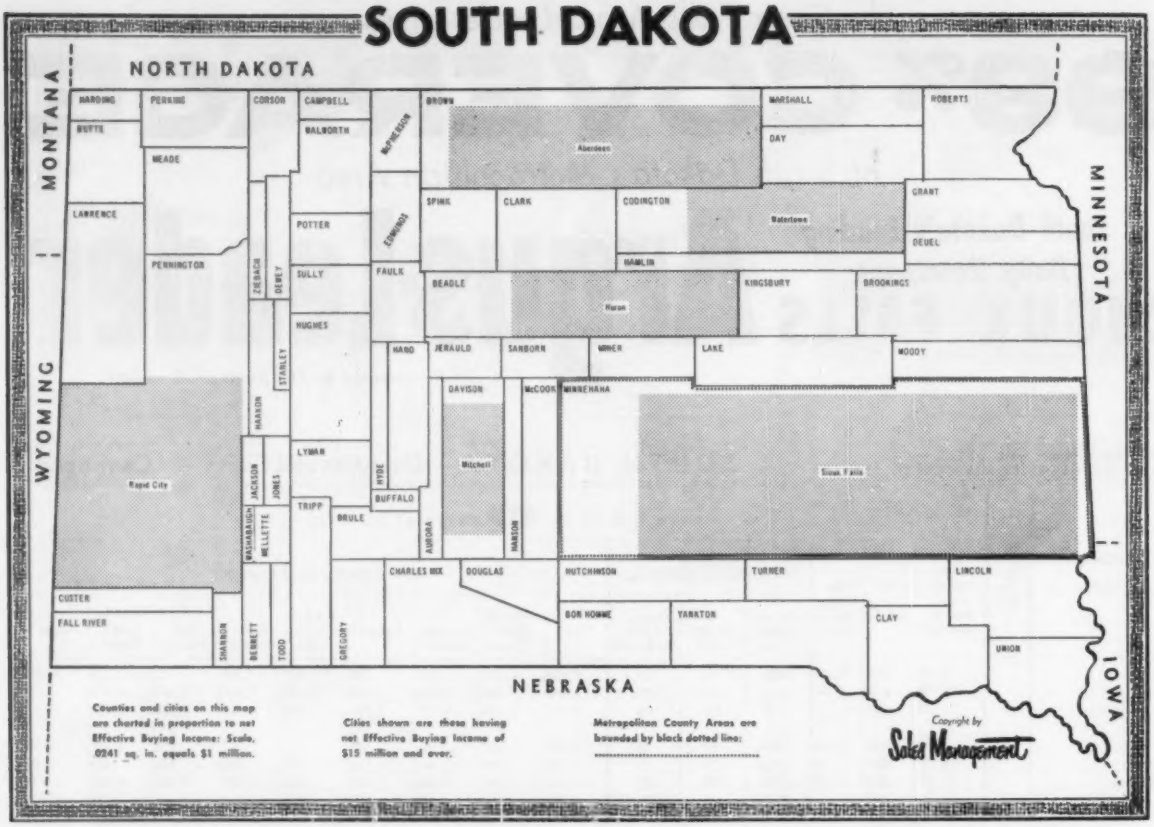
COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Clay		8,059	.0044	2,303	.0058	81	61	1,853	415	620	99	441	1,528	611	1,529	283
Codington		28,775	.0155	4,796	.0123	102	128	4,043	1,614	3,433	1,261	1,129	7,973	2,038	4,181	597
Watertown		27,475	.0148		.0101	120	176	3,818	1,458	3,355	1,261	1,129	7,697	1,920	3,782	597
Corson		3,596	.0019	2,569	.0024	67	53	623	159	340	39	...	437	216	1,162	70
Custer		4,361	.0024	2,726	.0025	74	71	1,067	417	302	116	75	754	546	519	99
Davison		27,959	.0150	5,377	.0114	112	147	4,068	1,891	3,084	1,731	765	7,318	1,842	4,267	707
Mitchell		26,133	.0141		.0102	126	174	3,860	1,645	2,952	1,731	724	7,318	1,516	3,514	675
Day		8,332	.0045	2,525	.0051	73	64	1,326	405	481	297	208	1,514	652	1,967	253
Deuel		5,070	.0028	2,962	.0030	77	72	732	143	311	58	61	551	518	1,195	68
1Dewey		3,000	.0016	2,500	.0019	66	55	490	114	395	26	52	326	230	865	118
Douglas		4,394	.0024	3,662	.0024	80	80	687	214	300	67	35	808	343	1,691	157
Edmunds		4,714	.0025	2,619	.0028	65	58	606	161	280	28	51	923	296	1,627	51
Fall River		9,179	.0049	2,868	.0054	77	70	1,446	958	1,113	321	294	1,965	791	1,220	365
Faulk		3,774	.0021	2,516	.0023	85	78	737	261	228	73	50	684	328	1,041	203
Grant		8,067	.0043	2,988	.0046	78	73	1,097	424	600	106	304	1,532	548	1,877	236
Gregory		7,360	.0040	2,944	.0036	78	67	1,410	561	198	189	92	963	711	2,484	161
Haakon		4,712	.0028	6,731	.0020	116	147	610	281	200	...	136	1,478	401	1,015	30
Hamlin		3,995	.0022	1,902	.0028	72	56	852	258	111	14	44	442	373	1,447	99
Hand		6,019	.0032	3,344	.0034	85	80	583	436	498	31	226	847	1,320	1,065	103
Hanson		2,406	.0013	1,851	.0020	69	45	384	103	129	...	93	...	124	646	119
Harding		1,242	.0007	1,774	.0010	83	58	174	129	156	...	...	514	154	68	48
Hughes		12,805	.0069	5,335	.0059	111	130	2,547	982	873	874	543	3,353	1,000	1,398	466
Hutchinson		10,002	.0054	3,126	.0048	75	84	1,387	447	838	158	347	1,369	562	3,755	196
Hyde		2,239	.0012	3,199	.0014	88	75	500	96	49	87	50	389	181	788	29
Jackson		2,148	.0012	4,296	.0010	91	109	456	47	48	116	...	273	442	455	68
Jerauld		3,325	.0017	2,771	.0018	78	74	813	207	317	39	26	318	206	1,095	102
Jones		2,049	.0011	2,561	.0011	79	79	293	209	317	...	...	342	454	262	40
Kingsbury		8,593	.0047	3,069	.0046	81	82	1,657	403	813	51	257	1,889	403	2,418	147
Lake		11,388	.0061	3,796	.0056	89	97	2,299	590	1,024	242	483	2,693	719	1,698	244
Lawrence		18,806	.0102	3,299	.0098	92	95	4,931	1,492	1,779	1,242	864	3,951	1,538	1,062	763
Lincoln		11,401	.0061	3,081	.0060	80	81	934	350	906	370	150	2,205	758	2,865	328
Lyman		3,120	.0017	2,838	.0023	88	65	554	135	165	42	...	341	852	730	86
McCook		8,337	.0045	3,335	.0041	82	90	1,204	630	679	45	60	1,964	407	2,219	137
McPherson		4,946	.0026	2,909	.0026	68	68	773	279	396	400	188	1,180	235	1,108	192
Marshall		5,909	.0032	2,814	.0034	79	74	467	314	348	156	...	2,337	348	1,408	160
Meade		8,719	.0047	2,813	.0062	81	61	2,567	648	709	486	68	1,243	680	1,516	252
Mellette		925	.0005	1,156	.0011	65	29	237	86	...	21	...	289	63	73	28
Miner		4,419	.0024	2,599	.0025	71	69	971	340	332	39	51	614	213	1,441	186
Minnehaha	137	109,854	.0592	4,342	.0524	108	120	17,522	6,693	15,601	5,998	4,840	25,961	6,165	12,856	3,466
▲Sioux Falls		94,564	.0510		.0425	113	136	16,019	6,129	14,753	5,941	4,665	23,284	4,589	9,448	3,256

1 Armstrong County is no longer a political entity. It has been annexed by Dewey County.

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Before using these figures, see explanation page 11.

SOUTH DAKOTA



SOUTH DAKOTA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

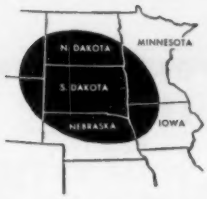
COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Moody		5,953	.0032	2,381	.0039	71	58	1,125	416	130	211	114	981	330	2,124	87
Pennington	245	69,496	.0375	4,161	.0325	101	116	11,472	5,494	5,345	3,230	2,843	21,343	4,885	9,174	2,278
△Rapid City		64,723	.0349		.0257	112	152	10,530	4,798	4,878	3,051	2,799	21,097	3,752	8,558	2,193
Perkins		8,314	.0045	4,619	.0037	93	113	1,236	356	526	247	173	1,411	693	1,952	161
Potter		5,687	.0030	4,378	.0026	96	111	987	291	156	256	166	1,268	437	1,435	97
Roberts		8,510	.0046	2,364	.0057	68	55	1,194	860	1,305	126	198	1,709	489	2,155	259
Sanborn		4,432	.0024	3,166	.0022	81	89	670	196	83	78	26	767	383	1,253	77
Shannon		1,009	.0005	917	.0014	42	15	289	48	286	...	...	187	96	94	31
Spink		10,577	.0057	3,208	.0059	81	78	2,227	621	427	350	289	1,766	1,026	3,206	265
Stanley		3,734	.0020	9,335	.0011	122	222	232	453	103	...	...	516	243	340	181
Sully		2,239	.0013	2,799	.0018	106	76	354	40	92	...	54	821	154	594	76
Todd		1,050	.0005	1,050	.0011	46	21	286	102	197	...	55	...	289	121	...
Tripp		14,336	.0077	5,973	.0052	102	151	1,840	653	2,379	295	476	4,143	947	1,863	236
Turner		9,787	.0063	2,870	.0051	77	80	1,683	391	678	130	244	2,014	687	2,785	318
Union		9,210	.0050	2,878	.0049	79	81	1,146	790	980	115	31	2,268	659	1,970	409
Walworth		9,869	.0053	4,468	.0043	100	123	1,718	857	688	337	256	1,945	756	2,648	230
Washabaugh		116	.0001	580	.0003	50	17	93	...	23	...	...	...	...	...	...
Yankton		23,422	.0126	4,883	.0100	90	114	4,006	1,338	3,744	1,497	1,486	3,955	1,457	3,455	648
Yankton		21,594	.0116		.0074	125	197	3,766	1,203	3,619	1,497	1,498	3,812	1,275	3,014	648
Ziebach		936	.0005	1,337	.0010	63	31	247	...	117	...	40	68	27	230	62
Total Above Cities		310,328	.1673		.1266	115	152	51,442	19,646	39,835	18,652	14,149	79,158	17,164	39,567	9,348
State Total		704,524	.3797	3,596	.3574	88	94	119,850	44,260	89,832	27,598	22,565	153,631	50,424	130,665	19,648

▲ and △ See end of state for SM Metropolitan County Areas.

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Big Aggie land . . . where 660,000 families have an effective buying income of $3 Billion . . . where retail sales amount to $2.5 Billion and where only WNAX-570 gives you saturation coverage of this rich five state market.

Big Aggie land families are radio fans and radio means WNAX-570. Why is this? Because Big Aggie land is the land where TV means *'Taint Visible.* No television station or series of stations, can effectively reach this broad five state area—covering hundreds of square miles.

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WNAX-570

YANKTON, SOUTH DAKOTA

CBS Radio
A Cowles Station

Under the same management as
KVTV Channel 9, Sioux City
Iowa's second largest market.
Don D. Sullivan, Advertising Director

SOUTH DAKOTA— SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Rapid City	245	53.3	.0322	16.7	41.2	78,339	.0295	1,470	4,691
Sioux Falls	137	81.8	.0493	25.3	64.5	130,998	.0494	1,601	5,178
Total Above Areas		135.1	.0815	42.0	105.7	209,337	.0789	1,549	4,984

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Rapid City	245	89,496	.0375	4,161	.0325	101	118	11,472	5,494	5,345	3,230	2,843	21,343	4,865	9,174	2,278
Sioux Falls	137	109,854	.0692	4,342	.0524	106	120	17,522	6,693	15,601	5,958	4,840	25,961	6,165	12,856	3,466
Total Above Areas		179,350	.0867	4,270	.0849	104	119	28,994	12,187	20,948	9,228	7,683	47,304	11,030	22,030	5,744

TENNESSEE— Counties and Cities —

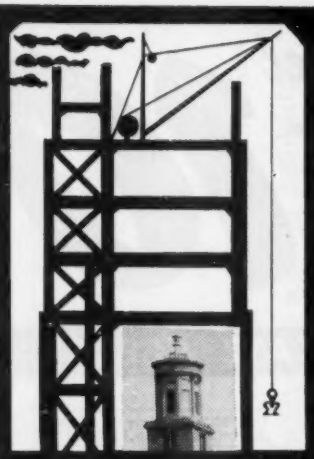
(Other East South Central States: Alabama, Kentucky, Mississippi.)

Map, page 723 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Bristol	Sullivan	18.4	238	63	28	21	25	15	20	23	9	6
Chattanooga	Hamilton	130.4	1,928	445	327	188	132	132	113	194	78	62
Clarksville	Montgomery	20.3	340	95	50	32	28	16	27	25	13	8
Cleveland	Bradley	13.2	317	69	39	12	29	20	54	36	15	9
Columbia	Maury	11.0	261	75	28	25	19	7	21	25	20	6
Covington	Tipton	5.0	160	56	15	8	7	9	13	17	8	4
Dyersburg	Dyer	11.3	212	56	27	16	15	16	19	10	10	10
Elizabethton	Carter	11.9	241	73	12	19	23	16	21	30	7	6
Greeneville	Greene	10.1	213	55	32	19	12	11	19	16	14	6
Jackson	Madison	36.0	474	122	80	46	36	20	38	55	23	16
Johnson City	Washington	34.8	413	134	49	30	43	26	20	37	14	10
Kingsport	Sullivan	24.3	398	97	53	35	31	27	45	33	16	14
Knoxville	Knox	129.1	1,739	404	321	152	124	107	97	176	81	58
Lawrenceburg	Lawrence	6.3	149	31	16	14	11	10	22	14	12	7
Lebanon	Wilson	9.0	191	46	30	28	8	14	14	19	8	4
Maryville	Blount	8.9	263	74	31	11	12	26	25	33	15	5
McMinnville	Warren	8.8	208	64	18	24	15	9	22	20	8	4
Memphis	Shelby	453.3	4,022	885	702	390	308	232	168	387	156	249
Morristown	Hamblen	15.1	201	57	19	17	14	11	18	26	12	3
Murfreesboro	Rutherford	16.3	283	79	34	22	17	15	23	37	15	8
Nashville	Davidson	175.1	2,290	472	452	242	162	109	102	198	80	107
Oak Ridge	Anderson	34.3										
Paris	Henry	9.5	192	48	29	22	16	11	13	16	9	6
Pulaski	Giles	5.9	186	51	23	17	15	7	15	20	13	8
Shelbyville	Bedford	10.7	196	46	18	13	12	14	14	28	15	6
Union City	Obion	7.8	208	55	39	15	17	9	15	18	12	6

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Anderson	74	58.5	.0353	15.2	37.1	89,220	.0338	1,525	5,870	997	17.2	5,178	20.8	5.9	23.7	15.5	37.9	38.3	17.6	40.3
Oak Ridge		34.3	.0207	9.0		66,487	.0250	1,938	7,387		11.4	5,833	13.7	3.4	19.5	11.4	44.4	39.8	22.4	45.4
Bedford		23.5	.0142	6.7	10.7	22,538	.0084	959	3,384	5,866	6.9	3,249	46.0	20.8	33.3	34.7	15.5	24.9	5.2	19.6
Shelbyville		10.7	.0065	3.4		13,135	.0049	1,228	3,863		3.6	3,700	40.3	16.0	33.7	30.9	18.5	26.1	7.5	27.0
Benton		10.8	.0065	3.0		8,925	.0034	826	2,975	1,605	3.2	2,789	54.2	28.5	30.2	36.7	12.2	22.8	3.4	12.0
Bledsoe		8.4	.0050	1.7		5,232	.0020	629	3,107	1,563	2.1	2,559	63.0	36.1	25.3	33.5	8.7	17.8	3.0	12.6
Blount	74	60.7	.0368	15.5	19.8	61,043	.0230	1,006	3,938	3,746	16.9	3,612	35.3	14.3	36.8	34.4	21.9	31.8	6.0	19.5
Maryville-Alcoa		*17.1*	*.0103*	*5.0*		*35,465*	*.0096*	*1,489*	*5,003*											
Maryville		8.9	.0054	2.7		15,027	.0057	1,688	5,566		3.5	3,926	37.6	14.1	31.4	27.0	22.4	29.9	8.6	29.0
Bradley		33.5	.0203	8.8	13.2	33,029	.0124	986	3,753	2,687	9.7	3,419	41.6	17.8	34.1	33.9	19.0	29.0	5.3	19.3
Cleveland		13.2	.0080	3.9		15,839	.0060	1,200	4,061		4.4	3,580	39.1	16.0	32.6	30.9	22.4	32.7	5.9	20.4
Campbell		34.9	.0210	8.2	6.6	25,792	.0097	739	3,145	1,321	8.7	2,958	48.7	24.1	34.4	39.4	13.3	23.6	3.6	12.9
Cannon		8.1	.0049	2.1		5,868	.0022	724	2,794	2,478	2.2	2,679	57.2	31.3	31.0	39.2	8.6	16.8	3.2	12.7
Carroll		26.2	.0158	7.5	3.7	22,381	.0085	854	2,984	8,108	8.1	2,764	54.7	29.0	28.1	34.6	14.6	27.5	2.6	8.9
Carter		44.7	.0269	11.1	11.9	45,021	.0169	1,007	4,056	1,543	12.2	3,694	38.5	15.3	30.9	29.3	23.4	33.2	7.2	23.2
Elizabethton		11.9	.0072	3.4		16,424	.0062	1,380	4,831		3.7	4,419	31.1	10.3	27.1	20.8	30.1	35.6	11.7	33.3
Cheatham		8.1	.0049	2.0		6,477	.0024	800	3,239	2,507	2.3	2,885	52.3	26.8	30.4	35.8	13.8	25.3	3.5	12.1
Chester		11.1	.0067	2.8	2.6	8,054	.0031	726	2,878	2,605	3.1	2,607	59.1	33.3	28.3	35.8	10.2	20.4	2.4	9.5
Claiborne		23.7	.0143	5.5		14,806	.0056	625	2,692	4,201	5.5	2,561	60.7	34.8	29.3	38.8	7.4	15.1	2.6	11.3
Clay		7.5	.0045	1.9		4,423	.0018	590	2,328	1,647	1.9	2,345	67.8	42.3	22.3	32.1	8.3	18.6	1.6	7.0
Cocke		21.6	.0131	5.3	3.7	14,389	.0054	666	2,715	3,397	5.6	2,592	60.2	34.0	27.1	35.6	10.5	21.1	2.2	9.3

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Before using these figures, see explanation page 11.



CIRCULATION

Daily NASHVILLE TENNESSEAN and Daily NASHVILLE BANNER Circulation—204,762.

Sunday NASHVILLE TENNESSEAN Circulation—197,672.

ABC, Sept. 30, 1955

Rising Concrete And Steel Mark The Fabulous Progress Of

NASHVILLE, TENNESSEE

Confidence in Nashville's future is being expressed by businessmen who are investing in new plant facilities and expanding or modernizing established operations. Take a glance at JUST A FEW of the major projects which have been under construction during 1955, or are planned for the immediate future:

- FORD MOTOR COMPANY now building largest glass plant in the world. Annual payroll to run $15,000,000.
- DEPARTMENT STORE BUILDING EXPANSION—$16,000,000. (Cain - Sloan Company, $6,000,000. Castner - Knott Company, $3,000,000. Harvey's, $3,000-000. Sears, Roebuck, $4,000,000.)
- NEW SHOPPING CENTERS—$5,200,000. (Green Hills, $2,500,000 with 19 establishments, parking 1200 cars. Madison, $2,700,000 with 23 establishments, parking 1200 cars.)
- BAPTIST HOSPITAL constructing $9,000,-000 medical center, to be completed in three years.
- LIFE & CASUALTY INSURANCE COMPANY erecting tallest office building in Southeast at cost of $5,500,000.

Market Population—1,356,800 Eff. Buy. Income—$1,458,075,000

Retail Sales—$1,054,724,000



Evening



Morning • Sunday

NEWSPAPER PRINTING CORPORATION, Agent

Represented Nationally by THE BRANHAM CO.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TENNESSEE — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Coffee		26.2	.0158	7.2	8.7	23,381	.0088	892	3,245	3,638	7.7	3,018	49.6	24.2	31.1	34.9	15.2	26.4	3.9	14.5
Crockett		15.3	.0092	4.1		14,263	.0054	932	3,479	9,859	4.7	3,008	48.4	23.6	33.0	37.1	15.1	26.3	3.5	13.0
Cumberland		20.0	.0121	4.6		13,931	.0052	697	3,028	1,412	5.1	2,727	56.4	30.3	29.2	38.3	11.5	22.1	2.9	11.3
Davidson	96	354.6	.2138	100.4	281.8	554,116	.2087	1,563	5,519	6,943	123.5	4,486	32.3	10.6	27.9	21.0	27.8	32.4	12.0	36.0
▲Nashville		178.1	.1074	52.5		273,049	.1028	1,533	5,201		69.0	3,956	37.2	13.8	29.8	25.5	23.9	31.6	9.1	29.1
Decatur		8.8	.0053	2.4		5,772	.0021	656	2,405	1,609	2.4	2,410	63.8	38.8	26.2	36.9	8.6	18.7	1.4	5.6
De Kalb		10.6	.0064	2.6		7,164	.0027	676	2,755	2,558	3.0	2,401	65.1	39.6	24.1	34.1	9.2	20.0	1.6	6.1
Dickson		18.0	.0109	5.1	3.2	14,780	.0056	821	2,898	2,902	5.1	2,889	53.6	27.2	27.9	32.7	14.6	26.5	3.9	13.6
Dyer		31.7	.0191	9.0	11.3	31,199	.0118	984	3,467	13,530	9.7	3,233	48.7	22.1	29.6	31.0	16.4	26.6	5.3	20.3
Dyersburg		11.3	.0068	3.5		15,547	.0059	1,376	4,442		4.2	3,741	41.4	16.2	30.6	27.8	20.0	27.9	8.0	28.1
Fayette		29.9	.0186	8.9		14,558	.0054	552	2,487	8,376	6.1	2,374	69.8	43.1	22.0	31.5	5.8	12.7	2.4	12.7
Fentress		15.1	.0091	3.3		8,730	.0033	578	2,645	911	3.6	2,427	63.9	38.6	26.5	37.0	8.0	17.3	1.6	7.1
Franklin		25.1	.0152	6.2	4.0	21,225	.0080	846	3,423	5,730	7.2	2,962	52.1	25.8	30.8	35.3	13.1	23.1	4.0	15.8
Gibson		48.1	.0290	14.1	16.8	48,381	.0182	1,006	3,431	15,969	14.9	3,241	46.7	21.1	31.4	32.8	16.7	27.0	5.2	19.1
Giles		25.4	.0153	6.9	5.9	22,486	.0085	885	3,259	8,697	7.4	3,057	51.7	24.8	28.4	31.4	15.3	26.2	4.6	17.6
Pulaski		5.9	.0036	1.9		7,911	.0030	1,341	4,164		2.2	3,550	44.0	18.5	27.2	25.9	20.5	30.6	7.1	25.0
Grainger		12.4	.0075	2.9		7,372	.0028	595	2,542	3,032	3.2	2,318	65.3	41.3	26.6	36.9	7.3	16.5	.8	3.3
Greene		40.0	.0243	10.6	10.1	34,554	.0130	855	3,260	10,407	11.6	2,989	50.8	24.9	29.9	34.0	15.4	27.0	3.9	14.1
Greenville		10.1	.0061	2.9		11,944	.0045	1,183	4,119		3.3	3,646	39.1	15.7	33.4	30.2	21.7	31.1	6.8	23.0
Grundy		12.4	.0075	2.9		7,634	.0029	616	2,632	789	3.1	2,481	62.2	36.8	27.4	37.3	8.4	17.8	2.0	8.1
Hamblen		26.3	.0159	7.0	15.1	27,163	.0102	1,033	3,880	3,161	7.9	3,429	39.3	16.8	34.5	34.1	21.0	32.0	5.2	17.1
Morristown		15.1	.0091	4.1		17,452	.0066	1,156	4,257		4.9	3,595	36.4	14.9	34.3	32.3	23.5	34.2	5.8	18.6
Hamilton	27	223.8	.1349	64.9	167.3	306,691	.1155	1,370	4,726	3,268	72.5	4,233	32.3	11.2	30.9	24.7	26.7	33.0	10.1	31.1
△Chattanooga		139.4	.0841	41.6		198,483	.0747	1,424	4,771		48.5	4,089	33.4	12.0	31.8	26.4	25.6	32.7	9.2	28.9
Hancock		7.8	.0047	2.0		4,162	.0015	534	2,081	2,212	2.0	2,116	71.8	49.7	23.8	38.1	3.7	9.2	.7	3.0

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

1. 316,000 WATTS
2. TOWER 991 FEET ABOVE AVERAGE TERRAIN
3. COVERS 50 COUNTIES IN TENN., KY., N.C.

Knoxville...Channel 10
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AUGUST, 1956
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TENNESSEE — Counties and Cities — (Continued)

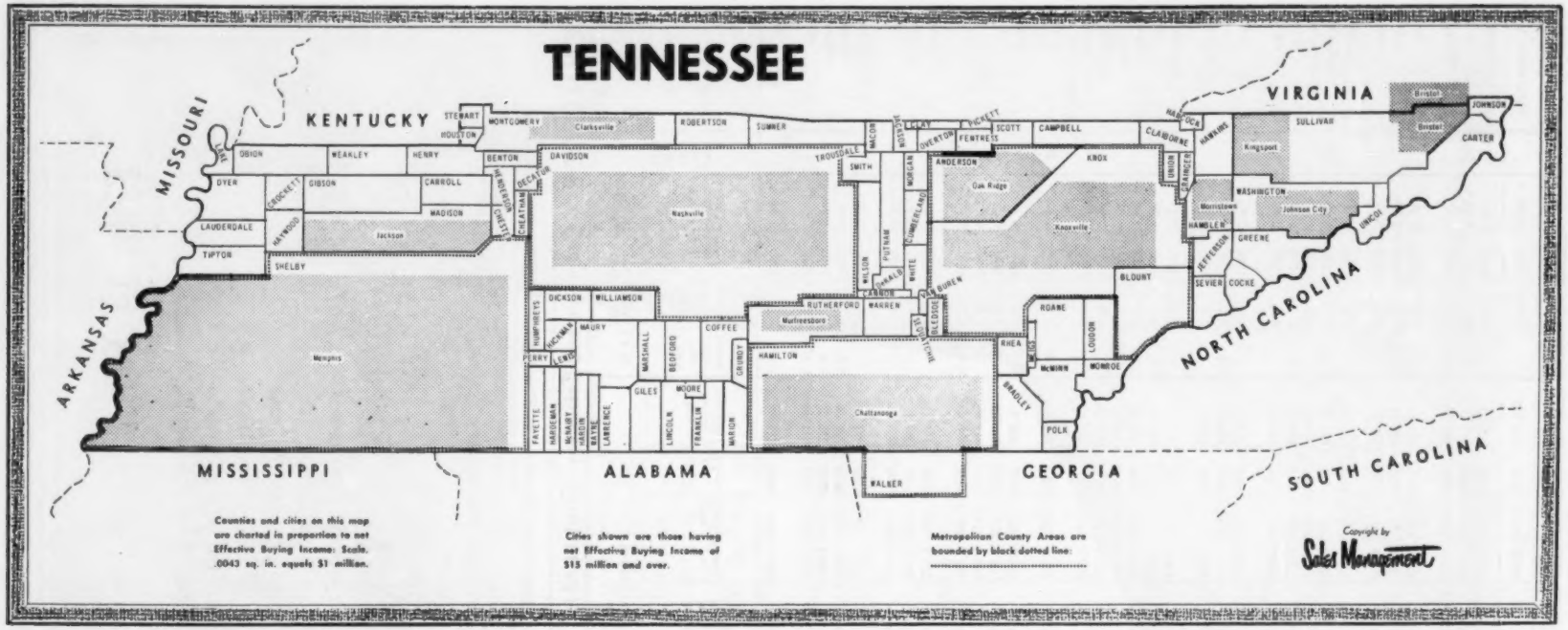
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Hardeman		22.5	.0136	5.0		14,028	.0053	623	2,806	5,209	5.5	2,548	62.7	36.1	25.9	34.2	9.0	18.6	2.5	11.1
Hardin		16.1	.0097	4.1		11,208	.0042	696	2,733	3,032	4.3	2,605	61.0	34.3	26.8	34.9	9.7	19.5	2.5	11.3
Hawkins		31.0	.0187	7.5	2.6	24,582	.0093	793	3,278	4,896	8.2	3,001	52.0	25.4	26.8	30.3	17.3	30.2	3.9	14.1
Haywood		24.6	.0149	6.0	4.5	17,134	.0064	697	2,856	10,034	6.1	2,819	56.3	29.3	27.6	33.2	12.6	23.4	3.5	14.1
Henderson		15.9	.0096	4.2	3.4	12,184	.0046	766	2,901	4,113	4.8	2,690	59.7	32.5	27.0	34.0	10.0	19.5	3.3	14.0
Henry		21.9	.0132	6.6	9.5	22,728	.0086	1,038	3,444	5,456	7.1	3,222	49.5	22.5	28.5	30.0	16.2	26.3	5.8	21.2
Paris		9.5	.0057	3.2		13,669	.0051	1,439	4,272		3.6	3,796	40.5	15.6	29.4	28.3	21.4	29.5	8.7	28 6
Hickman		12.7	.0077	3.1		10,531	.0039	829	3,397	2,384	3.7	2,873	57.6	29.4	28.1	30.7	11.8	21.5	4.5	18.4
Houston		4.5	.0027	1.2		3,067	.0012	686	2,573	629	1.2	2,504	64.5	37.8	25.5	34.6	6.9	14.2	3.2	13.4
Humphreys		10.3	.0062	2.8		9,886	.0037	960	3,531	1,491	3.2	3,108	49.1	23.2	30.6	33.3	15.2	25.7	5.1	17.8
Jackson		11.1	.0067	2.6		6,965	.0026	627	2,679	3,012	2.9	2,428	66.0	39.9	25.1	35.0	6.7	14.4	2.2	10.7
Jefferson		19.0	.0115	4.9	3.5	16,693	.0063	879	3,407	4,889	5.6	2,999	52.6	25.5	29.9	33.8	14.0	24.3	4.1	16.4
Johnson		11.5	.0069	2.7		7,609	.0029	662	2,818	2,632	3.0	2,552	61.3	35.2	26.4	35.0	10.0	20.5	2.3	9.3
Knox	74	239.4	.1444	66.1	161.6	330,918	.1246	1,382	5,006	8,282	76.8	4,307	32.5	11.1	29.9	23.5	26.8	32.5	10.8	32.9
▲Knoxville		129.1	.0779	37.1		195,765	.0737	1,516	5,277		46.4	4,216	33.3	11.6	29.8	24.0	26.5	32.8	10.4	31.6
Lake		10.9	.0066	2.8		9,032	.0034	829	3,226	7,996	3.2	2,861	57.7	29.6	27.8	32.9	10.2	18.7	4.3	18.8
Lauderdale		24.9	.0150	6.5	3.4	20,195	.0076	811	3,107	11,445	6.9	2,906	55.5	28.0	28.6	33.3	11.5	20.7	4.4	18.0
Lawrence		27.7	.0167	7.1	6.3	20,317	.0076	733	2,862	5,211	7.3	2,795	56.5	29.6	27.9	33.9	12.7	23.8	2.9	12.7
Lawrenceburg		6.3	.0038	1.8		6,936	.0026	1,101	3,853		2.0	3,485	46.3	19.5	28.9	28.0	19.2	28.9	5.6	23.6
Lewis		6.0	.0036	1.5		4,651	.0018	776	3,101	411	1.7	2,685	54.8	29.9	30.8	38.9	12.7	24.7	1.7	6.5
Lincoln		24.3	.0147	6.5	5.2	21,373	.0080	880	3,288	9,670	7.1	3,003	50.4	24.6	29.3	33.2	16.4	28.5	3.9	13.7
Loudon		24.4	.0147	6.3	9.3	21,011	.0079	861	3,335	2,806	6.4	3,259	43.6	19.6	31.8	33.0	20.0	32.2	4.6	15.2
McMinn		31.6	.0190	8.3	12.0	28,577	.0109	914	3,479	3,648	8.9	3,239	48.0	21.8	28.4	29.6	18.5	29.9	5.1	18.7
McNairy		19.3	.0117	5.9		13,685	.0052	709	2,737	4,113	5.3	2,589	58.2	33.0	30.0	39.3	10.1	20.3	1.7	7.4
Macon		13.0	.0078	3.5		8,388	.0031	645	2,397	3,583	3.6	2,319	66.9	42.3	26.6	38.6	5.6	11.3	1.5	7.6
Madison		61.8	.0373	17.9	38.1	71,225	.0268	1,153	4,047	9,401	19.6	3,637	42.7	17.2	28.3	28.4	21.4	30.7	7.6	25.7
Jackson		36.0	.0217	11.3		50,842	.0191	1,412	4,499		13.4	3,789	40.5	15.7	28.2	25.1	22.8	31.5	8.5	27.7
Marion		20.9	.0126	5.0	2.7	16,600	.0063	794	3,320	1,054	5.7	2,936	49.6	24.8	31.5	38.3	15.5	27.6	3.4	11.3
Marshall		17.8	.0107	5.1	5.3	18,936	.0071	1,064	3,713	5,691	5.5	3,424	45.0	19.3	33.2	32.8	16.1	24.6	5.7	23.3
Maury		38.8	.0234	11.0	13.6	39,464	.0149	1,017	3,588	8,713	11.7	3,387	43.5	16.9	31.1	31.1	20.1	31.0	5.3	19.0
Columbia		11.0	.0066	3.4		13,119	.0057	1,374	4,447		3.9	3,366	35.5	13.5	31.8	27.9	25.4	34.4	7.3	24.2
Meigs		6.9	.0037	1.3		4,917	.0015	670	3,090	1,227	1.5	2,735	59.2	31.7	27.8	34.6	9.5	18.2	3.5	15.5
Monroe		23.3	.0140	5.6	4.1	16,454	.0062	706	2,939	3,970	5.9	2,777	56.5	29.9	29.1	35.5	11.1	20.9	3.3	13.7
Montgomery		51.4	.0310	12.3	20.3	69,977	.0263	1,361	5,699	6,774	20.7	3,378	43.1	18.7	34.8	35.0	16.7	25.8	5.4	20.5
Clarksville		20.3	.0122	5.6		28,875	.0109	1,422	5,156		7.3	3,965	38.5	14.3	31.9	27.2	21.1	27.8	8.5	30.7
Moore		4.0	.0024	1.2		2,942	.0011	736	2,452	1,461	1.1	2,636	56.1	32.3	29.3	37.7	10.1	20.1	2.5	9.9
Morgan		15.3	.0092	3.2		9,777	.0037	639	3,055	674	3.6	2,731	66.4	30.3	29.2	36.3	11.5	22.0	2.9	11.4
Obion		27.3	.0165	9.1	7.6	29,632	.0112	1,085	3,658	14,090	9.0	3,309	45.2	20.0	32.4	33.2	17.4	27.5	5.0	19.3
Union City		7.8	.0047	2.7		11,136	.0042	1,428	4,124		3.1	3,649	40.7	16.4	32.4	30.1	20.6	29.5	6.3	24.0
Overton		16.5	.0100	4.0		10,042	.0038	[609	2,511	1,726	4.3	2,347	67.2	42.0	24.8	35.8	6.1	13.5	1.9	8.7
Perry		5.8	.0035	1.8		3,945	.0015	680	2,630	1,139	1.6	2,446	63.9	38.3	23.4	32.6	11.3	24.1	1.4	5.0
Pickett		4.9	.0027	1.9		2,376	.0009	528	2,376	793	1.1	2,212	68.2	45.2	27.0	41.4	4.2	9.9	.6	3.5
Polk		12.8	.0077	3.1		10,046	.0038	785	3,240	943	3.2	3,136	48.7	21.8	31.5	34.0	18.0	30.1	3.8	14.1
Putnam		31.2	.0188	8.1	7.3	28,668	.0108	919	3,539	2,624	9.6	2,978	54.9	27.1	27.6	31.2	13.1	23.1	4.4	18.6

▲ and △ See end of state for SM Metropolitan County Areas.

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TENNESSEE — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Ithica		15.2	.0092	3.9	3.1	12,832	.0048	831	3,239	1,031	4.2	3,013	48.2	23.5	30.0	33.6	18.7	32.5	3.1	10.4
Keene		32.6	.0196	8.4	14.1	31,115	.0117	954	3,704	1,266	9.0	3,456	40.6	17.2	31.1	30.6	23.1	34.9	5.2	17.3
Robertson		25.6	.0155	7.0	6.2	23,845	.0090	931	3,406	11,401	7.7	3,107	49.5	23.4	29.9	32.6	16.4	27.6	4.2	16.4
Rutherford		42.8	.0256	11.3	16.3	47,876	.0180	1,119	4,237	8,586	13.8	3,466	42.9	18.2	31.2	30.4	19.2	29.0	6.7	22.4
Murfreesboro		16.3	.0098	4.9		23,262	.0088	1,427	4,747		6.1	3,794	40.1	15.5	30.0	26.8	20.9	28.8	9.0	28.9
Scott		18.0	.0108	4.0		10,805	.0040	589	2,651	386	4.2	2,540	59.9	34.6	28.9	38.6	9.5	19.6	1.7	7.2
Sequatchie		6.1	.0037	1.3		4,091	.0015	671	3,147	566	1.5	2,662	56.2	31.0	29.6	37.6	12.2	24.0	2.0	7.4
Sevier		22.3	.0135	5.5		17,111	.0065	767	3,111	3,633	5.9	2,912	54.1	27.3	30.0	34.9	12.3	22.1	3.6	15.7
Shelby	89	534.4	.3223	152.3	482.3	847,549	.3191	1,586	5,565	14,966	189.9	4,463	33.3	10.9	28.1	21.4	26.4	30.9	12.2	36.8
▲Memphis		453.3	.2734	133.7		746,460	.2810	1,647	5,583		165.4	4,514	32.6	10.6	28.3	21.3	26.7	30.9	12.4	37.2
Smith		13.0	.0078	3.6		10,783	.0040	829	2,995	5,939	3.7	2,982	51.5	26.2	32.7	38.5	12.2	22.2	3.6	13.1
Stewart		7.8	.0047	2.0		5,680	.0022	728	2,840	1,905	2.3	2,477	61.3	36.3	28.6	39.1	8.6	18.2	1.5	6.4
Sullivan	183	110.1	.0664	29.2	58.6	146,574	.0552	1,331	5,020	4,942	32.4	4,520	27.8	9.0	28.2	21.2	32.0	37.0	12.0	32.8
△*Bristol (Tenn.)-Bristol (Va.)*		*35.6*	*.0215*	*9.8*		*48,805*	*.0184*	*1,371*	*4,980*											
Kingsport		24.5	.0148	6.9		43,880	.0165	1,791	6,359		8.5	5,147	23.4	6.7	27.2	17.9	32.8	33.3	16.6	42.1
△Bristol		18.4	.0111	5.4		28,647	.0108	1,557	5,305		6.2	4,618	26.7	8.5	28.3	20.7	33.0	37.4	12.0	33.4
Sumner		32.6	.0197	8.9	5.0	28,836	.0108	885	3,240	9,384	9.6	3,015	50.1	24.4	30.8	34.6	14.9	25.8	4.2	15.2
Tipton		29.9	.0180	7.5	5.0	25,496	.0096	853	3,399	11,635	8.3	3,080	53.2	25.3	27.1	29.9	14.9	25.3	4.8	19.5
Covington		5.0	.0036	1.6		7,802	.0029	1,560	4,876		2.0	3,983	43.7	16.1	28.4	24.2	18.0	23.6	9.9	36.1
Trousdale		5.5	.0033	1.6		3,524	.0013	641	2,203	2,174	1.3	2,626	60.1	33.5	29.0	37.4	6.4	16.8	2.5	12.3
Unicoi		16.0	.0097	3.9	6.4	15,843	.0059	978	4,011	579	4.1	3,775	35.2	13.7	31.3	29.1	25.8	35.7	7.7	22.5
Union		8.5	.0051	1.9		4,908	.0019	577	2,563	1,408	2.0	2,413	62.8	36.2	26.3	36.9	9.7	21.0	1.2	3.9
Van Buren		4.0	.0024	.8		2,258	.0008	565	2,823	395	1.0	2,314	70.8	44.9	24.4	35.9	2.5	5.5	2.3	13.7
Warren		22.5	.0136	6.4	8.8	19,666	.0074	874	3,073	3,259	6.7	2,944	52.3	26.1	31.1	35.7	13.0	23.1	3.6	15.1
McMinnville		8.8	.0053	2.7		10,771	.0041	1,224	3,989		3.1	3,487	44.2	18.6	32.1	31.3	17.6	26.4	6.1	23.7
Washington	183	61.8	.0373	15.8	34.8	69,308	.0261	1,121	4,387	6,104	18.0	3,845	39.8	15.2	29.8	26.2	21.8	29.7	8.6	28.9
Johnson City		34.8	.0210	8.8		46,866	.0176	1,347	5,326		11.4	4,107	36.9	13.2	29.1	24.0	24.0	30.6	10.0	32.2
Wayne		13.5	.0081	3.3		8,314	.0032	616	2,519	1,647	3.4	2,430	64.0	38.7	26.6	36.9	7.4	16.0	2.0	8.4
Weakley		26.3	.0159	7.7	3.9	24,763	.0093	942	3,216	8,894	8.7	2,832	54.1	28.0	29.6	35.5	13.2	24.3	3.1	12.2
White		15.9	.0095	4.0	4.2	12,470	.0047	789	3,118	2,702	4.4	2,816	57.4	29.9	29.3	35.4	10.0	18.5	3.3	16.2
Williamson		22.7	.0137	5.9	5.2	20,595	.0077	907	3,491	8,310	6.2	3,317	51.6	22.8	27.7	28.3	14.3	22.6	6.4	26.3
Wilson		26.8	.0161	7.6	9.0	25,149	.0095	938	3,309	7,840	8.3	3,038	50.1	24.2	29.8	33.2	16.3	28.1	3.8	14.5
Lebanon		9.0	.0054	2.6		10,433	.0039	1,159	4,013		3.1	3,370	43.6	19.0	31.3	31.5	20.0	31.0	5.1	18.5
Total Above Cities		1,229.0	.7413	360.6		1,891,761	.7122	1,539	5,246		444.5	4,256	34.1	11.7	29.2	23.3	25.9	31.8	10.8	33.2
State Total		3,403.0	2.0523	915.8	1,386.9	3,922,759	1.4769	1,153	4,284	429,524	1,049.6	3,738	41.5	16.3	29.3	26.5	21.2	29.7	8.0	27.5

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

JACKSON JONESBORO MALDEN OSCEOLA CARUTHERSVILLE
DYERSBURG
COVINGTON WATER VALLEY HENDERSON LEXINGTON
UNION CITY INDIANOLA
McKENZIE MARTIN KOSCIUSKO
LEXINGTON GREENWOOD ABERDEEN CLARKSDALE
BLYTHEVILLE WEST HELENA
HELENA CORINTH
GRENADA
HUMBOLDT TRUMANN
CLEVELAND
WYNNE NEW ALBANY
COLUMBUS
TUPELO WEST POINT
MILAN MARIANNA
BRINKLEY CLARENDON
RIPLEY
HAYTI BEMIS
KENNETT
OXFORD PARIS WINONA
LELAND MILLINGTON
YAZOO CITY MARKED TREE
BELZONI
PARAGOULD AMORY
GREENVILLE
CHARLESTON BROWNSVILLE
WALNUT RIDGE FORREST CITY TRENTON
LOUISVILLE HOLLY SPRINGS
BOONEVILLE WEST MEMPHIS NEWPORT
STARKVILLE

Sales Power ....Where Sales Are!

IN THE 76 counties of the recognized Memphis market . . . (first in the South, tenth in the nation in wholesale sales) . . . there are 62 centers of buying power—and Memphis.

These 62 markets represent in excess of $1,500,000,000 in retail sales, and to that figure add the big one, Memphis, with $422,829,000 in five classifications only.

And in these 62 cities the combined home-delivered circulation of CAPS covers 65.5% of all families—in Memphis it's 100% plus.

That's putting sales power where sales are!

Two Dailies and The South's Greatest Sunday Newspaper

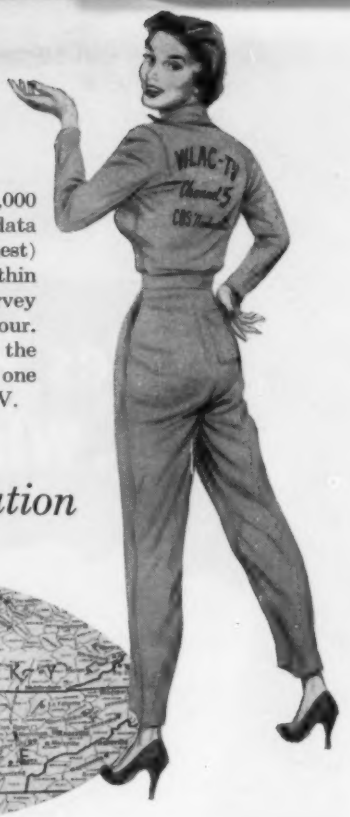
THE COMMERCIAL APPEAL ~ MEMPHIS PRESS-SCIMITAR



SCRIPPS-HOWARD NEWSPAPERS

Basic Coverage Where It Counts

"Where it counts" is WLAC-TV'S vast multi-market area—which includes not only the important Nashville market but many cities and towns in the 3-state chunk of geography served by WLAC-TV's full power and 1179 foot tower. WLAC-TV's total service area includes 2,601,300 people, 726,300 families, and more than 400,000 tv homes. Fully documented data (proof available upon request) shows 357,387 tv homes within WLAC-TV's ARB Area Survey and Measured .1 mv/m Contour. Buy the maximum—and sell the maximum! That means only one station hereabouts—WLAC-TV.



CBS *The South's Great Multi-Market Station*

WLAC-TV

NASHVILLE, TENN.

CBS Basic Required

T. B. BAKER, JR.
Executive Vice-President and General Manager

ROBERT M. REUSCHLE
National Sales Manager

THE KATZ AGENCY, INC.
National Representatives



TENNESSEE — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

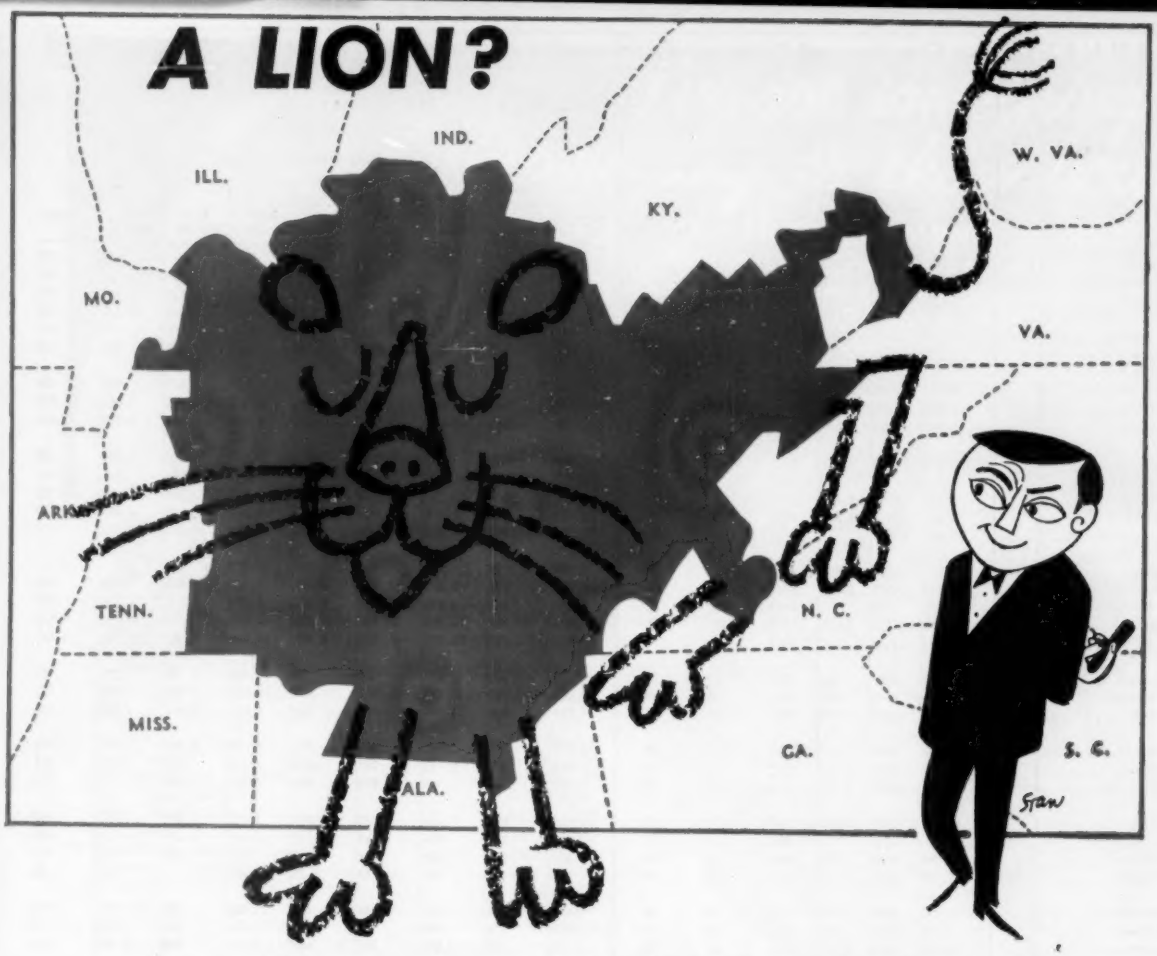
RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Anderson	74	45,872	.0247	3,018	.0313	89	70	15,872	2,765	4,507	1,967	1,944	9,575	4,349	1,560	1,782
Oak Ridge		29,530	.0159		.0214	108	77	9,731	1,783	3,692	1,268	1,252	6,177	2,805	1,007	1,148
Bedford		16,363	.0088	2,441	.0097	68	62	3,674	564	1,430	637	988	3,956	1,247	2,095	424
Shelbyville		14,886	.0080		.0062	95	123	2,988	452	1,192	637	988	3,785	1,148	1,994	368
Benton		6,873	.0037	2,291	.0041	63	57	1,000	354	483	242	213	3,117	550	482	158
Bledsoe		2,655	.0015	1,562	.0025	50	30	748	110	131	95	80	1,017	122	227	65
Blount	74	50,028	.0289	3,227	.0268	73	73	15,967	1,994	4,628	1,110	2,803	11,645	4,482	2,702	1,253
Maryville-Alcoa		*41,011*	*.0221*		*.0135*	*131*	*818*	*13,815*	*1,559*	*3,785*	*1,110*	*2,620*	*10,815*	*3,814*	*2,011*	*1,032*
Maryville		39,627	.0214		.0104	193	396	12,148	1,249	3,723	1,110	2,620	10,716	2,094	1,882	990
Bradley		31,485	.0170	3,576	.0154	76	84	6,212	1,326	2,373	1,537	1,496	9,727	2,216	3,469	1,085
Cleveland		29,588	.0159		.0094	118	199	5,754	1,245	1,980	1,537	1,418	9,163	2,042	3,427	1,085
Campbell		18,254	.0098	2,226	.0120	57	47	5,557	956	1,563	1,070	800	4,476	1,297	1,147	620
Cannon		3,473	.0019	1,654	.0026	53	39	782	119	921	52	107	1,032	203	94	103
Carroll		16,916	.0091	2,256	.0102	65	58	3,809	587	909	829	928	5,412	1,641	1,627	412
Carter		24,444	.0132	2,202	.0178	86	49	5,896	393	3,082	1,115	1,827	5,838	1,919	1,788	638
Elizabethton		20,689	.0112		.0079	110	156	5,332	374	2,198	1,115	1,509	5,525	1,278	1,582	638
Cheatham		4,748	.0025	2,374	.0029	59	51	848	107	954	73	...	1,198	534	655	94
Chester		5,821	.0031	2,008	.0038	57	46	1,596	192	248	237	260	939	502	708	205
Claiborne		6,990	.0036	1,216	.0068	48	25	990	255	929	97	395	1,550	578	486	129
Clay		1,986	.0010	1,045	.0020	44	22	485	62	254	55	92	220	330	225	55
Cocke		10,860	.0059	2,049	.0071	54	45	2,901	660	1,210	574	774	1,934	518	892	415
Coffee		20,324	.0109	2,823	.0108	68	69	4,542	1,024	1,210	960	1,153	5,190	2,144	1,838	429
Crockett		7,188	.0039	1,753	.0067	62	42	2,234	174	561	357	188	1,056	445	1,047	234
Cumberland		13,292	.0072	2,880	.0072	60	60	2,531	588	1,244	284	522	5,165	919	1,181	313
Davidson	98	424,949	.2290	4,233	.2158	101	107	88,716	22,962	60,919	41,500	18,624	89,832	28,875	24,847	11,005
▲Nashville		355,712	.1917		.1304	121	178	80,351	18,744	57,470	39,207	17,333	80,809	18,297	20,407	8,193

▲ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.



NO, that mystery shape isn't really a lion, though it does roar for more and more WSM-brand entertainment.

It's actually the shape of sales to come—for you—a map of "The Mystery Market"—one of America's richest—The Central South . . . a $2,713,371,000 market . . . richer than the cities of Denver and New Orleans put together . . . or Atlanta and Dallas put together.

A UNIQUE SITUATION...

A Rich Market That's Covered By Only One Medium!

This market is probably the only one in the entire country that's covered by just one medium —and that's WSM Radio in Nashville. If you attempt to cover the Central South with a combination of other radio stations or with a combination of newspapers in the area, the coverage would still be incomplete—and the cost would be three to 15 times greater than that of a WSM custombuilt program. Try to cover it by TV and you discover that all TV viewers in the market put together still represent less than half the market's buying power!

For the full story on this unique situation, send for our brochure, "The Mystery Market", containing complete facts and figures as compiled by independent authorities.

650 KC **WSM** RADIO

BOB COOPER, Sales Manager
JOHN BLAIR AND COMPANY, National Advertising Representatives
Nashville – Clear Channel – 50,000 Watts

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Decatur		3,842	.0021	1,601	.0027	51	46	940	178	365	88	147	722	491	863	139
De Kalb		4,536	.0024	1,745	.0034	53	38	997	139	509	276	205	542	983	238	190
Dickson		12,199	.0066	2,392	.0069	63	61	3,019	456	1,490	784	393	2,910	938	894	275
Dyer		26,748	.0144	2,972	.0141	74	75	6,314	1,072	2,151	2,016	1,836	5,374	1,678	2,209	703
Dyersburg		19,406	.0105		.0075	110	154	4,435	694	1,543	1,956	1,638	4,157	1,138	1,241	557
Fayette		8,375	.0045	1,419	.0071	46	29	1,964	125	2,052	250	393	1,506	649	754	162
Fentress		4,865	.0026	1,474	.0043	47	29	974	156	1,481	...	290	901	442	395	141
Franklin		14,802	.0080	2,387	.0094	62	53	3,219	455	1,013	628	696	3,926	1,060	1,604	278
Gibson		35,947	.0194	2,549	.0208	72	67	8,405	1,833	2,440	1,800	1,776	9,606	2,879	3,286	1,535
Giles		16,702	.0090	2,421	.0100	65	59	3,988	807	1,383	1,173	825	4,220	1,356	1,212	384
Pulaski		12,813	.0069		.0043	119	192	2,643	420	594	1,173	563	4,152	1,146	899	364
Grainger		3,309	.0018	1,141	.0034	45	24	1,057	244	317	...	181	877	234	90	50
Greene		24,495	.0132	2,311	.0153	63	54	3,394	1,289	2,948	1,099	1,850	6,248	2,118	2,523	872
Greeneville		21,650	.0117		.0070	115	193	2,751	1,086	2,394	1,099	1,850	5,335	1,976	2,204	872
Grundy		4,917	.0026	1,696	.0038	51	35	1,259	249	993	...	191	1,477	530	...	...
Hamblen		28,278	.0142	3,754	.0125	79	89	5,552	630	2,003	1,293	1,191	9,277	1,892	2,682	562
Morristown		25,588	.0138		.0093	102	152	5,258	491	1,950	1,293	1,191	9,277	1,707	2,682	562
Hamilton	27	263,065	.1418	4,053	.1273	94	105	60,495	14,915	35,189	17,495	15,312	47,595	18,756	18,188	6,800
▲Chattanooga		234,453	.1264		.0921	110	150	48,003	12,431	33,204	17,094	14,601	45,784	15,291	15,145	5,461
Hancock		1,402	.0007	701	.0019	46	15	81	...	401	28	29	455	55	211	83
Hardeman		8,869	.0047	1,714	.0067	49	35	1,880	262	1,178	165	179	1,834	1,027	956	197
Hardin		9,168	.0049	2,236	.0056	58	51	1,577	306	1,174	217	452	2,121	1,032	1,086	165
Hawkins		12,183	.0066	1,624	.0103	55	35	2,507	502	1,981	513	481	2,605	1,493	1,152	189
Haywood		12,422	.0067	2,070	.0062	56	45	2,519	272	2,122	267	476	1,415	977	1,424	267
Henderson		7,755	.0041	1,848	.0054	57	43	1,748	127	477	619	405	2,705	363	512	178
Henry		18,128	.0097	2,444	.0096	73	66	4,074	841	1,226	1,130	1,021	2,816	1,588	941	500
Paris		14,414	.0078		.0060	105	137	3,443	529	910	1,115	988	2,816	1,387	875	500
Hickman		4,988	.0027	1,570	.0043	56	35	1,127	302	1,036	183	311	878	361	358	201
Houston		1,661	.0008	1,384	.0014	52	30	777	71	307	46	39	161	...	141	93
Humphreys		6,432	.0035	2,297	.0041	66	56	2,040	504	337	152	466	982	501	632	220
Jackson		3,809	.0021	1,485	.0033	49	31	1,803	76	475	96	60	584	178	205	38
Jefferson		10,884	.0058	2,221	.0072	63	59	3,189	329	1,332	291	452	2,372	789	1,153	339
Johnson		3,588	.0020	1,329	.0034	49	29	848	44	941	87	69	674	498	424	95
Knox	74	271,354	.1462	4,105	.1350	93	101	54,333	15,031	52,265	13,996	12,190	54,342	19,196	18,270	7,998
▲Knoxville		243,279	.1311		.0918	118	168	45,949	13,311	50,498	13,836	11,088	49,656	14,824	15,862	6,999
Lake		7,103	.0038	2,537	.0042	64	58	2,319	388	495	238	263	1,005	624	810	298
Lauderdale		14,289	.0077	2,198	.0091	61	51	3,021	459	1,254	954	632	3,145	892	2,158	394
Lawrence		16,473	.0089	2,320	.0096	59	53	2,452	356	1,467	706	694	4,711	1,386	3,203	372
Lawrenceburg		14,553	.0078		.0044	116	205	1,749	301	989	706	633	4,711	1,347	2,811	256
Lewis		3,207	.0017	2,138	.0022	61	47	753	102	209	53	148	1,034	168	286	98
Lincoln		15,430	.0084	2,374	.0094	64	57	3,141	427	885	1,046	857	3,693	1,335	1,826	481
Loudon		16,923	.0091	2,686	.0096	65	62	4,164	802	1,237	857	813	3,462	1,723	1,511	530
McMinn		20,984	.0113	2,528	.0127	67	59	4,907	736	1,880	1,050	1,015	5,370	1,349	2,549	450
McNairy		11,505	.0062	2,301	.0068	58	53	1,754	399	1,040	517	505	4,066	1,609	892	242
Macon		4,260	.0023	1,217	.0038	49	29	850	66	737	315	213	1,082	60	477	206
Madison		49,563	.0267	2,816	.0288	77	72	11,981	2,283	6,706	4,090	2,125	9,813	3,636	3,212	1,269
Jackson		45,174	.0243		.0212	98	112	10,292	2,074	6,256	4,052	1,849	9,570	2,871	3,212	1,152
Marion		12,734	.0069	2,547	.0078	62	55	3,384	1,118	1,342	236	477	2,898	1,729	518	294
Marshall		13,305	.0071	2,609	.0078	73	66	3,196	336	811	780	657	4,470	761	999	441
Maury		31,660	.0171	2,878	.0173	74	73	8,012	1,430	2,123	2,779	1,225	7,007	2,743	3,230	503
Columbia		23,633	.0127		.0080	121	192	4,965	796	1,713	2,587	980	5,718	1,953	2,852	395
Meigs		1,215	.0007	935	.0017	46	19	182	68	484	...	...	175	199	...	...
Monroe		13,840	.0074	2,471	.0061	58	53	3,191	632	1,316	848	488	3,229	1,566	1,600	398
Montgomery		46,000	.0248	3,740	.0268	86	90	10,254	1,687	4,756	2,850	2,880	12,868	3,001	3,893	1,110
Clarksville		39,769	.0214		.0143	117	175	8,628	1,346	4,676	2,850	2,880	10,007	1,998	3,831	1,064
Moore		747	.0004	623	.0011	46	17	176	16	185	...	47	...	144	76	...
Morgan		2,961	.0016	925	.0042	46	17	1,084	143	431	29	124	327	460	245	...
Obion		21,283	.0115	2,628	.0123	75	70	4,620	777	997	1,499	1,629	5,639	1,253	2,064	572
Union City		15,326	.0083		.0055	117	177	2,777	643	629	1,403	1,438	4,412	789	1,868	425
Overton		6,440	.0034	1,610	.0050	50	34	1,026	175	1,133	317	233	1,548	786	344	212
Perry		2,237	.0013	1,491	.0018	51	37	677	66	252	73	38	661	205	145	45
Pickett		1,197	.0006	1,197	.0011	41	22	138	21	111	76	...	353	135	98	55

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



"I've got something interesting to show you . . . ABOUT THE MEMPHIS MARKET!"

It's a big market, a vital market, and it's just loaded with opportunities for you! Of course to sell the 426,392* set owners in this big market, you need WMCT Memphis.

*(According to latest distributor's figures. 90.3% of families in Shelby County have TV sets; 65.0% of families in area beyond Memphis have TV sets. 135,000 sets in Memphis and Shelby County, and 291,392 sets outside of Memphis and Shelby County within 0.1 MV/M line.)



There are 426,392 television sets in the WMCT coverage area!

Here are some vital statistics about WMCT viewers and their buying power, in these counties, that can mean more sales for you.

Population*	2,195,200
Total Families*	603,300
Effective Buying Income*	$2,109,308,000
Income per Family*	$3,496
Retail Sales*	$1,578,082,000
Food Sales*	$345,794,000
General Merchandise Sales*	$245,086,000
Furniture & Household Goods Sales*	$76,139,000
Automotive Sales*	$367,265,000
Drug Sales*	$42,317,000
Gross Cash Farm Income**	$734,576,000

* *From SALES MANAGEMENT, Survey of Buying Power, dated May 10, 1955. Figures are for the year 1954.*

** *From STANDARD RATE & DATA SERVICE, Consumer Markets, Published May, 1955. Figures are for the year 1954.*

*** *From U. S. Department of Commerce, CENSUS BUREAU, Agricultural Census of 1954. Figures released in Fall, 1955.*



CHANNEL 5 • MEMPHIS
MEMPHIS' FIRST TV STATION
100,000 WATTS • NBC BASIC
National Representatives The Branham Company
Owned and operated by THE COMMERCIAL APPEAL

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

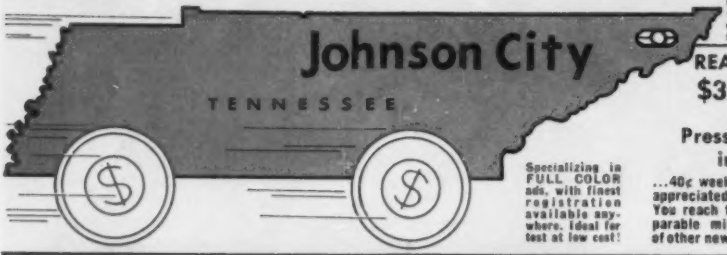
TENNESSEE — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Polk		4,948	.0027	1,586	.0043	56	35	954	137	1,028	201	286	1,075	500	565	126
Putnam		17,587	.0094	2,171	.0120	64	50	2,843	962	1,922	1,076	897	4,198	2,202	1,708	490
Rhea		11,015	.0060	2,824	.0060	65	65	2,592	547	784	382	700	2,891	890	1,148	381
Roane		25,987	.0140	3,094	.0140	71	71	7,356	1,287	1,914	1,875	1,998	5,191	2,718	2,028	1,028
Robertson		17,579	.0095	2,511	.0104	67	61	4,354	812	955	929	1,030	3,943	1,653	1,810	417
Rutherford		32,610	.0175	2,686	.0194	75	68	7,998	1,531	3,061	1,241	1,917	6,734	2,916	2,892	762
Murfreesboro		28,055	.0151		.0109	111	154	6,170	1,078	2,514	1,207	1,872	6,474	2,383	2,452	619
Scott		6,967	.0038	1,742	.0053	49	35	1,760	317	1,982	117	152	1,885	477	185	...
Sequatchie		2,630	.0014	2,023	.0019	51	38	516	40	329	50	124	931	75	243	123
Sevier		17,090	.0092	3,107	.0087	84	63	3,679	1,570	971	601	611	3,247	1,655	2,613	474
Shelby	89	678,403	.3656	4,454	.3337	104	113	140,470	31,383	139,371	43,396	29,327	148,541	38,896	33,161	18,391
‡▲Memphis		643,728	.3469		.2993	109	127	129,719	29,534	135,544	42,830	28,413	143,476	31,600	30,320	17,168
Smith		6,404	.0035	1,779	.0046	59	45	1,094	252	1,239	136	303	1,207	397	575	353
Stewart		3,820	.0021	1,910	.0027	57	45	855	180	1,400	...	92	866	184	200	43

‡ General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

Before using these figures, see explanation page 11.
▲ and △ See end of state for SM Metropolitan County Areas.
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CLIMB ABOARD THE
E. Tennessee Sales Wagon!



LEADER IN SALES AND INCOME!

RETAIL SALES 1955
Johnson C. $49,895
Wash. Co. 57,428
EBI
Johnson C. $46,866
Wash. Co. 69,308

EBI PER FAMILY
Johnson C. $3,326
Wash. Co. 4,387
State av. 4,284
(add 000 to sales)

Johnson City also averages more consumer income in the 2 highest brackets than the state!

'WAY UP IN BUYERS AND CIRCULATION!

Population 1955
City Zone 36,837
RTZ 125,533
Press-Chronicle Circulation
Daily 18,358
Sunday 19,593

READERS SPENT $369,203 for the Press-Chronicle in 1955

...40¢ weekly for a thoroughly appreciated newspaper. You reach them at a low comparable milline...under those of other newspapers in the area!

ALL-DAY SALESMAN!

The Press-Chronicle is an all-day (no duplication) and Sunday newspaper, with nearly 100% coverage of City Zone families, plus effective coverage of the growing trade area. It works ALL the time!

Specializing in FULL COLOR ads, with finest registration available anywhere. Ideal for test at low cost!

JOHNSON CITY TENN. PRESS-CHRONICLE
OVER 75,000 READERS

Represented by
THE JOHN BUDD COMPANY

TENNESSEE — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

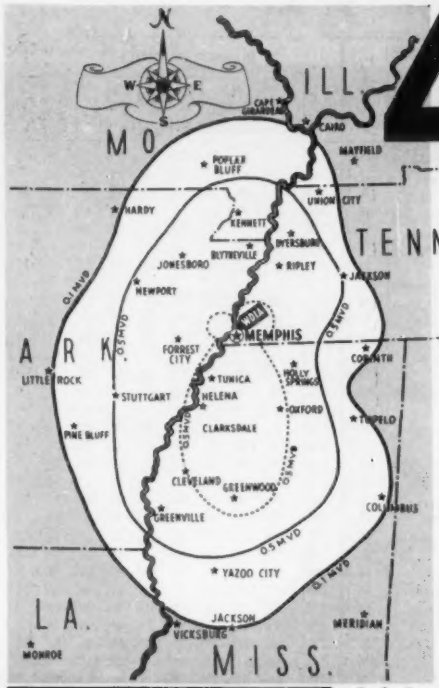
COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Sullivan	183	97,814	.0528	3,343	.0567	85	79	21,915	2,491	15,172	6,594	7,069	20,880	6,398	9,581	2,362
△*Bristol (Tenn.)-Bristol (Va.)*		*51,979*	*.0280*		*.0319*	*109*	*130*	*11,619*	*1,719*	*8,588*	*3,868*	*3,755*	*10,345*	*3,751*	*5,086*	*1,411*
Kingsport		60,338	.0325		.0210	142	220	13,308	1,538	8,065	4,424	4,840	13,290	3,473	7,117	1,377
△Bristol		28,442	.0153		.0122	110	138	6,219	551	6,234	2,104	1,511	5,994	1,422	1,620	857
Sumner		21,423	.0115	2,407	.0126	85	56	4,822	774	3,026	914	648	3,949	1,956	2,880	490
Tipton		15,694	.0081	2,013	.0108	60	45	4,084	573	1,562	865	394	2,631	997	1,860	443
Covington		10,941	.0059		.0038	127	197	2,191	387	744	651	352	2,600	683	1,489	338
Trousdale		2,963	.0016	1,852	.0018	55	48	873	67	352	84	131	818	149	306	127
Unicoi		7,535	.0041	1,932	.0061	63	42	1,870	253	952	288	887	2,234	627	578	28
Union		3,264	.0018	1,718	.0025	49	35	842	90	709	...	104	1,005	393	...	...
Van Buren		842	.0004	1,053	.0010	42	17	82	30	478	...	87	134	...	...	...
Warren		16,447	.0089	2,670	.0091	67	65	3,188	501	1,910	532	1,077	5,053	1,287	1,175	445
McMinnville		15,321	.0083		.0056	106	157	2,585	399	1,815	532	1,077	5,053	1,234	1,073	367
Washington		57,428	.0309	3,635	.0298	80	83	12,688	2,569	7,512	2,933	3,986	12,734	3,279	6,203	1,430
Johnson City		49,895	.0269		.0211	100	128	10,416	2,013	7,031	2,891	3,883	12,131	2,653	4,825	1,372
Wayne		5,246	.0029	1,560	.0041	51	36	958	104	418	90	168	2,205	419	630	67
Weakley		12,119	.0065	1,574	.0096	62	41	3,122	437	820	833	421	2,470	1,337	1,337	548
White		7,804	.0042	1,981	.0055	58	44	2,142	90	784	128	852	1,871	756	94	244
Williamson		18,117	.0098	3,071	.0095	88	72	4,347	575	1,464	896	909	4,353	1,760	1,121	370
Wilson		18,414	.0099	2,423	.0109	66	61	4,105	1,013	1,962	535	1,065	4,889	1,693	1,209	271
Lebanon		15,398	.0083		.0055	102	154	3,414	807	1,337	457	1,055	4,736	1,087	1,048	271
Total Above Cities		2,052,206	1.1060		.8365	113	149	412,169	94,274	338,895	149,134	107,525	465,834	118,628	133,725	53,398
State Total		2,954,989	1.5926	3,227	1.0267	79	78	654,711	137,276	428,795	180,868	144,148	688,216	212,000	213,367	79,509

TENNESSEE — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Bristol	183	167.5	.1011	42.7	81.4	198,540	.0748	1,185	4,650
Chattanooga	27	298.1	.1604	78.4	181.4	388,280	.1349	1,346	4,689
Knoxville	74	358.8	.2163	98.8	218.8	481,181	.1812	1,342	4,971
Memphis	89	534.4	.3223	152.3	462.3	847,549	.3191	1,586	5,565
Nashville	96	354.8	.2138	100.4	281.8	554,116	.2087	1,563	5,519
Total Above Areas		1,681.2	1.0139	466.6	1,225.4	2,439,646	.9187	1,451	5,206

© SM, 1956.

Before using these figures, see explanation page 11.



40% OF MEMPHIS IS NEGRO!

PAY ENVELOPE
QUARTER BILLION DOLLARS

INDUSTRIAL EXPANSION

40% of the Memphis population is Negro! And they have the highest income relative to white income of any Negroes in the Nation—creating a Quarter of a Billion Dollar Market!

WDIA COVERAGE

WDIA has a 50,000-watt coverage, reaching nearly one-tenth of all Negro consumers in America! Since newspaper readership is low, and TV ownership negligible, WDIA dominates commercial contact with 1,237,686 potential buyers! An exclusive Negro station, with customized programming, WDIA is a powerhouse of pressure for selling goods. To get convincing statistics on your sales opportunities in this dynamic Negro market, request, on your letterhead, a factual prospectus on your products—plus a bound copy of, "The Story Of WDIA"!

WDIA 50,000-WATTS

MEMPHIS, TENNESSEE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TENNESSEE— SM Metropolitan County Areas — (Continued)

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Bristol	183	141,265	.0762	3,308	.0805	80	75	31,931	4,938	18,392	8,821	9,723	28,909	11,243	13,174	3,407
Chattanooga	27	283,759	.1530	3,714	.1455	91	95	65,919	15,530	37,580	19,358	16,341	51,137	21,117	16,988	7,715
Knoxville	74	367,282	.1978	3,794	.1931	89	91	85,372	19,790	61,400	17,073	16,937	75,865	28,027	22,632	11,033
Memphis	99	678,403	.3656	4,454	.3337	104	113	140,470	31,363	139,371	43,396	29,327	148,541	36,899	33,161	18,391
Nashville	96	424,948	.2290	4,233	.2158	101	107	88,716	22,962	60,919	41,500	18,624	89,632	28,875	24,847	11,005
Total Above Areas		1,895,627	1.0216	4,045	.9686	96	101	412,408	94,603	317,662	130,148	90,952	393,984	126,156	112,702	51,551

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

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Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous co-operation.

KNOXVILLE . .

Water
Sites
Transportation
Power
Markets
Labor
Recreation

Considering a Southern location? We'll provide factual information to aid your study of Knoxville and the East Tennessee area. Your inquiries are handled in confidence.

CONTACT •Committee of 100
Chamber of Commerce
Knoxville, Tennessee

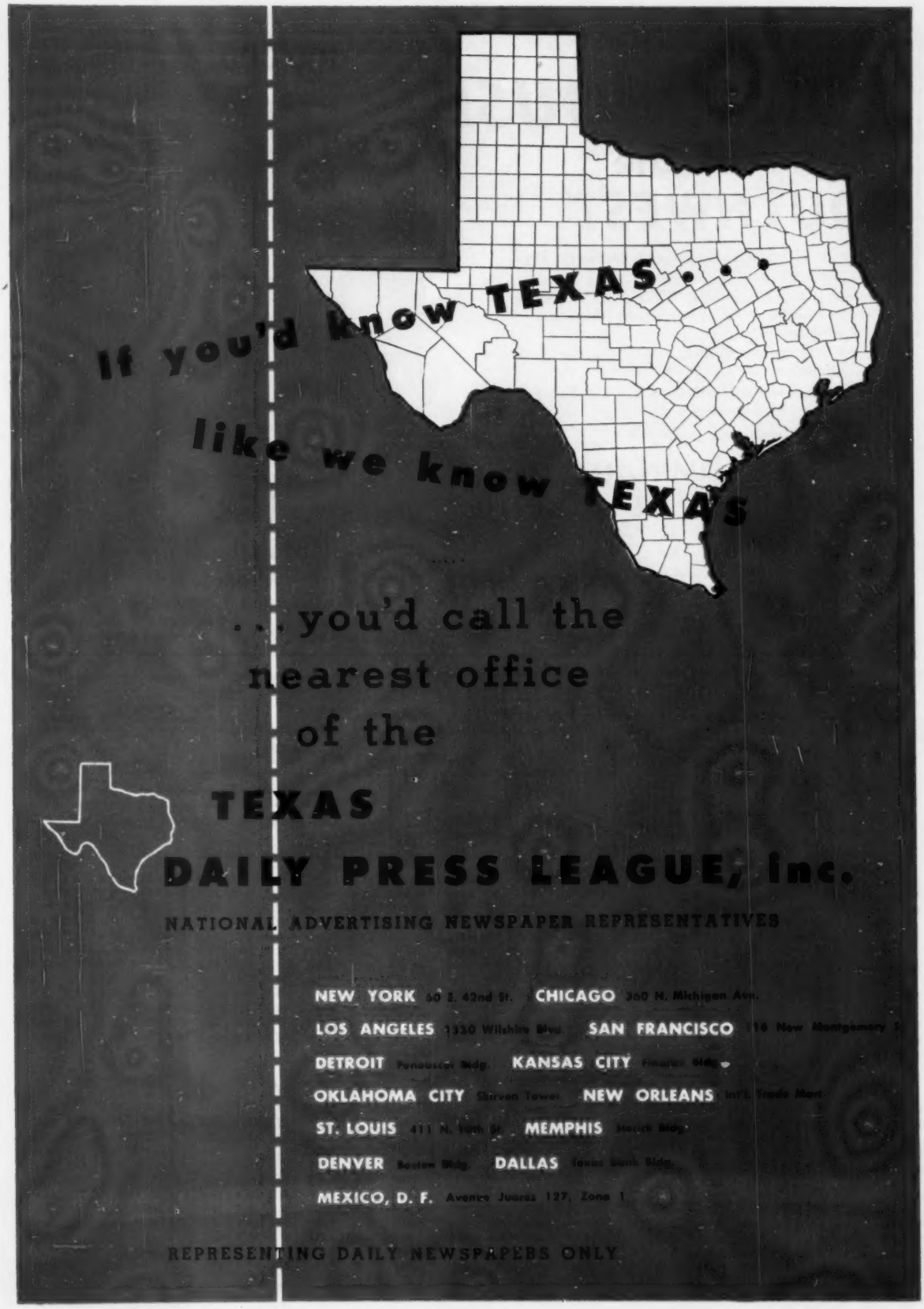
TEXAS — Counties and Cities — (Other West South Central States: Arkansas, Louisiana, Oklahoma.)

Map, pages 762-763 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Abilene	Taylor	60.5	688	98	80	56	58	50	77	109	38	28
Alice	Jim Wells	20.9	231	55	45	19	11	10	16	25	17	8
Amarillo	Potter	120.7	1,149	135	196	76	100	65	89	134	82	54
Athens	Henderson	5.4	143	31	10	8	11	10	16	18	11	4
Austin	Travis	181.5	1,529	236	308	160	109	86	89	177	67	65
Bay City	Matagorda	11.3	199	38	33	11	14	7	15	26	20	8
Baytown	Harris	27.6	331	75	56	16	23	19	21	29	23	14
Beaumont	Jefferson	107.5	1,191	284	218	76	82	71	79	133	56	40
Beeville	Bee	11.5	183	49	42	10	8	6	10	21	12	5
Bellaire	Harris	23.4	65	9	5	9	1	0	0	9	7	4
Big Spring	Howard	26.4	380	72	62	22	25	16	42	56	21	14
Borger	Hutchinson	22.4	281	46	48	19	35	19	27	26	11	6
Breckenridge	Stephens	7.6	148	22	29	5	8	11	13	27	14	7
Brenham	Washington	7.1	188	50	27	12	7	6	14	21	10	7
Brownfield	Terry	9.4	146	16	14	11	9	7	18	29	16	4
Brownsville	Cameron	43.4	378	113	84	20	35	15	18	27	20	10
Brownwood	Brown	22.1	301	77	22	30	17	17	30	44	12	16
Bryan	Brazos	28.0	335	78	61	18	24	22	20	45	18	12
Childress	Childress	8.1	128	12	18	8	10	12	17	18	13	5
Cleburne	Johnson	14.9	235	47	26	18	16	10	37	30	17	8
Conroe	Montgomery	8.8	182	28	48	9	13	14	14	24	12	5
Corpus Christi	Nueces	166.5	1,587	285	362	130	98	76	95	176	78	58
Corsicana	Navarro	21.2	300	71	32	26	17	19	26	47	16	15
Dallas	Dallas	600.0	5,868	957	1295	540	414	337	359	592	247	191
Del Rio	Val Verde	16.5	180	39	40	6	15	12	16	21	7	8
Denison	Grayson	20.3	249	64	25	23	25	20	18	36	12	7
Denton	Denton	25.1	292	49	37	19	25	22	21	45	20	12
Edinburg	Hidalgo	14.8	216	57	43	20	7	9	11	23	19	10
El Campo	Wharton	7.4	134	21	18	14	9	5	13	16	18	6
El Paso	El Paso	225.0	1,669	366	355	147	122	87	99	157	67	49
Fort Worth	Tarrant	352.0	3,532	618	699	302	187	157	283	443	134	127
Gainesville	Cooke	14.0	246	59	23	8	20	16	23	44	22	5
Galveston	Galveston	72.3	948	193	307	28	73	29	31	61	29	42
‡Garland	Dallas	25.4	178	29	25	10	13	13	17	29	15	6
Gonzales	Gonzales	6.5	134	27	24	9	6	3	12	15	10	4
‡Grand Prairie	Dallas	28.3	224	34	36	12	14	17	20	35	15	8
Greenville	Hunt	18.9	309	63	31	29	29	20	31	37	21	9
Harlingen	Cameron	31.9	379	98	61	29	33	20	29	38	23	8
Henderson	Rusk	9.0	225	51	16	23	16	13	19	32	16	5
Hereford	Deaf Smith	6.7	138	14	14	15	9	6	19	15	18	4
‡Highland Park	Dallas	13.5	66	7	7	5	15	5	1	7	4	2
Hillsboro	Hill	8.6	150	30	18	6	12	12	22	28	13	3
Houston	Harris	725.0	7,489	1,448	1596	633	397	434	401	826	339	272
‡Irving	Dallas	28.7	138	28	13	6	6	9	11	29	12	5
Jacksonville	Cherokee	10.4	200	61	15	20	6	11	27	20	6	8
Kerrville	Kerr	9.5	164	28	26	18	12	9	8	19	10	5
Kilgore	Gregg	10.5	222	43	40	18	17	16	18	28	11	6
Kingsville	Kleberg	24.3	228	56	49	18	12	9	19	28	11	9
Lamesa	Dawson	12.9	191	40	25	19	4	10	21	22	16	8
Laredo	Webb	61.8	487	124	103	35	63	12	19	52	23	10
Levelland	Hockley	12.5	158	25	13	13	9	7	25	22	21	6
Littlefield	Lamb	8.4	154	18	17	11	13	17	24	13	15	6
Longview	Gregg	36.7	459	70	79	41	31	32	32	65	22	15
Lubbock	Lubbock	123.2	1,128	182	132	140	85	78	101	123	84	45

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Lufkin	Angelina	18.5	302	85	23	24	21	26	24	48	13	10
Marlin	Falls	7.3	160	27	33	10	9	9	10	20	7	7
Marshall	Harrison	26.3	318	90	29	23	30	17	18	37	23	10
McAllen	Hidalgo	26.4	301	40	44	30	39	21	32	24	20	15
McKinney	Collin	13.3	220	64	17	17	13	10	27	24	12	6
Mercedes	Hidalgo	13.3	108	35	20	4	9	5	3	7	8	2
Midland	Midland	42.9	388	67	65	27	35	28	23	50	27	17
Mineral Wells	Palo Pinto	16.5	233	39	56	13	13	16	27	19	9	5
Mission	Hidalgo	14.4	159	45	32	20	8	13	5	13	9	5
Monahans	Ward	8.0	133	9	19	11	8	18	12	17	2	4
Mount Pleasant	Titus	7.3	182	41	18	17	13	10	14	27	9	5
Nacogdoches	Nacogdoches	14.3	184	38	19	11	16	13	24	28	8	9
New Braunfels	Comal	14.5	210	40	50	21	7	10	17	22	11	3
Odessa	Ector	57.1	615	83	109	58	51	38	48	71	38	23
Orange	Orange	28.7	305	54	58	13	21	27	28	39	10	8
Palestine	Anderson	16.5	262	67	19	16	15	18	36	32	16	9
Pampa	Gray	20.8	290	45	45	25	14	18	19	48	17	10
Paris	Lamar	23.1	315	79	34	20	24	15	33	30	22	8
Pasadena	Harris	40.0	271	42	29	17	20	25	19	52	20	11
Pecos	Reeves	13.1	180	30	31	13	10	8	11	19	18	6
Plainview	Hale	19.7	300	44	31	33	19	25	33	21	28	9
Port Arthur	Jefferson	62.8	698	144	136	48	54	46	29	82	26	31
Raymondville	Willacy	12.1	137	32	18	19	9	10	10	13	13	4
Rosenberg	Fort Bend	7.9	166	25	23	9	12	14	24	20	14	2
San Angelo	Tom Green	67.1	771	114	148	57	51	48	65	84	54	26
San Antonio	Bexar	515.0	5,349	1,259	1221	502	291	184	239	525	238	163
San Benito	Cameron	15.8	176	60	35	11	4	8	5	18	11	8
Seguin	Guadalupe	13.5	191	34	40	12	8	11	19	20	15	5
Sherman	Grayson	28.0	302	61	41	24	26	22	29	37	17	5
Snyder	Scurry	16.0	180	31	26	13	12	10	19	30	14	9
Sulphur Springs	Hopkins	10.0	186	53	14	12	15	11	17	21	15	9
Sweetwater	Nolan	16.1	205	24	20	12	21	14	29	37	11	10
Taylor	Williamson	9.8	195	31	48	12	13	6	19	20	14	5
Temple	Bell	33.5	404	76	91	29	25	18	37	42	21	17
Terrell	Kaufman	11.9	152	26	16	9	8	16	15	26	13	3
Texarkana	Bowie	31.2	386	102	43	30	26	24	24	54	22	16
Texas City	Galveston	27.5	230	33	60	11	17	17	13	21	14	9
Tyler	Smith	51.5	639	120	76	70	59	33	66	69	32	25
‡University Park	Dallas	26.6	162	22	13	9	30	28	3	22	9	9
Uvalde	Uvalde	9.9	161	38	28	10	6	12	13	22	10	4
Vernon	Wilbarger	14.0	257	31	40	17	23	19	32	28	25	9
Victoria	Victoria	19.6	384	62	64	25	23	20	25	51	26	10
Waco	McLennan	103.9	1,187	262	226	119	71	62	80	129	60	52
Waxahachie	Ellis	13.1	196	47	13	7	9	10	26	32	15	8
Weatherford	Parker	12.5	189	36	18	7	11	9	24	31	15	6
Weslaco	Hidalgo	14.5	136	23	23	12	12	7	14	12	9	8
West University Place	Harris	23.1	10	2	0	0	1	0	0	1	0	0
White Settlement	Tarrant	14.5	18	1	4	3	1	0	0	6	1	2
Wichita Falls	Wichita	104.2	894	147	165	56	73	51	61	114	37	32

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Anderson		29.2	.0176	8.4	16.5	31,670	.0119	1,085	3,770	4,539	9.0	3,524	44.5	17.8	24.9	23.0	23.0	32.7	7.6	26.5
Palestine		16.5	.0100	5.5		22,246	.0084	1,348	4,045		5.8	3,825	40.6	14.9	24.8	21.1	25.2	33.1	9.4	30.9
Andrews		9.1	.0055	2.8	6.2	16,077	.0061	1,767	6,193	960	2.8	5,659	13.5	3.4	15.4	8.8	50.6	44.9	20.5	42.9
Angelina		37.1	.0224	10.8	18.5	41,596	.0156	1,121	3,851	1,589	11.4	3,634	36.3	14.1	33.3	29.7	23.1	31.9	7.3	24.3
Lufkin		18.5	.0112	5.9		24,325	.0092	1,315	4,123		6.1	3,977	33.4	11.8	31.9	26.1	25.1	31.6	9.6	30.5
Aransas		4.1	.0025	1.2	.6	4,722	.0018	1,152	3,935	406	1.2	3,877	34.4	12.5	28.8	24.1	28.2	36.5	8.6	26.9
Archer		6.5	.0039	1.8		8,341	.0032	1,283	4,634	8,208	2.0	4,251	28.5	9.4	26.1	20.9	36.1	42.6	9.3	28.0
Armstrong		1.9	.0011	.6		3,369	.0012	1,773	5,615	7,413	.5	7,063	21.8	4.3	27.7	12.7	25.6	18.2	24.9	64.8
Atascosa		19.8	.0120	4.7	2.9	18,895	.0071	954	4,020	7,959	5.0	3,786	42.4	15.8	25.4	21.8	22.2	29.4	10.0	33.0
Austin		13.5	.0081	4.1		16,006	.0061	1,186	3,904	6,073	4.6	3,447	42.8	17.5	29.6	27.9	20.6	30.0	7.0	24.6
Bailey		8.2	.0050	2.2		12,575	.0047	1,534	5,716	11,400	2.5	5,110	26.8	7.4	25.5	16.9	29.7	29.1	17.0	46.6
Bandera		4.1	.0024	1.2		4,317	.0016	1,053	3,598	1,490	1.4	3,115	48.5	21.9	31.0	32.3	16.2	26.1	4.3	19.7

‡Number of Retail Outlets for these cities from Special Census of 1953. © SM, 1956. Before using these figures, see explanation page 11.

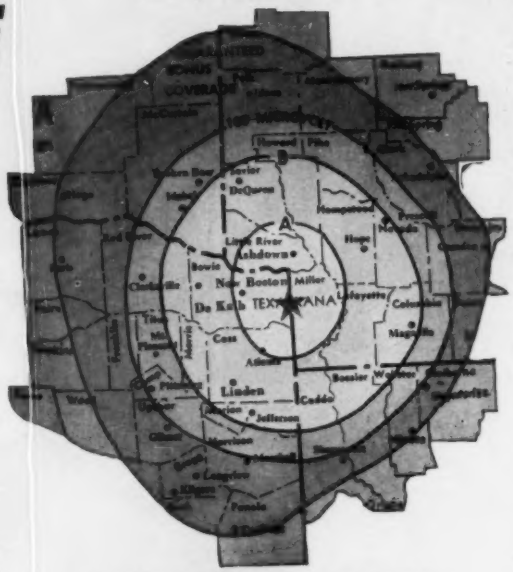

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TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & ove % Units	$7,000 & ove % Income
Bastrop		18.0	.0109	5.1	9.1	16,208	.0061	900	3,178	4,480	5.5	2,958	50.3	23.9	27.6	30.4	17.4	29.5	4.7	16.2
Baylor		6.5	.0039	2.1	3.6	7,747	.0029	1,192	3,689	7,111	1.9	4,060	36.0	12.5	29.1	23.2	25.4	31.4	9.5	32.9
Bee		19.4	.0117	5.0	11.5	22,016	.0083	1,135	4,403	5,313	5.4	4,104	38.1	13.1	25.5	20.2	26.2	32.0	10.2	34.7
Beeville		11.5	.0069	3.5		14,706	.0055	1,279	4,202		3.6	4,116	37.7	12.9	26.1	20.7	26.0	31.6	10.2	34.8
Bell	252	95.3	.0575	24.1	50.7	136,874	.0516	1,436	5,679	11,373	39.7	3,448	41.7	17.0	30.7	29.0	20.9	30.4	6.7	23.6
△Temple		33.5	.0202	10.0		47,855	.0180	1,429	4,786		11.7	4,098	33.3	11.4	30.3	24.1	26.4	32.3	10.0	32.2
Bexar	127	580.5	.3501	152.9	529.4	764,786	.2879	1,317	5,002	12,197	193.7	3,948	39.5	14.1	26.8	22.1	23.5	29.8	10.2	34.0
▲San Antonio		515.0	.3106	145.3		666,810	.2511	1,295	4,589		159.0	4,195	33.1	11.1	29.6	23.0	26.1	31.2	11.2	34.7
Blanco		3.8	.0023	1.3		3,756	.0014	988	2,889	2,200	1.3	3,133	40.5	16.2	40.2	41.7	15.5	24.8	3.8	15.3
Borden		1.1	.0007	.2		1,456	.0005	1,324	7,280	2,808	.3	5,600	22.7	5.7	33.1	19.2	23.8	21.4	20.4	53.7
Bosque		9.9	.0059	3.1		10,561	.0040	1,067	3,407	5,541	3.4	3,128	47.9	21.5	29.1	30.3	16.2	29.2	4.8	19.0
Bowie	253	66.4	.0413	20.1	33.7	72,394	.0273	1,058	3,602	4,294	20.8	3,484	38.3	18.5	31.2	29.1	23.7	34.1	6.8	21.3
△*Texarkana (Ark.)-Texarkana (Tex.)*		*53.0*	*.0319*	*17.0*		*63,173*	*.0238*	*1,192*	*3,716*											
1△Texarkana		31.2	.0188	10.0		38,286	.0144	1,227	3,829		10.6	3,606	37.5	14.7	29.3	26.4	25.6	35.6	7.6	23.3
Brazoria		61.3	.0369	16.5	21.5	86,115	.0324	1,405	5,219	11,640	17.5	4,925	22.0	6.3	21.1	13.9	42.2	43.0	14.7	36.8
Brazos		43.6	.0263	11.7	30.0	87,223	.0215	1,312	4,891	6,446	17.0	3,358	49.8	20.9	24.8	23.9	18.0	26.9	7.4	28.3
Bryan		28.0	.0169	8.7		35,790	.0135	1,278	4,114		9.7	3,687	42.7	16.3	26.9	23.7	21.7	29.5	8.7	30.5
Brewster		7.5	.0046	1.9	5.5	10,365	.0039	1,382	5,455	3,977	2.8	3,682	45.1	17.2	25.4	22.4	20.7	28.3	8.8	32.1
Briscoe		3.6	.0021	.9		7,163	.0027	1,990	7,959	7,265	1.2	6,019	23.3	5.4	28.9	15.6	27.5	22.9	20.3	56.1
Brooks		10.9	.0066	2.9	8.0	11,992	.0046	1,100	4,283	2,264	2.9	4,078	32.0	11.0	29.4	23.5	27.2	33.5	11.4	32.0
Brown		29.1	.0176	9.1	22.1	36,345	.0136	1,248	3,994	6,383	10.2	3,556	41.3	16.3	28.6	26.1	22.5	31.8	7.6	25.8
Brownwood		22.1	.0133	7.3		29,366	.0111	1,329	4,023		8.0	3,659	40.3	15.5	28.0	25.0	23.4	32.0	8.3	27.5
Burleson		11.0	.0066	3.1		9,644	.0037	877	3,111	6,416	3.5	2,795	56.6	28.5	26.9	31.4	12.3	22.0	4.2	18.1
Burnet		9.6	.0058	2.8		10,447	.0039	1,088	3,731	3,858	3.2	3,289	41.3	17.7	31.0	30.5	22.1	33.7	5.6	18.1
Caldwell		17.6	.0106	4.8	9.1	19,057	.0068	1,028	3,762	6,325	4.9	3,672	44.7	17.1	25.3	22.5	21.4	29.2	8.6	31.2
Calhoun		11.0	.0066	3.1	6.8	15,414	.0068	1,401	4,972	3,945	3.5	4,381	32.4	10.4	30.1	22.4	25.9	29.6	11.6	37.6

1 Texarkana is in Bowie County, Texas, and Miller County, Arkansas.
▲ and △ See end of state for SM Metropolitan County Areas.

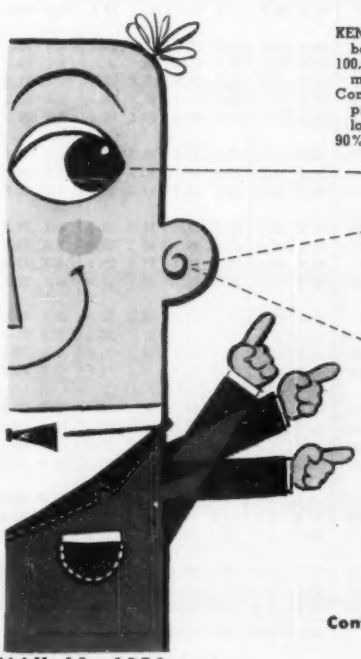
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TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Callahan		8.1	.0049	2.4		8,704	.0033	1,075	3,627	4,606	2.5	3,434	42.1	17.2	28.8	27.3	22.8	33.1	6.5	22.4
Cameron	184	160.4	.0968	39.2	98.3	167,316	.0630	1,043	4,268	44,793	44.8	3,733	46.1	17.4	25.1	21.9	19.4	26.0	9.4	34.7
△*Brownsville-Harlingen-McAllen*		*101.7*	*.0615*	*26.8*		*116,011*	*.0439*	*1,151*	*4,291*											
△Harlingen		31.9	.0192	8.9		39,563	.0149	1,240	4,445		9.6	4,111	39.9	13.7	26.3	20.7	22.7	27.7	11.1	37.9
△Brownsville		43.4	.0262	10.9		44,961	.0169	1,036	4,125		11.8	3,802	43.8	16.3	25.9	22.2	20.5	27.0	9.8	34.6
San Benito		15.5	.0095	4.1		16,742	.0063	1,060	4,083		4.5	3,724	46.5	17.6	26.1	22.7	18.3	24.7	9.1	35.0
Camp		8.0	.0048	2.4	2.9	6,805	.0026	851	2,859	1,470	2.5	2,803	55.7	28.0	26.4	30.6	14.3	25.5	3.6	15.9
Carson		8.5	.0038	1.8		11,909	.0044	1,832	6,616	7,897	2.1	5,639	18.6	4.6	25.8	14.9	38.3	34.1	17.3	46.4
Cass		23.4	.0141	6.3	3.3	18,814	.0071	804	2,986	2,645	6.5	2,876	52.2	25.6	28.7	32.4	14.9	25.9	4.2	16.1
Castro		5.6	.0034	1.6		13,327	.0051	2,380	8,329	15,793	1.5	8,855	18.5	2.9	18.0	6.7	29.1	16.5	34.4	73.9
Chambers		7.9	.0047	2.2		10,774	.0040	1,364	4,897	5,568	2.4	4,573	34.8	10.7	21.1	15.0	31.1	34.1	13.0	40.2
Cherokee		35.7	.0216	9.5	14.3	33,191	.0125	930	3,494	6,374	10.1	3,272	48.8	21.0	28.1	27.9	16.7	25.6	6.4	25.5
Jacksonville		10.4	.0063	3.2		14,489	.0054	1,391	4,522		3.8	3,776	43.3	16.1	28.4	24.4	19.6	26.1	8.7	33.4
Childress		11.8	.0071	3.5	8.1	16,676	.0063	1,413	4,755	9,309	3.9	4,320	31.7	10.3	29.0	21.8	29.2	33.9	10.1	34.0
Childress		8.1	.0049	2.5		12,247	.0046	1,512	4,899		2.9	4,254	32.7	10.8	28.0	21.4	29.7	35.1	9.6	32.7
Clay		9.2	.0049	2.5	2.4	10,093	.0037	1,220	4,001	6,673	2.6	3,864	33.8	12.3	30.2	25.4	27.6	35.8	8.4	26.5
Cochran		7.3	.0044	1.7		12,028	.0046	1,648	7,075	7,713	2.2	5,581	22.9	5.8	21.5	12.5	36.8	33.0	18.8	48.7
Coke		4.1	.0025	1.2		6,331	.0024	1,544	5,276	2,439	1.3	4,782	25.5	7.8	27.8	18.7	33.3	34.9	13.7	38.9
Coleman		12.4	.0075	3.9	5.4	13,937	.0052	1,124	3,574	8,630	3.8	3,649	38.8	14.9	32.6	29.1	21.3	29.3	7.3	26.7
Collin		41.9	.0253	12.7	13.3	44,065	.0166	1,052	3,471	15,399	13.2	3,330	42.9	18.1	31.7	31.0	19.2	28.9	6.2	22.0
McKinley		13.3	.0080	4.3		16,655	.0063	1,252	3,873		4.6	3,636	36.9	14.3	32.4	28.9	25.2	32.0	7.5	24.8
Collingsworth		8.2	.0049	2.2	3.3	10,888	.0041	1,328	4,949	11,474	2.5	4,360	36.0	11.6	29.8	22.2	21.9	25.2	12.3	41.0
Colorado		17.1	.0103	5.1	5.6	21,216	.0080	1,241	4,160	9,009	5.2	4,044	40.9	14.2	28.8	21.7	22.1	27.3	10.2	36.8
Comal		18.8	.0114	5.3	14.5	22,924	.0086	1,219	4,325	1,879	5.7	4,057	31.3	10.9	33.3	28.6	26.6	32.9	8.8	29.6
New Braunfels		14.5	.0087	4.2		18,027	.0068	1,243	4,292		4.4	4,098	30.9	10.6	33.0	26.2	27.1	33.2	9.0	30.0
Comanche		13.1	.0079	4.0	3.3	14,425	.0055	1,101	3,606	9,756	4.4	3,258	44.9	19.4	30.1	30.1	18.7	26.7	6.3	21.8
Concho		4.8	.0027	1.4		6,102	.0023	1,327	4,359	6,062	1.4	4,346	38.7	12.5	29.7	22.2	19.6	22.6	12.0	42.7
Cooke		24.8	.0150	7.3	14.0	29,408	.0110	1,186	4,028	6,044	9.0	3,678	39.7	16.2	29.8	26.2	22.4	30.6	8.3	28.0
Gainesville		14.0	.0084	4.6		19,985	.0075	1,428	4,345		5.0	4,009	35.6	12.5	29.6	24.0	24.8	31.0	10.0	32.5
Coryell		14.6	.0088	4.4	3.8	15,347	.0059	1,051	3,488	5,813	4.7	3,298	43.7	18.7	31.0	30.6	19.6	29.9	5.7	20.8
Cottle		5.3	.0032	1.4	2.7	9,447	.0036	1,782	6,748	9,049	1.7	5,583	28.8	7.3	29.6	17.2	23.2	20.8	18.4	54.7
Crane		5.1	.0031	1.4		9,563	.0036	1,875	6,831	295	1.6	6,072	8.3	1.9	12.0	6.4	35.8	46.1	23.9	45.6
Crockett		4.7	.0028	1.2	3.8	7,455	.0028	1,588	6,213	5,093	1.5	4,889	32.5	9.4	22.3	14.9	31.0	31.9	14.2	43.8
Crosby		9.2	.0056	2.5		13,790	.0052	1,499	5,516	16,722	2.7	5,081	33.1	9.2	28.3	18.0	23.2	22.9	15.4	49.9
Culberson		1.7	.0010	.5		1,934	.0007	1,138	3,868	1,797	.5	3,785	31.5	11.7	30.7	28.4	29.4	38.9	8.4	23.0
Dallam		7.8	.0047	2.4	5.7	13,957	.0052	1,789	5,815	8,885	2.6	5,387	23.3	6.1	27.7	16.8	32.8	30.5	16.2	46.6
Dallas	35	792.4	.4779	243.1	776.6	1,506,285	.5672	1,901	6,199	11,223	280.2	5,375	23.1	6.0	25.7	15.6	32.8	30.6	18.4	47.8

△ and △ See end of state for SM Metropolitan County Areas.

© SM, 1956.

Before using these figures, see explanation page 11.



DALLAS does not live by Dallas alone...

Sales to Out-of-Town Customers Account for 35.2% of Dallas' Retail Volume

DALLAS' BUSINESS IS BIGGER THAN DALLAS:
Employment of Sales Management's retail concentration formula reveals the extent of Dallas' out-of-town business in 1955.

STORE GROUP	DALLAS CITY SALES	% OF DALLAS SALES TO NON-RESIDENTS
Food	$ 184,119,000	20.8%
General Mdse.	211,799,000	60.0%
Apparel	67,260,000	43.2%
Furn., Hsld., Radio	38,583,000	20.5%
Automobile	253,720,000	37.7%
Drug	31,466,000	34.6%
Total Retail Sales	$1,044,216,000	35.2%

72-County Dallas Market Sales:

FOOD	$ 814,828,000
GENERAL MDSE.	564,248,000
APPAREL	219,220,000
FUR., HSLD., RADIO	166,097,000
AUTOMOTIVE	983,478,000
DRUG	127,739,000
TOTAL RETAIL SALES	$3,984,820,000

(SM: May 10, 1956)

Add Dallas' out-of-town customers to your Dallas prospects by advertising in The Dallas News—the newspaper North Texans read to keep up with their Dallas interests. With The News' 20% larger circulation and greater, more selective coverage, expect fuller response from both Dallas and the larger, richer 72-county Dallas market!

ONLY THE DALLAS NEWS COVERS THE BIGGER DALLAS MARKET

The Dallas Morning News

DALLAS' LARGEST NEWSPAPER: More people BUY The News... more people READ The News... more people are INFLUENCED by The News than any other North Texas newspaper.

CRESMER & WOODWORD, INC. • National Representative • New York • Chicago • Detroit • Los Angeles • Atlanta • San Francisco

here's why you should include the Permian Basin in every schedule . . .

EFFECTIVE BUYING INCOME	**$806,445,000.00**
RETAIL SALES	**576,836,000.00**
Per Family Effective Buying Income*	**7,371.00**

The Permian Basin of West Texas and Southeastern New Mexico—world's largest, richest, most productive oil field—is a market where unemployment is virtually unknown and phenomenal wealth and growth are matters of record.

KOSA-TV is the *only* advertising medium that completely serves this fabulous market.

*5 primary counties

Get in touch with the nearest John E. Pearson rep today, and let him tell you why no station offers you more for your television dollar.

C B S Primary Affiliate

CHANNEL 7

KOSA-TV

1211 N. Whitaker Odessa, Texas

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
▲Dallas		600.0	.3619	192.1		1,147,109	.3419	1,912	5,971		222.3	5,160	23.2	6.3	26.2	16.5	33.3	32.4	17.3	44.8
University Park		26.6	.0160	8.5		92,707	.0349	3,485	10,907		10.9	8,496	24.2	4.0	17.2	6.6	22.9	13.5	35.7	75.9
Highland Park		13.5	.0081	5.0		59,997	.0226	4,444	11,999		5.6	10,735	22.5	2.9	16.8	5.1	19.9	9.3	40.8	82.7
Grand Prairie		28.3	.0171	8.2		42,592	.0160	1,505	5,194		8.7	4,921	19.6	5.6	27.3	18.0	38.0	38.7	15.1	37.7
Garland		25.4	.0153	7.2		38,868	.0146	1,530	5,398		7.7	5,056	20.6	5.7	25.7	16.5	37.7	37.4	16.0	40.4
Irving		28.7	.0173	9.4		50,730	.0191	1,768	5,397		9.9	5,117	25.2	6.9	26.1	16.6	31.9	31.3	16.8	45.2
Dawson		22.0	.0133	5.9	12.9	36,555	.0137	1,662	6,196	26,763	6.4	5,713	25.4	6.3	28.1	15.9	28.8	25.3	17.7	52.5
Lamesa		12.9	.0078	2.8		21,939	.0083	1,701	8,776		4.1	5,363	25.1	6.6	29.3	17.7	29.6	27.7	16.0	48.0
Deaf Smith		11.2	.0068	3.2	6.7	19,380	.0073	1,730	6,056	14,331	3.5	5,603	26.9	6.8	26.3	15.2	30.3	27.1	16.5	50.9
Hereford		6.7	.0040	1.5		12,744	.0048	1,902	7,089		2.3	5,526	26.6	6.6	25.1	14.8	32.1	29.1	16.2	49.3
Delta		6.6	.0041	2.0		6,778	.0026	997	3,389	4,951	2.2	3,099	47.1	21.4	30.0	31.7	18.2	29.5	4.7	17.4
Denton		44.6	.0269	12.3	25.1	61,032	.0230	1,368	4,962	10,617	16.7	3,280	50.5	21.8	24.8	24.8	18.1	27.8	6.6	25.6
Denton		25.1	.0151	6.3		40,859	.0154	1,628	6,486		12.8	3,188	53.5	23.6	23.0	23.4	16.8	26.5	6.7	26.5
De Witt		21.5	.0129	6.3	11.6	23,079	.0086	1,073	3,663	8,410	6.9	3,416	44.7	18.4	28.0	26.5	20.4	30.0	6.9	25.1
Dickens		6.3	.0038	1.7		10,599	.0040	1,682	6,235	8,111	2.1	5,000	28.3	8.0	27.8	18.0	29.7	29.8	14.2	44.2
Dimmit		11.7	.0071	2.4	4.8	7,974	.0030	682	3,323	4,695	3.1	2,542	62.6	34.7	24.5	31.3	9.9	19.5	3.0	14.5
Donley		5.4	.0033	1.5	2.3	7,670	.0029	1,420	5,113	9,330	1.7	4,593	33.4	10.2	29.8	21.1	23.8	26.0	13.0	42.7
Duval		14.2	.0085	3.3	6.3	13,529	.0051	953	4,100	3,985	3.5	3,894	41.0	14.8	22.6	18.9	26.7	34.4	9.7	31.9
Eastland		21.9	.0127	6.9	11.5	28,637	.0100	1,288	3,860	5,583	7.2	3,894	37.7	14.4	28.2	24.8	26.2	35.6	7.9	25.2
Ector	234	66.8	.0403	19.6	57.1	125,863	.0474	1,881	6,411	685	21.4	5,878	14.1	3.4	19.1	10.5	45.2	38.6	21.6	47.5
△Odessa		57.1	.0344	18.2		114,797	.0432	2,010	6,308		19.4	5,905	14.0	3.3	19.1	10.6	45.1	38.3	21.8	47.8

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

OUTSTANDING!

And they are **TOPS**

KFJZ, *Fort Worth* **KLIF, *Dallas***

sold in **COMBINATION** *by*

H-R Representatives
Clarke Brown Co. (South)



The strongest sales-making influence in the wealthy Golden Bonus Market, Dallas County, is The Dallas Times Herald. It reaches . . .

25,891 MORE Families Daily

29,144 MORE Families Sunday

Than the 2nd Dallas Newspaper!!

The Times Herald's growing Dallas County circulation is 151,115 daily — 151,175 Sunday. Total Times Herald circulation is 169,156 daily — 173,143 Sunday.

Circulations as of March 17 and March 20 from ABC Audit, dated March 31, 1955.

IN 1955

- The Times Herald published 37,734,302 lines of advertising . . . the greatest volume ever printed by any Dallas newspaper.
- It led the other Dallas Newspaper by 3,664,314 lines of total advertising.
- Leadership was in both national and local advertising.
- In the last 5 years, The Times Herald published 18,300,909 MORE lines of advertising than the other Dallas Newspaper. That is more than 7,600 pages.

Source: Media Records
Magazine Supplements excluded.

PROOF ENOUGH
THAT IN DALLAS COUNTY, THE . . .

Golden Bonus Market

ADVERTISING *STAYS* WHERE ADVERTISING *PAYS!!*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

EL PASO'S GROWTH & DEVELOPMENT
. . . staggering . . . in scope

Go Southwest, Young Man!
By Paul Gallico

Construction on another multi-million dollar shopping center will begin this fall.

KROD-TV's antenna atop this same mountain, is the highest above sea level in Texas.

Acquisition of 4½ more miles of right-of-way will hasten completion of another new City-County expressway.

THE LAST stop in the state is El Paso—The Pass, open door between the United States and Mexico on the Rio Grande. It was almost 20 years since I had visited that city, then a sleepy border town noted chiefly as the gateway to a drink and a bottle of French perfume. Its growth and development as of 1955 were staggering and Texan in scope.

What had been dust-dry desert country east of the city is now a humming series of airports, Army bases and jet airfields. Here was Fort Bliss, the guided-missile base, plus barracks, newly erected housing projects, shopping centers, stores and factories stretching almost as far as the eye could reach. From atop a 4000-foot mountain to the west the amazed eye took in networks of new roads and expressways in and around the city, new residences and flower gardens dotting the hills, the chimneys and towers of industry. El Paso was El Paso no longer, but another of those self-contained worlds in which this always astonishing state abounds.

Military plans call for over 13½ million in permanent construction at Fort Bliss and Biggs Field.

Northrop Aircraft plans a $20,000,000 long-range development in El Paso.

One 5,000 home project under way another 5,000 unit development just announced. City population now more than 220,009.

This "world" is the hub of the nation's largest retail trading area . . and only KROD-TV covers it all.

Reader's Digest
January, 1956

We agree with Reader's Digest! El Paso is "staggering . . . in scope," but the El Paso Southwest market is FABULOUS. To cover the entire Southwest . . . BUY

KROD-TV
A MUST IN SELLING THE EL PASO SOUTHWEST

Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Co. Affiliated with KROD—600 kc—5,000 watts
Represented Nationally by the Branham Co.

CBS and ABC Television Network Channel 4 EL PASO, TEXAS

Dorrance D. Roderick, Pres.; Val Lawrence, V-P and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units							
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Edwards		3.2	.0019	.8	...	3,256	.0012	1,018	4,070	3,148	1.0	3,119	56.4	25.5	27.5	28.8	10.1	16.2	6.0	29.7
Ellis		43.5	.0282	12.6	18.4	50,126	.0189	1,152	3,978	21,031	13.7	3,663	40.3	15.5	29.3	26.1	22.1	30.2	8.3	28.2
Waxahachie		13.1	.0079	4.1		17,856	.0067	1,363	4,355		4.8	3,691	38.8	14.8	29.6	26.1	23.2	31.5	8.4	27.6
El Paso	45	262.2	.1582	63.5	236.3	390,387	.1469	1,489	6,148	21,639	87.2	4,479	33.6	10.5	26.3	19.1	26.3	29.5	13.8	40.9
▲El Paso		225.0	.1357	60.8		323,896	.1219	1,440	5,327		71.3	4,546	32.6	10.1	26.4	18.9	26.8	29.6	14.2	41.4
Erath		16.3	.0098	5.1	9.0	17,710	.0067	1,087	3,473	7,611	6.1	2,922	51.0	24.6	29.0	32.2	15.6	26.7	4.4	16.5
Falls		23.1	.0139	6.6	7.3	21,217	.0080	918	3,215	11,398	7.0	3,028	54.3	25.2	26.9	29.0	13.2	21.9	5.6	23.9
Marlin		7.3	.0044	2.5		8,363	.0031	1,146	3,345		2.4	3,422	47.2	19.4	27.6	26.3	17.9	26.2	7.3	28.1
Fannin		25.7	.0155	7.9	8.0	23,237	.0087	904	2,941	11,694	8.1	2,866	52.5	25.8	29.6	33.6	13.7	24.0	4.2	16.6
Fayette		20.7	.0125	6.1	2.4	19,916	.0075	962	3,265	9,060	6.7	2,971	52.7	25.0	29.3	32.0	13.5	22.6	4.5	20.2
Fisher		9.5	.0057	2.8	2.8	11,788	.0045	1,241	4,534	9,723	2.8	4,231	31.3	10.4	30.1	23.0	26.6	31.4	12.0	35.2
Floyd		10.2	.0062	3.0	3.2	15,999	.0060	1,569	5,333	19,640	3.0	5,360	25.9	6.8	29.0	17.6	26.7	25.0	18.4	50.6
Foard		3.9	.0024	1.1		5,475	.0021	1,404	4,978	5,466	1.2	4,529	37.4	11.6	31.0	22.3	18.4	20.4	13.2	45.7
Fort Bend		29.6	.0178	7.4	7.9	31,920	.0120	1,078	4,314	13,383	8.3	3,840	39.5	14.5	27.9	23.6	23.4	30.5	9.2	31.4
Rosenberg		7.9	.0048	2.5		10,383	.0039	1,314	4,153		2.7	3,866	36.9	13.4	28.0	23.6	26.6	34.5	8.5	28.5
Franklin		4.9	.0030	1.5	.3	4,077	.0015	832	2,718	1,915	1.4	2,839	55.1	27.3	25.9	29.7	15.2	26.8	3.8	16.2
Freestone		13.2	.0079	3.8	2.5	12,001	.0045	909	3,158	3,293	3.9	3,068	52.7	24.2	24.8	28.2	16.3	26.7	6.2	22.9
Frio		11.2	.0068	2.7	5.0	10,021	.0038	895	3,711	5,303	2.8	3,597	52.5	20.8	25.2	22.8	12.8	17.9	9.5	38.5
Gaines		9.0	.0054	2.4	3.8	13,485	.0051	1,498	5,619	4,542	2.7	4,963	22.9	6.5	20.9	13.7	40.7	41.1	15.5	38.7
Galveston	55	132.0	.0796	39.1	116.5	213,564	.0804	1,618	5,462	2,999	44.8	4,771	25.8	7.6	26.0	17.6	33.8	35.6	14.4	39.2
▲Galveston		72.3	.0436	22.0		123,702	.0466	1,711	5,623		26.4	4,688	28.5	8.6	27.3	18.9	30.1	32.2	14.1	40.3
Texas City		27.5	.0166	8.3		44,685	.0168	1,625	5,384		9.0	4,969	19.9	5.6	23.1	15.1	41.6	42.0	15.4	37.3
Garza		7.0	.0042	1.8	3.6	10,510	.0040	1,501	5,839	4,591	2.0	5,149	26.4	7.2	29.3	18.5	26.9	26.2	17.4	48.1
Gillespie		10.1	.0061	3.1	3.8	11,349	.0042	1,124	3,661	4,399	3.2	3,496	39.7	16.0	35.4	32.8	18.1	26.0	6.8	25.2
Glasscock		.9	.0008	.2		1,553	.0006	1,726	7,765	2,158	.3	5,189	19.9	5.4	25.9	18.4	39.2	38.1	15.0	40.1

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.



THE CAPITAL CITY OF

The Fabulous Southwest

24 counties in West Texas and Southern New Mexico

- CATTLE—$150,000,000 Annually
- COPPER—$230,000,000 Annually
- COTTON—$100,000,000 Annually
- CLOTHING—$35,000,000 Annually
- LUMBER — $30,000,000 Annually
- OIL—$3,500,000 Daily

NOT ONE BUT TWO

Separate and Distinct Newspapers

COVER THIS RICH TRADE TERRITORY OF

640,700 PEOPLE

WITH AN EFFECTIVE BUYING INCOME OF

$935,850,000

The El Paso Times

AN INDEPENDENT NEWSPAPER
MORNING AND SUNDAY

El Paso Herald-Post

A SCRIPPS-HOWARD NEWSPAPER
EVENING

ONE LOW RATE—30¢ LINE—BUYS BOTH

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3 999 % Units	$2,500-3 999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Goliad		5.3	.0032	1.3		5,326	.0020	1,005	4,097	3,391	1.4	3,745	47.0	17.7	28.8	24.9	14.3	19.2	9.9	38.2
Gonzales		20.2	.0121	5.3	6.5	17,884	.0068	885	3,374	15,162	5.8	3,060	52.1	24.0	28.3	30.0	14.7	24.1	4.9	21.9
Gonzales		6.5	.0039	1.8		6,616	.0025	1,018	3,676		1.9	3,410	46.0	19.0	29.4	28.0	17.6	25.9	7.0	27.1
Gray		24.8	.0150	7.6	20.8	43,917	.0165	1,771	5,779	5,830	7.9	5,592	19.0	4.8	21.4	12.5	42.3	37.9	17.3	44.8
Pampa		20.8	.0125	6.8		38,479	.0145	1,850	5,659		6.8	5,659	19.0	4.7	21.7	12.5	41.6	36.8	17.7	46.0
Grayson		73.4	.0443	22.8	48.3	92,431	.0348	1,259	4,054	10,667	25.5	3,619	37.8	14.7	30.1	27.0	24.4	33.8	7.7	24.5
Sherman		28.0	.0169	9.4		39,565	.0149	1,413	4,209		10.3	3,831	34.4	12.6	29.9	25.4	27.2	35.6	8.5	26.4
Denison		30.3	.0122	6.9		27,258	.0103	1,343	3,950		7.1	3,852	34.2	12.5	30.7	25.9	25.7	33.4	9.4	28.2
Gregg		71.8	.0433	21.7	50.7	109,294	.0411	1,522	5,037	974	23.8	4,588	29.0	8.9	28.4	18.0	32.7	35.7	12.9	37.4
Longview		36.7	.0221	11.6		57,455	.0216	1,566	4,953		12.4	4,628	29.7	9.0	25.9	18.3	31.1	33.7	13.3	39.0
2Kilgore		10.5	.0063	3.7		19,372	.0073	1,845	5,236		3.9	4,908	26.0	7.5	24.7	16.3	34.5	35.2	14.8	41.0
Grimes		12.4	.0074	3.7	4.3	10,847	.0041	875	2,932	4,847	3.7	2,903	56.9	27.6	26.1	29.3	12.5	21.5	4.5	21.6
Guadalupe		25.8	.0156	7.1	13.5	26,241	.0099	1,017	3,696	6,726	7.6	3,453	41.2	16.8	31.5	29.6	20.4	29.6	6.9	24.0
Seguin		13.5	.0081	3.9		15,538	.0059	1,151	3,984		4.4	3,557	41.1	16.3	30.1	27.5	21.6	30.4	7.2	25.8
Hale		33.6	.0203	9.5	19.7	57,596	.0217	1,714	6,063	30,870	10.3	5,609	25.3	6.3	27.3	15.8	28.6	25.6	18.8	52.3
Plainview		19.7	.0119	5.8		37,569	.0141	1,907	6,477		6.8	5,558	25.8	6.5	26.9	15.7	28.7	25.9	18.6	51.9
Hall		10.4	.0062	2.8	3.7	14,328	.0054	1,378	5,117	15,340	3.0	4,832	34.2	10.0	28.4	19.0	22.7	23.6	14.7	47.4
Hamilton		9.5	.0058	3.0	2.8	9,835	.0037	1,035	3,278	4,861	3.2	3,053	49.8	22.9	31.4	33.5	13.6	22.3	5.2	21.3
Hansford		4.8	.0027	1.2		9,448	.0035	2,054	7,873	13,007	1.3	7,251	19.0	3.7	22.0	9.8	32.9	22.8	26.1	63.7
Hardeman		9.7	.0059	3.0	4.5	13,804	.0052	1,423	4,601	6,727	3.3	4,242	35.9	11.9	27.7	21.2	25.0	29.6	11.4	37.3
Hardin		20.6	.0124	5.7	3.4	21,378	.0081	1,038	3,751	345	6.1	3,499	38.1	15.3	27.8	25.9	27.8	39.6	6.5	19.2

2 Kilgore is in Gregg and Rush Counties.

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Before using these figures, see explanation page 11.

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ABC BASIC

THE CAT AND MOUSE GAME

In Houston, 12th Market of America, Channel 13's Black Cat has teamed with Disney's Mickey to make a real cleanup.

In full family viewing time between 4 and 8 p.m.-February ARB Houston Area Report shows KTRK-TV's Monday thru Friday share of audience to be a solid 36.1%!

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THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Harris	64	1,076.2	.8491	321.8	973.6	1,937,585	.7295	1,800	6,021	15,653	368.3	5,261	22.8	8.1	24.6	15.2	34.7	33.1	17.9	45.6
▲Houston		725.0	.4372	225.8		1,336,667	.5033	1,844	5,920		259.2	5,158	23.6	8.4	25.6	16.2	33.6	32.7	17.2	44.7
Baytown		27.6	.0166	8.6		49,821	.0188	1,805	5,793		9.0	5,565	17.0	4.3	18.2	10.5	44.2	39.9	20.6	45.3
Pasadena		40.0	.0241	11.6		64,598	.0243	1,615	5,569		12.1	5,360	15.4	4.0	19.8	12.0	47.0	44.0	17.8	40.0
Bellaire		23.4	.0141	8.1		48,256	.0174	1,977	5,711		7.1	6,476	16.7	3.6	17.8	9.0	37.6	29.1	27.9	58.3
West University Place		23.1	.0139	6.8		64,066	.0241	2,773	9,421		7.4	8,675	14.2	2.3	14.1	5.2	31.4	18.2	40.3	74.3
Harrison		46.6	.0281	12.5	26.3	45,622	.0172	979	3,650	4,036	13.8	3,300	45.9	19.6	27.5	27.1	20.2	30.7	6.4	22.6
Marshall		26.3	.0159	8.0		31,686	.0119	1,205	3,961		9.3	3,408	44.1	18.2	27.6	26.4	21.3	31.3	7.0	24.1
Hartley		1.6	.0009	.5	.4	3,664	.0014	2,290	7,328	6,416	.8	6,785	26.5	5.5	24.4	11.7	24.3	17.9	24.8	64.9
Haskell		12.9	.0078	3.6	3.6	17,152	.0064	1,330	4,764	18,481	3.7	4,672	32.7	9.8	30.0	20.9	23.4	25.1	13.9	44.2
Hays		18.5	.0112	4.5	10.5	20,261	.0076	1,095	4,502	3,220	6.2	3,281	51.5	22.1	26.6	26.3	15.0	23.0	6.9	28.6
Hemphill		4.2	.0025	1.3	2.8	5,954	.0023	1,418	4,580	4,302	1.3	4,733	26.6	7.9	25.7	17.7	32.8	34.7	14.9	39.7
Henderson		19.6	.0118	5.7	5.4	18,018	.0068	919	3,161	4,174	6.1	2,978	51.3	24.3	27.5	30.0	16.2	27.3	5.0	18.4
Athens		5.4	.0033	1.8		6,423	.0024	1,189	3,568		1.8	3,508	44.3	17.8	28.7	26.4	18.3	26.2	8.7	29.6
Hidalgo	184	201.9	.1218	46.6	117.3	177,200	.0667	878	3,803	57,192	52.8	3,369	53.6	22.4	23.3	22.8	15.1	22.4	8.0	32.6
△McAllen		26.4	.0159	7.0		30,487	.0115	1,155	4,355		7.5	4,055	42.7	14.8	26.5	21.2	19.5	24.1	11.3	39.9
Edinburg		14.8	.0089	3.5		14,323	.0054	968	4,092		4.0	3,618	45.9	17.9	26.4	23.6	19.1	26.5	8.6	32.0
Weslaco		14.5	.0087	4.0		13,757	.0052	949	3,439		4.1	3,336	54.0	22.8	22.9	22.3	15.0	22.6	8.1	32.3
Mercedes		13.3	.0080	3.6		11,873	.0045	892	3,298		3.6	3,315	54.8	23.3	22.6	22.1	14.6	22.1	8.0	32.5
Mission		14.4	.0087	3.4		11,860	.0045	824	3,488		3.5	3,398	53.2	22.0	23.1	22.1	15.9	23.5	7.8	32.4
See Brownsville-Harlingen-McAllen																				
Hill		27.7	.0167	8.5	8.8	32,590	.0122	1,177	3,834	15,750	9.1	3,574	41.6	16.4	30.5	27.7	20.4	28.8	7.5	27.3
Hillsboro		8.6	.0052	3.0		11,255	.0042	1,309	3,752		3.1	3,612	39.2	15.3	30.9	27.8	22.5	31.2	7.4	25.7
Hockley		26.9	.0162	7.2	12.5	43,869	.0166	1,631	6,093	23,711	7.7	5,683	17.9	4.4	23.8	13.8	38.6	34.1	19.7	47.7
Levelland		12.5	.0075	3.6		22,681	.0085	1,814	6,300		4.0	5,738	17.1	4.2	23.4	13.3	38.6	33.7	20.9	48.8
Hood		4.6	.0028	1.3		5,304	.0020	1,153	4,080	3,213	1.5	3,431	41.3	16.9	29.2	27.7	23.3	34.0	6.2	21.4

▲ and △ See end of state for SM Metropolitan County Areas.

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IN BEAUMONT–ORANGE PORT ARTHUR

MORE PEOPLE WATCH **KFDM-TV** THAN ALL OTHER STATIONS COMBINED

PULSE
Share of Audience
6-12 Midnight
KFDM-TV 71.0
Channel 31 4.0
Channel 11 10.0
Channel 7 5.0
Channel 2 10.0
Nov. 1955

KFDM-TV
CHANNEL 6
BEAUMONT TEXAS
Serving 101,000 TV families

ARB
% of TV Homes
Station Viewed Most after 6 P.M.
KFDM-TV 93
Channel 2 2
Channel 11 1
Channel 7 2
Others 1
No choice 1
Jan. 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Hopkins		20.0	.0121	6.1	10.0	20,849	.0078	1,042	3,418	7,464	6.4	3,283	47.0	20.1	30.4	30.1	16.1	24.8	6.5	25.2
Sulphur Springs		10.0	.0060	3.1		12,397	.0047	1,240	3,999		3.6	3,479	43.6	17.6	31.2	29.1	17.7	25.6	7.5	27.7
Houston		19.5	.0117	5.5	5.1	16,438	.0062	843	2,989	6,163	5.9	2,782	56.5	28.6	25.9	30.3	12.9	23.2	4.7	17.9
Howard		31.8	.0192	8.8	26.4	53,251	.0201	1,675	6,051	10,300	9.9	5,358	21.7	5.7	24.2	14.7	36.0	33.7	18.1	45.9
Big Spring		26.4	.0159	8.0		46,799	.0176	1,773	5,850		8.8	5,342	21.8	5.7	24.3	14.8	35.9	33.7	18.0	45.8
Hudspeth		5.6	.0034	1.2		5,026	.0018	898	4,188	5,952	1.0	2,872	55.5	27.2	27.5	31.1	12.3	21.4	4.7	20.3
Hunt		37.7	.0227	11.5	24.8	42,565	.0161	1,129	3,701	12,245	12.8	3,336	45.7	19.3	28.7	27.9	19.2	28.8	6.4	24.0
Greenville		18.9	.0114	6.3		23,261	.0088	1,231	3,692		6.6	3,538	42.0	16.7	29.9	27.4	21.0	29.8	7.1	26.1
Hutchinson		35.1	.0212	10.0	25.0	63,399	.0238	1,806	6,340	5,943	11.3	5,616	12.1	3.0	16.3	9.5	52.2	46.6	19.4	40.9
Borger		22.4	.0135	6.8		42,605	.0160	1,902	6,265		7.7	5,514	13.6	3.5	17.8	10.4	49.7	45.2	18.9	40.9
Irion		1.6	.0009	.5		1,804	.0007	1,128	3,608	2,564	.4	4,195	34.9	11.7	35.4	27.4	18.8	22.5	10.9	38.4
Jack		6.5	.0040	2.1	2.5	8,851	.0034	1,362	4,218	4,330	2.2	4,032	34.7	12.1	28.4	23.0	26.6	33.0	10.3	31.9
Jackson		13.2	.0079	3.6	4.0	16,269	.0061	1,233	4,519	7,158	3.8	4,251	32.3	10.7	27.2	20.8	29.5	34.8	11.0	33.7
Jasper		20.7	.0125	5.3	4.6	18,517	.0069	895	3,494	1,668	5.6	3,292	44.4	19.0	30.7	30.3	18.9	28.8	6.0	21.9
Jeff Davis		2.2	.0013	.5		3,003	.0012	1,365	6,006	3,784	.8	3,977	42.6	15.1	28.6	23.4	18.7	23.5	10.1	38.0
Jefferson	16	224.5	.1354	65.7	203.1	372,429	.1402	1,659	5,669	7,392	73.3	5,084	22.2		21.7	14.0	39.8	39.2	16.3	40.7
▲Beaumont		107.5	.0648	32.6		179,885	.0677	1,673	5,518		35.6	5,048	23.9		23.8	15.2	36.1	35.9	16.2	42.2
▲Port Arthur		62.8	.0379	19.0		106,394	.0401	1,694	5,600		21.1	5,039	21.2		20.2	13.1	42.7	42.5	15.9	38.5
Jim Hogg		5.0	.0031	1.3	4.0	4,760	.0018	952	3,662	2,102	1.3	3,802	42.1	16.6	27.2	23.2	21.0	27.7	9.7	33.5
Jim Wells		32.4	.0195	7.8	23.0	38,088	.0143	1,176	4,883	7,360	8.4	4,532	34.1	10.6	25.3	18.1	26.8	29.7	13.8	41.6
Alice		20.9	.0126	5.3		25,276	.0095	1,209	4,769		5.5	4,595	32.3	9.9	26.1	18.4	27.6	30.2	14.0	41.5
Johnson		31.8	.0192	9.9	14.9	38,368	.0145	1,207	3,876	7,241	10.2	3,770	36.0	13.4	28.7	24.7	27.2	36.2	8.1	25.7
Cleburne		14.9	.0090	5.1		20,510	.0077	1,377	4,022		5.1	4,061	31.5	10.9	27.2	21.9	31.9	39.3	9.4	27.9
Jones		21.0	.0126	6.4	11.8	29,458	.0111	1,403	4,603	13,930	6.3	4,491	32.5	10.2	29.2	21.1	25.2	28.1	13.1	40.6
Karnes		18.3	.0099	3.9	6.6	16,805	.0063	1,031	4,309	7,372	4.5	3,744	44.3	16.7	25.4	21.9	20.9	28.0	9.4	33.4
Kaufman		27.9	.0168	7.5	14.7	25,615	.0096	918	3,415	9,355	7.9	3,240	46.8	20.2	29.2	29.3	18.4	29.5	5.8	22.0
Terrell		11.9	.0072	3.2		11,429	.0043	960	3,572		3.3	3,426	42.8	17.6	29.1	27.6	21.6	31.6	6.5	23.2

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



TEXAS — Counties and Cities — (Continued)

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COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Kendall		5.4	.0032	1.6		7,020	.0027	1,301	4,391	1,667	1.6	3,833	40.1	14.7	32.7	27.8	18.1	23.7	9.1	33.8
Kenedy		.6	.0004	.1		348	.0001	580	3,480	839	.2	2,096	72.3	48.6	17.5	27.9	10.2	24.4	...	....
Kent		1.6	.0010	.5		2,732	.0010	1,708	5,464	3,162	.5	4,940	32.2	9.2	25.5	16.7	26.4	26.8	15.9	47.3
Kerr		14.8	.0089	4.3	9.5	19,535	.0074	1,320	4,543	2,534	4.8	4,038	34.4	12.0	31.2	25.2	25.1	31.1	9.3	31.7
Kerrville		9.5	.0057	3.1		13,902	.0052	1,463	4,485		3.4	4,034	34.4	12.0	30.5	24.5	25.7	32.0	9.4	31.5
Kimble		4.4	.0027	1.2		4,957	.0019	1,127	4,131	2,849	1.3	3,705	39.8	15.1	35.0	30.6	16.4	22.3	8.8	32.0
King		.9	.0005	.2		1,389	.0005	1,543	6,945	1,919	.3	5,183	38.9	10.0	22.4	14.0	24.3	23.5	16.4	52.5
Kinney		2.2	.0013	.5		2,679	.0010	1,218	5,358	2,767	.6	4,153	51.0	17.3	26.7	20.8	9.9	12.0	12.4	49.9
Kleberg		25.5	.0154	6.4	24.3	35,022	.0132	1,373	5,472	6,588	8.1	4,324	35.5	11.5	25.4	19.1	25.5	29.6	13.6	39.8
Kingsville		24.3	.0147	6.2		34,630	.0130	1,425	5,585		8.1	4,324	35.5	11.5	25.4	19.1	25.5	29.6	13.6	39.8
Knox		9.7	.0059	2.6		14,885	.0055	1,514	5,648	13,306	2.8	5,305	31.1	8.2	27.8	17.1	23.0	21.8	18.1	52.9
Lamar		42.5	.0256	12.8	23.1	40,855	.0154	961	3,182	9,309	13.8	3,006	49.8	23.3	28.9	31.2	16.6	27.7	4.7	17.8
Paris		23.1	.0139	7.6		26,807	.0101	1,160	3,527		8.2	3,262	45.0	19.4	30.0	29.8	19.4	29.9	5.6	20.9
Lamb		21.3	.0128	5.9	8.4	30,662	.0115	1,440	5,200	25,539	6.1	5,071	26.0	7.2	30.7	19.7	28.1	27.8	15.2	45.3
Littlefield		8.4	.0051	2.6		11,357	.0043	1,352	4,368		2.4	4,653	27.2	8.3	30.6	21.4	29.6	31.9	12.6	38.5
Lampasas		9.6	.0058	2.9	4.8	10,401	.0040	1,083	3,587	3,369	3.0	3,412	42.6	17.6	32.1	30.5	16.5	27.2	6.8	24.7
La Salle		7.8	.0047	1.9	4.8	7,243	.0027	929	3,812	4,399	1.9	3,884	53.1	19.2	24.4	20.5	12.5	16.1	10.0	44.2
Lavaca		19.6	.0118	5.6	2.8	18,417	.0089	940	3,299	7,852	6.2	2,993	46.3	21.8	33.3	36.2	16.4	27.4	4.0	14.6
Lee		9.1	.0055	2.5	2.3	7,402	.0028	813	2,961	3,543	2.5	2,904	53.1	25.7	26.6	32.0	14.5	25.1	3.9	17.2
Leon		9.9	.0060	2.8		8,005	.0030	809	2,889	3,328	3.1	2,613	58.5	31.5	26.6	33.2	11.5	22.0	3.4	13.3
Liberty		27.8	.0168	7.8	9.8	32,457	.0122	1,168	4,161	4,430	8.4	3,854	39.6	14.5	27.7	23.4	23.1	30.0	9.6	32.1
Limestone		20.8	.0125	8.0	5.6	18,755	.0071	902	3,129	8,760	6.1	3,096	52.4	23.8	26.5	27.9	15.3	24.8	5.8	23.5
Lipscomb		3.7	.0022	1.1		6,039	.0023	1,632	5,490	7,979	1.1	5,348	31.1	8.2	26.9	16.4	25.6	24.0	16.4	51.4
Live Oak		8.1	.0049	2.0		8,471	.0032	1,046	4,230	5,911	2.2	3,865	46.3	14.7	30.0	25.2	20.6	26.7	9.1	33.4

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HUB OF THE GREAT SOUTH PLAINS

LUBBOCK'S GROWTH RECORD (1945 to 1955)

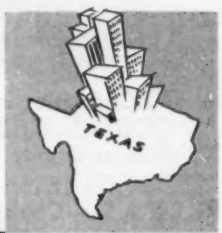
		Rank in Texas	Rank in U. S.
Population	UP 99%	1st	5th
Buying Income	UP 138%	1st	4th
Retail Sales	UP 189%	2nd	12th
Food Sales	UP 175%	4th	17th
General Mdse.	UP 110%	3rd	19th
Furn. Hshld. Radio	UP 335%	2nd	10th
Automotive Sales*	UP 82%	4th	20th
Drug Sales	UP 90%	8th	28th

*1948 to 1955

Sales Management's Projected 1965 Population Ranking:

Lubbock's actual rank, 1945:	**200**
Lubbock's actual rank, 1955:	**142**
Lubbock's projected rank, 1965:	**105**
Lubbock's increase in rank from 1955 to 1965:	**37**

(Sales Management: Nov. 10, 1955)



LUBBOCK: HUB CITY of the GREAT SOUTH PLAINS

LUBBOCK AVALANCHE-JOURNAL

WAYNE HENLY, Advertising Director • LESTER M. HORNER, General Advertising Manager

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Llano		5.1	.0031	1.7	2.8	6,963	.0026	1,365	4,096	3,588	1.7	4,167	33.9	11.5	32.9	25.7	23.5	28.2	9.7	34.6
Loving		.2	.0001	.1		353	.0001	1,765	3,530	158	.1	4,468	29.1	9.1	33.5	25.7	29.1	32.6	6.3	32.6
Lubbock	85	152.5	.0920	42.8	128.3	272,555	.1026	1,787	6,368	37,666	53.1	5,131	28.5	7.8	25.3	16.0	29.2	28.6	17.0	47.6
▲Lubbock		123.2	.0743	36.6		232,859	.0877	1,890	6,362		45.4	5,127	28.6	7.8	25.2	16.1	29.2	28.5	17.0	47.6
Lynn		10.5	.0063	2.8	2.8	17,515	.0066	1,668	6,255	25,157	3.1	5,720	24.6	6.1	29.2	16.5	27.2	23.9	19.0	53.5
McCulloch		10.8	.0065	3.1	5.5	13,775	.0052	1,275	4,444	7,952	3.3	4,116	38.5	13.2	29.0	22.8	21.6	26.4	10.9	37.6
McLennan	155	142.2	.0858	41.6	106.1	191,898	.0723	1,349	4,613	17,042	48.3	3,976	36.2	12.8	28.8	23.5	25.1	31.7	9.9	32.0
▲Waco		103.9	.0627	31.1		150,161	.0565	1,445	4,828		36.8	4,080	35.4	12.2	28.3	22.6	25.7	31.5	10.6	33.7
McMullen		1.5	.0009	.5		1,814	.0007	1,209	3,628	1,636	.4	4,049	35.5	12.3	25.7	20.7	30.8	38.1	8.0	28.9
Madison		6.4	.0039	1.9		5,494	.0020	858	2,892	2,359	1.9	2,882	53.9	26.3	29.7	33.5	11.6	20.3	4.8	19.9
Marion		9.2	.0055	2.4	2.9	7,378	.0028	802	3,074	716	2.8	2,664	57.9	30.6	26.2	32.0	11.6	21.8	4.3	15.6
Martin		5.7	.0035	1.4		9,522	.0036	1,671	6,801	10,218	1.6	5,951	32.6	7.6	22.0	12.0	24.3	20.4	20.9	59.8
Mason		4.6	.0027	1.6		5,710	.0021	1,241	3,569	6,487	1.5	3,843	36.3	13.3	32.1	27.1	23.1	30.2	8.5	29.4

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

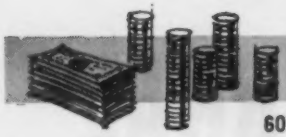


We've Got a Lot of PEOPLE...

37.3% increase since 1950

Getting close to half a million with **473,000*** people in our coverage area, increasing at a leaps-and-bounds rate that puts the 500,000 mark on the cards for '56.

122,600 families — an increase of 29.3% since 1950.



They've Got a Lot of MONEY...

60% increase since 1950

Effective buying income of **$629,507,000** . . . a whopping increase of 60% in just five years!



They SPEND a Lot of MONEY...

85.4% increase since 1950

Retail sales were up again in '55 — to record total of **$475,507,000** in our coverage area. $239,459,000 in home County (Nueces).

KRIS

KRIS Tells Them Where to Buy, What to Buy . . .



Sales-happy sponsors know that KRIS listener-preferred programming puts their message where it **sells** . . . into most of the homes in 17 prosperous South Texas counties.

NBC Station for CORPUS CHRISTI, TEXAS (Nueces County)

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

*Figures from Sales Management, May 10, 1956

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Matagorda		22.9	.0138	6.5	14.1	30,815	.0116	1,346	4,741	10,985	7.1	4,368	39.1	12.6	23.9	17.8	23.6	27.1	13.4	42.5
Bay City		11.3	.0065	3.7		18,271	.0069	1,617	4,938		3.9	4,687	35.9	10.8	23.7	16.5	25.1	26.8	15.3	45.9
Maverick		14.1	.0085	3.0	8.5	12,271	.0047	870	4,090	5,263	4.4	2,819	58.4	28.1	23.4	27.1	15.2	27.0	5.0	17.8
Medina		18.0	.0109	4.6	4.5	16,814	.0063	934	3,655	8,351	5.1	3,315	46.3	19.6	27.9	27.4	19.2	29.1	6.6	23.9
Menard		3.9	.0024	1.1	2.5	5,278	.0020	1,353	4,796	3,322	1.3	4,179	42.4	14.3	26.0	20.3	20.1	24.1	11.5	41.3
Midland	227	44.9	.0270	13.6	42.9	102,756	.0387	2,289	7,556	6,799	14.8	6,930	16.6	3.4	19.2	8.9	36.4	26.4	27.8	61.3
△Midland		42.9	.0259	13.1		100,690	.0379	2,347	7,686		14.5	6,933	16.6	3.4	19.0	8.9	36.5	26.4	27.9	61.3
Milam		19.7	.0119	5.8	4.3	18,790	.0063	852	2,895	8,900	6.0	2,783	56.7	28.7	28.4	30.7	12.5	22.5	4.4	18.1
Mills		5.1	.0031	1.8		5,984	.0022	1,173	3,989	3,741	1.9	3,161	45.5	20.2	34.4	35.4	15.4	24.4	4.7	20.0
Mitchell		14.6	.0088	4.1	7.1	21,580	.0082	1,478	5,263	8,051	4.8	4,843	27.0	7.0	25.3	17.0	33.1	34.2	14.6	40.9
Montague		15.1	.0091	4.7	6.8	18,214	.0068	1,206	3,875	3,689	5.1	3,578	41.9	16.5	28.3	23.8	24.9	34.9	6.8	24.8
Montgomery		24.3	.0147	7.1	8.8	25,001	.0094	1,029	3,521	1,689	7.2	3,485	44.9	18.3	28.0	24.3	21.5	31.1	7.6	26.3
Conroe		8.8	.0053	3.1		11,687	.0044	1,328	3,770		3.1	3,821	42.0	15.5	25.2	21.4	23.0	30.2	9.8	32.9
Moore		23.8	.0142	6.4	11.0	39,804	.0149	1,674	6,173	7,995	7.0	5,644	11.4	2.8	18.2	10.5	54.0	48.0	16.4	38.7
Morris		9.0	.0054	2.5		7,452	.0028	828	2,961	1,029	2.5	2,988	46.1	21.7	30.7	33.4	19.4	32.6	3.8	12.3
Motley		3.5	.0021	1.0		5,621	.0021	1,606	5,621	6,521	1.2	4,904	33.8	9.9	27.1	18.4	23.8	24.6	15.5	47.1
Nacogdoches		28.1	.0170	7.7	14.3	28,159	.0106	1,002	3,657	4,646	8.7	3,242	50.8	22.1	28.5	28.4	14.6	22.7	6.1	26.8
Nacogdoches		14.3	.0086	4.2		17,146	.0065	1,199	4,082		5.0	3,449	47.6	19.4	27.6	26.0	17.9	26.1	6.9	28.5
Navarro		35.9	.0214	10.8	21.2	40,412	.0152	1,126	3,742	14,468	11.3	3,581	44.8	17.9	28.2	25.6	19.1	28.7	7.9	30.1
Corsicana		21.2	.0128	6.9		27,259	.0103	1,286	3,951		7.1	3,817	40.7	15.0	29.0	24.6	21.6	28.4	8.7	32.0
Newton		9.7	.0059	2.4		7,049	.0027	727	2,937	829	2.5	2,811	52.2	26.1	31.2	36.1	12.9	23.0	3.7	14.8
Nolan		20.0	.0121	8.0	16.1	31,689	.0119	1,583	5,279	8,428	8.7	4,757	25.5	7.5	29.6	20.3	30.9	32.5	14.0	39.7
Sweetwater		16.1	.0097	4.8		27,054	.0102	1,680	5,636		5.7	4,781	25.0	7.3	29.5	20.1	31.5	33.1	14.0	39.5
Nueces	34	233.9	.1410	62.4	199.8	349,253	.1315	1,493	5,597	21,670	71.0	4,920	26.6	7.6	26.5	17.5	31.3	31.9	15.6	43.0
▲Corpus Christi		166.5	.1004	46.1		261,831	.0986	1,572	5,443		52.3	5,004	25.5	7.2	26.9	17.4	31.5	31.6	16.1	43.8
Ochiltree		7.1	.0043	2.0	5.4	21,794	.0082	3,070	10,897	12,568	2.5	8,781	16.6	2.7	21.2	7.9	28.4	16.2	33.8	73.2

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

"OPPORTUNITY CITY," U.S.A.

BUSINESS IS BOOMING AND YOURS WILL TOO, IN AMARILLO, TEXAS!

- ★ 4 AIRLINES
- ★ 3 MAJOR RAILWAYS
- ★ 5 BUS LINES
- ★ 23 MOTOR CARRIERS
- ★ 4 U. S. HIGHWAYS (U. S. 60, 66, 87 and 287)
- ★ 1 STATE HIGHWAY (136)
- ★ ABUNDANT LABOR SUPPLY
- ★ AVAILABILITY OF WATER, NATURAL GAS and POWER
- ★ MILD CLIMATE YEAR ROUND
- ★ 193 MANUFACTURING ESTABLISHMENTS
- ★ RETAIL TRADING AREA 50,827 SQ. MILES
- ★ WHOLESALE TRADING AREA 225,247 SQ. MILES
- ★ POPULATION (Est.) **121,998**
- ★ POSTAL RECEIPTS **$1,677,617**
- ★ BANK DEPOSITS **$152,053,116**
- ★ EFFECTIVE BUYING INCOME **$235,442,000**
- ★ RETAIL SALES (1955) **$193,489,000**

FREE 1956 illustrated INDUSTRIAL BROCHURE with complete facts and figures on Amarillo, Texas sent on request. Write to Chamber of Commerce, Amarillo, Texas.

AMARILLO, TEXAS
The Transcontinental City

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Oldham		1.8	.0010	.4		2,916	.0011	1,823	7,290	4,724	.5	5,341	23.1	6.1	35.4	21.4	25.6	24.1	15.9	48.4
Orange		59.0	.0355	16.4	35.2	79,520	.0300	1,348	4,849	1,496	18.1	4,382	25.7	8.3	25.5	16.8	37.2	42.6	11.6	30.3
Orange		28.7	.0173	8.2		43,357	.0163	1,511	5,287		9.7	4,456	25.5	8.0	25.3	18.5	36.8	41.4	12.4	32.1
Palo Pinto		26.1	.0158	8.6	16.5	31,774	.0119	1,217	3,695	3,234	9.2	3,453	42.1	17.2	32.1	30.1	19.5	26.4	6.3	24.3
Mineral Wells		16.5	.0100	6.1		22,289	.0084	1,351	3,654		6.4	3,501	41.3	16.6	31.7	29.4	20.5	29.3	6.5	24.7
Panola		17.3	.0104	4.4	4.3	18,001	.0068	1,041	4,091	3,022	4.9	3,656	41.0	15.8	27.4	24.4	23.7	32.5	7.9	27.3
Parker		24.9	.0145	7.6	12.6	29,675	.0112	1,236	3,905	6,941	7.7	3,862	37.5	13.7	30.1	25.3	24.0	31.2	8.4	29.8
Weatherford		12.5	.0075	4.3		17,716	.0067	1,417	4,120		4.5	3,943	36.7	13.1	29.0	24.0	25.6	32.5	8.7	30.4
Parmer		6.0	.0036	1.8		11,415	.0043	1,903	6,342	11,498	1.6	6,935	18.2	3.7	28.1	13.2	26.8	19.4	26.9	63.7
Pecos		10.7	.0065	2.7	4.9	15,468	.0058	1,446	5,729	5,518	3.3	4,684	33.1	9.9	21.8	15.2	30.7	32.9	14.4	42.0
Polk		14.2	.0085	3.9	2.6	14,045	.0053	989	3,601	1,526	4.2	3,357	42.0	17.6	33.7	32.7	18.3	27.3	6.0	22.4
Potter	6	110.4	.0666	34.7	101.3	208,889	.0786	1,892	6,019	4,512	38.4	5,435	21.3	5.5	24.3	14.5	36.8	34.0	17.6	46.0
3▲Amarillo		120.7	.0728	37.7		235,442	.0886	1,951	6,245		42.1	5,587	22.2	5.6	23.2	13.5	35.7	32.0	18.9	48.9
Presidio		6.1	.0037	1.5	3.0	6,394	.0024	1,048	4,263	4,950	1.7	3,799	48.7	18.0	24.9	21.4	16.4	21.6	10.0	39.0
Rains		3.0	.0018	.8		2,706	.0011	902	3,383	1,714	.9	2,997	56.0	28.3	27.6	29.9	11.0	18.3	5.4	25.5

3 Amarillo is in Potter and Randall Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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Station **KMID TV**
100,000 WATTS

FIRST IN TELEVISION
IN MIDLAND-ODESSA

Address—P.O. Box 2758, Midland, Texas. MUtual 2-7321

Serving 21 counties in the oil-rich Permian Basin in West Texas . . . centered around City-Grade Coverage in the *two* metropolitan areas of Midland and Odessa . . . programming NBC interconnected and ABC by kine . . . KMID-TV presents "the best in view" to **382,000 people** through **78,500 sets.**

Per Family Effective Buying Income		Retail Sales	
Midland County	$7,556	Midland County	$ 73,276,000
Ector County (Odessa)	6,411	Ector County (Odessa)	100,743,000
21-county area	6,112	21-county area	482,495,000

National Representatives: Venard, Rintoul & McConnell, New York
Regional Representatives: Clarke Brown Company, Dallas

Channel **2**

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
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Randall	6	22.6	.0133	6.5	24.2	47,843	.0180	2,175	7,369	1,324	7.9	6,041	25.5	5.9	19.6	10.6	31.8	26.4	23.1	57.1
3▲Amarillo																				
Reagan		3.6	.0021	.9		7,059	.0026	1,961	7,843	1,463	1.1	6,144	9.5	2.2	18.7	9.9	52.2	42.6	19.6	45.3
Real		2.7	.0017	.7		2,397	.0009	888	3,424	904	.8	3,038	47.4	21.9	31.0	33.1	15.8	26.2	5.8	18.8
Red River		18.6	.0112	5.4	3.8	14,349	.0054	771	2,657	5,428	5.8	2,596	56.9	30.9	29.5	36.9	10.8	20.8	2.8	11.4
Reeves		16.1	.0097	4.2	13.1	24,749	.0093	1,537	5,893	8,503	5.4	4,576	31.5	9.7	26.2	18.5	27.9	30.6	14.4	41.2
Pecos		13.1	.0079	3.8		18,713	.0070	1,428	4,924		3.9	4,768	27.5	8.1	27.0	18.5	30.2	31.7	15.3	41.7
Refugio		9.7	.0058	2.8	4.6	14,534	.0055	1,498	5,590	4,228	2.8	5,145	29.2	8.0	19.8	12.5	32.6	31.8	18.4	47.7
Roberts		1.0	.0007	.3		2,038	.0008	2,038	6,793	4,015	.3	5,959	30.4	7.2	30.1	16.4	17.3	14.5	22.2	61.9
Robertson		18.0	.0108	4.9	6.8	15,478	.0058	860	3,159	6,331	5.5	2,812	56.0	28.0	24.9	28.9	14.8	26.3	4.3	16.8
Rockwall		5.3	.0032	1.4		4,903	.0019	925	3,502	2,420	1.6	3,129	50.4	22.6	22.8	23.7	21.4	34.3	5.4	19.4
Runnels		15.6	.0094	4.5	7.6	22,165	.0083	1,421	4,926	12,937	4.7	4,668	32.2	9.7	27.6	19.2	27.1	29.1	13.1	42.0
Rusk		42.2	.0255	11.9	10.5	47,975	.0181	1,137	4,032	4,181	12.5	3,824	40.2	14.8	24.7	20.9	26.2	34.4	8.9	29.9
Henderson		9.0	.0054	3.0		13,471	.0051	1,497	4,490		3.3	4,117	39.2	13.4	25.2	19.9	24.6	29.9	11.0	36.8
2Kilgore																				
Sabine		7.5	.0045	1.9		8,373	.0024	850	3,354	677	2.2	2,957	48.9	23.3	34.5	38.0	12.9	21.8	3.7	16.9
San Augustine		7.2	.0043	1.9	2.1	5,015	.0019	697	2,639	1,227	1.9	2,594	59.7	32.4	27.0	33.7	9.7	18.8	3.6	15.1
San Jacinto		6.4	.0038	1.6		4,787	.0018	745	2,979	936	1.9	2,447	64.1	36.9	23.1	30.7	9.7	19.8	3.1	12.6
San Patricio		40.1	.0242	9.7	18.3	40,954	.0154	1,021	4,222	17,656	9.9	4,134	39.1	13.3	26.0	20.5	23.7	28.7	11.2	37.5
San Saba		7.8	.0047	2.3	3.1	8,257	.0031	1,059	3,590	6,915	2.5	3,329	43.0	18.2	32.4	31.5	18.8	28.1	6.0	22.2
Schleicher		2.6	.0015	.7		3,731	.0014	1,435	5,330	4,212	.8	4,955	30.1	8.5	26.2	17.2	31.1	31.5	12.6	42.8
Scurry		34.2	.0206	10.0	16.0	57,861	.0218	1,695	5,796	8,700	11.3	5,122	21.6	5.9	23.8	15.1	38.5	37.7	16.1	41.3
Snyder		16.0	.0096	5.2		31,107	.0117	1,944	5,982		6.1	5,078	21.2	5.9	23.6	15.1	39.1	38.6	16.1	40.4
Shackelford		4.2	.0025	1.1		5,993	.0023	1,427	5,448	3,279	1.4	4,247	32.8	10.9	28.7	20.3	29.7	35.1	10.8	33.7
Shelby		20.2	.0122	5.6	3.8	17,337	.0064	843	2,937	4,173	6.0	2,847	55.3	27.3	27.8	31.8	12.7	22.3	4.2	18.6
Sherman		2.4	.0014	.7		7,479	.0028	3,116	10,684	11,145	.8	9,880	20.3	2.9	20.0	6.6	24.0	12.2	35.7	78.3

2 Kilgore is in Gregg and Rush Counties.
3 Amarillo is in Potter and Randall Counties.

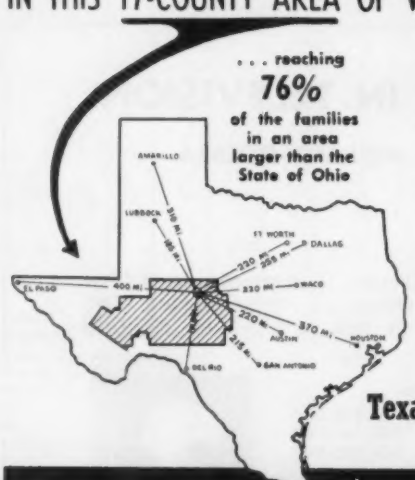
© SM, 1956.

Before using these figures, see explanation page 11.
▲ and △ See end of state for SM Metropolitan County Areas.

NO OTHER NEWSPAPER

Can sell the BIG, Rich "State of San Angelo" Market

IN THIS 17-COUNTY AREA OF VAST OIL AND RANCHING WEALTH . . .



San Angelo Standard-Times daily coverage 45,142* total, and 34,072* for the primary area. NO OTHER newspaper—NOT ONE—comes close to these figures.

- Spendable income $119 million. Retail sales $90 million. (For Tom Green County alone.) Based on Sales Management 1956 survey.
- Produces 20% of the nation's sheep, 90% of the nation's goats, many thousand head of cattle.
- 300 oil fields nearby, 2,100 leases, 9,670 wells producing over $460 million a year.
- Goodfellow Air Force Base, $10 million annual payroll, and rapidly developing industrial income.

Yes! It takes the Standard-Times to sell this fabulous market in fabulous Texas!

*ABC, Sept. 30, 1955

National Representatives:

Texas Harte-Hanks Newspapers

National City Building, Dallas
New York—Chicago—Atlanta

The San Angelo Standard-Times has

11 3/4 times

the circulation of the nearest other daily paper

In 17-County Primary Area Standard-Times Has

34,072

Nearest Other Paper Has

2,899

The SAN ANGELO STANDARD-TIMES ★★★

Fort Worth...

CENTER OF THE

FASTEST GROWING

INDUSTRIAL AREA IN THE

Southwest!



For complete details on the market and industrial sites available write the

FORT WORTH CHAMBER OF COMMERCE

FORT WORTH, TEXAS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Smith	254	78.8	.0476	22.8	51.5	101,883	.0383	1,293	4,469	6,797	25.4	4,012	37.0	13.0	27.9	22.5	24.5	30.7	10.6	33.8
△Tyler		51.5	.0311	16.2		78,883	.0297	1,532	4,869		18.6	4,232	35.1	11.7	27.1	20.9	25.8	30.5	12.0	36.9
Somervell		2.4	.0014	.8		2,763	.0011	1,151	3,454	841	.8	3,333	39.2	16.5	32.7	32.0	22.7	34.1	5.4	17.4
Starr		14.9	.0090	3.1	4.3	9,999	.0038	671	3,225	4,009	3.6	2,788	57.7	29.1	22.6	26.4	15.4	27.7	4.3	16.8
Stephens		10.8	.0065	3.4	7.6	16,208	.0061	1,501	4,767	3,117	3.7	4,382	32.0	10.3	26.0	19.3	30.4	34.8	11.6	35.6
Breckenridge		7.6	.0046	2.7		12,714	.0048	1,673	4,709		2.8	4,590	30.1	9.2	26.1	18.4	30.7	33.6	13.1	38.8
Sterling		1.3	.0008	.4		1,720	.0006	1,323	4,300	1,957	.4	4,526	31.1	9.7	30.8	22.0	28.9	32.1	9.2	36.2
Stonewall		3.5	.0021	.9		5,757	.0022	1,645	6,397	4,414	1.2	4,954	33.0	9.4	23.5	15.4	25.9	26.2	17.6	49.0
Sutton		3.8	.0023	1.0	2.7	5,485	.0020	1,443	5,485	3,352	1.0	5,383	33.5	8.8	23.5	14.1	23.9	22.3	19.1	54.8
Swisher		8.7	.0053	2.4	3.4	17,595	.0067	2,022	7,331	17,358	2.8	6,239	26.1	5.9	25.7	13.4	25.9	20.8	22.3	59.9
Tarrant	52	507.0	.3057	154.4	454.9	844,333	.3179	1,665	5,468	13,557	176.8	4,775	24.8	7.3	26.7	18.2	34.2	35.9	14.3	38.6
▲Fort Worth		352.0	.2123	111.4		617,258	.2324	1,754	5,541		128.6	4,798	25.2	7.4	26.6	18.0	33.6	35.1	14.6	39.5
White Settlement		14.5	.0087	3.8		17,596	.0066	1,214	4,631		3.9	4,547	12.5	3.9	29.5	21.1	48.9	53.9	9.1	21.1
Taylor	187	73.8	.0445	21.5	60.5	118,850	.0447	1,610	5,528	7,369	26.6	4,474	31.6	9.9	27.4	20.0	28.4	31.8	12.6	38.3
△Abilene		60.5	.0365	17.9		104,671	.0394	1,730	5,848		23.2	4,504	31.5	9.9	27.2	19.5	28.5	31.7	12.8	38.9
Terrell		2.9	.0018	.9		4,027	.0015	1,389	4,474	3,016	.9	4,325	34.9	11.3	26.2	19.8	26.3	30.5	12.6	38.4
Terry		15.8	.0095	4.2	9.4	22,870	.0086	1,447	5,445	14,213	4.5	5,079	23.0	6.4	30.1	19.3	31.8	31.4	15.1	42.9
Brownfield		9.4	.0057	2.8		15,571	.0059	1,656	5,561		3.0	5,232	21.9	5.9	28.8	17.9	33.3	31.9	16.0	44.3
Throckmorton		3.4	.0021	.9		4,817	.0018	1,417	5,352	3,448	1.1	4,562	35.3	10.9	23.6	16.8	27.4	30.1	13.7	42.2
Titus		16.4	.0098	4.7	7.3	16,314	.0062	995	3,471	2,093	4.9	3,344	44.3	18.6	28.1	27.3	21.4	32.2	6.2	21.9
Mount Pleasant		7.3	.0044	2.4		8,879	.0033	1,216	3,700		2.4	3,675	38.8	14.8	27.8	24.7	25.7	35.0	7.7	25.5
Tom Green	128	74.5	.0450	21.6	67.1	118,939	.0448	1,596	5,506	10,360	25.9	4,590	30.3	9.3	28.7	20.3	27.6	30.2	13.4	40.2
▲San Angelo		67.1	.0405	20.3		109,747	.0413	1,636	5,406		23.9	4,597	30.2	9.2	28.6	20.3	27.8	30.3	13.4	40.2

▲ and △ See end of state for SM Metropolitan County Areas.

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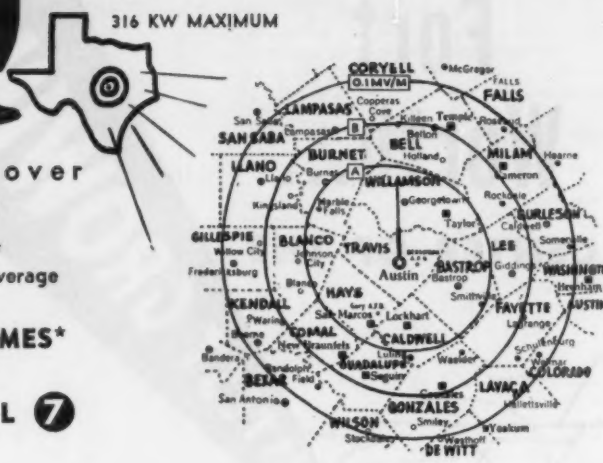
Before using these figures, see explanation page 11.

Nat'l. Rep: Paul H. Raymer Co., Inc.

KTBC-TV AUSTIN

316 KW MAXIMUM

DELIVERS



this market which has over

$760,000,000

EFFECTIVE BUYING INCOME*

* Sales Management, 1955 · Whole or partial coverage

WITH **150,748** TV HOMES*

* January, 1956

KTBC-TV CHANNEL 7

CBS—NBC—ABC

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Travis	11	193.5	.1149	50.8	185.0	282,495	.1063	1,483	5,594	9,406	67.3	4,199	38.1	12.8	26.0	20.1	24.1	28.8	11.8	38.3
▲Austin		181.5	.1095	49.9		280,647	.1057	1,546	5,624		66.8	4,200	38.1	12.8	26.0	20.1	24.1	28.8	11.8	38.3
Trinity		6.4	.0050	2.8		7,115	.0027	847	2,846	1,079	2.6	2,746	54.1	27.7	28.9	34.1	13.6	24.9	3.4	13.3
Tyler		11.1	.0067	2.9		10,720	.0040	966	3,697	710	3.4	3,138	47.9	21.5	30.7	31.8	16.4	26.1	5.0	20.6
Upshur		18.3	.0111	5.0	4.1	16,329	.0062	892	3,266	2,240	5.3	3,057	51.9	23.9	26.6	28.3	16.1	26.4	5.4	21.4
Upton		5.3	.0032	1.6	3.2	8,895	.0033	1,678	5,559	896	1.7	5,314	19.0	5.0	17.1	10.5	45.3	42.7	18.6	41.8
Uvalde		17.9	.0108	4.7	9.9	20,056	.0076	1,120	4,267	8,665	5.3	3,792	39.4	14.6	31.4	26.9	20.6	27.3	8.6	31.2
Uvalde		9.9	.0060	2.3		11,616	.0044	1,173	5,050		2.9	3,970	36.9	13.1	31.5	25.7	22.0	27.8	9.6	33.4
Val Verde		18.1	.0109	4.4	16.5	18,404	.0069	1,017	4,183	5,670	4.8	3,858	46.5	17.0	26.2	22.0	17.4	22.6	9.9	38.4
Del Rio		16.5	.0100	4.1		15,283	.0058	926	3,728		4.0	3,834	45.3	16.6	27.1	23.0	18.0	23.5	9.6	36.9
Van Zandt		18.5	.0111	5.6		18,303	.0069	989	3,268	6,959	5.9	3,117	47.2	21.3	27.8	29.0	19.8	31.8	5.2	17.9
Victoria		36.8	.0222	10.1	22.0	52,807	.0199	1,435	5,228	6,726	11.6	4,550	30.3	9.4	25.9	18.5	30.2	33.2	13.6	38.9
Victoria		19.6	.0118	5.8		31,184	.0117	1,591	5,377		6.7	4,624	30.1	9.2	25.0	17.5	31.0	33.7	13.9	39.6
Walker		19.1	.0115	4.3	9.5	17,642	.0066	924	4,103	2,154	6.2	2,835	55.1	27.3	26.0	29.9	14.2	25.1	4.7	17.7
Waller		11.9	.0072	3.0		15,761	.0060	1,324	5,254	4,764	5.1	3,120	56.3	25.4	22.0	23.0	15.8	25.4	5.9	26.2
Ward		16.3	.0098	4.4	8.0	23,978	.0090	1,471	5,450	1,627	5.0	4,813	23.0	6.7	21.4	14.5	40.2	41.9	15.4	36.9
Monahans		8.0	.0048	2.6		12,618	.0048	1,577	4,853		2.5	5,043	20.3	5.7	22.9	14.7	40.2	40.0	16.6	39.6
Washington		18.0	.0109	5.2	7.1	15,732	.0059	874	3,025	6,308	5.6	2,785	57.4	29.0	26.0	30.2	12.4	22.4	4.2	18.4
Brenham		7.1	.0043	2.4		8,825	.0033	1,243	3,677		2.7	3,267	48.9	21.1	28.1	27.9	16.9	26.0	6.1	25.0
Webb	77	65.0	.0392	14.6	61.8	54,659	.0206	841	3,744	5,809	16.1	3,385	49.7	20.7	27.5	26.4	15.6	23.0	7.2	29.9
▲Laredo		61.8	.0373	14.1		49,454	.0186	800	3,507		14.6	3,389	49.6	20.6	27.7	26.5	15.5	23.0	7.2	29.9
Wharton		36.1	.0218	9.9	10.9	45,079	.0170	1,248	4,553	19,213	10.7	4,229	38.8	12.9	25.5	19.6	23.7	28.1	12.0	39.4
El Campo		7.4	.0045	2.5		12,695	.0048	1,716	5,078		2.7	4,626	30.9	9.4	26.6	18.7	28.8	31.2	13.7	40.7
Wheeler		9.2	.0055	2.5	3.0	11,696	.0044	1,271	4,678	6,806	2.8	4,200	30.5	10.2	31.0	23.9	29.0	34.7	9.5	31.2
Wichita	180	126.8	.0765	33.8	119.0	212,386	.0799	1,675	6,284	4,907	51.2	4,148	38.3	13.0	24.5	19.2	26.3	31.8	10.9	36.0
▲Wichita Falls		104.2	.0628	28.0		107,851	.0745	1,899	7,066		48.0	4,126	39.5	13.5	24.1	19.0	25.4	30.9	11.0	36.6
Wilbarger		20.5	.0124	5.9	14.0	29,148	.0110	1,422	4,940	13,172	6.3	4,615	29.0	8.8	29.6	20.8	28.2	30.7	13.2	39.7
Vernon		14.0	.0084	4.4		21,553	.0081	1,542	4,905		4.7	4,554	28.8	8.8	30.2	21.5	28.2	30.8	12.8	38.9
Willacy		25.4	.0153	6.0	12.1	24,651	.0093	971	4,109	19,406	6.8	3,791	53.7	19.9	20.4	17.5	15.5	20.5	10.4	42.1
Raymondville		12.1	.0073	3.0		11,287	.0042	933	3,762		3.1	3,655	51.0	19.6	22.1	19.7	17.7	24.3	9.2	36.4
Williamson		36.1	.0218	10.4	13.2	37,693	.0142	1,044	3,624	18,519	11.3	3,340	43.6	18.4	30.5	29.6	19.4	29.2	6.5	22.8
Taylor		9.8	.0059	2.9		11,376	.0043	1,161	3,923		3.2	3,534	42.0	16.7	29.0	26.7	21.6	30.6	7.4	26.9
Wilson		13.5	.0081	3.3		10,578	.0040	783	3,203	7,259	3.5	3,058	48.8	22.5	32.4	34.3	13.6	22.3	5.2	20.9
Winkler		13.4	.0081	3.9	9.4	24,518	.0092	1,830	6,287	472	4.3	5,698	12.2	3.0	16.2	9.3	51.3	45.1	20.3	42.6
Wise		14.8	.0088	4.4	2.7	15,319	.0058	1,049	3,482	6,541	4.6	3,340	45.2	19.1	28.3	27.5	20.2	30.3	6.3	23.1
Wood		18.0	.0108	5.3	4.9	18,954	.0071	1,053	3,576	2,517	5.6	3,374	46.6	19.4	24.7	23.8	21.9	32.5	6.8	24.3
Yoakum		4.1	.0025	1.1		6,032	.0023	1,471	5,484	2,635	1.1	5,439	13.2	3.4	19.0	11.4	51.0	47.0	16.8	38.2

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

In Rich Central Texas



Only 1 Team Runs Up BIG SALES SCORES FOR YOU

For generations of Central Texans, Austin or Waco has always been the "big city"—their shopping and news center . . . a powerful influence in their way of life.

Today these two cities dominate a great market of 868,700 people . . . in 242,900 families . . . with more than a Billion Dollars Buying Power. Central Texans are dependent for news and advertising on the Austin American-Statesman and the Waco News-Tribune—Times-Herald . . . newspapers that have been a daily must in these families for generations.

No other large daily shares the deep-rooted loyalty of this big primary audience—whose reading habits make the Austin-Waco newspapers an unchallenged selling team . . . and a high-scoring one at that.

SALES SCOREBOARD

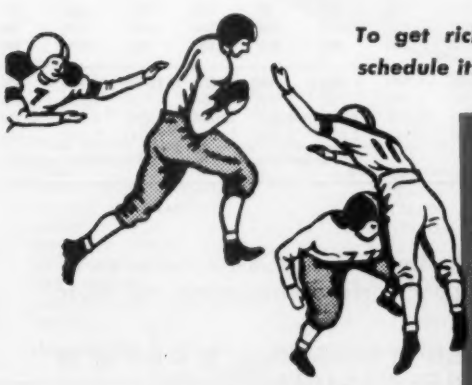
RETAIL SALES	$891,751,000
FOOD SALES	$196,678,000
GENL. MDSE. SALES	$ 93,974,000
FURN-HSHLD SALES	$ 39,938,000
AUTOMOTIVE SALES	$199,393,000
DRUG SALES	$ 27,977,000

MASS MARKET WITH PLUS INCOME AND SALES

28 counties . . . more than a Billion Dollars of income . . . booming sales volume . . . ideally balanced economy based on industrial, military, government, farm income (All 28 counties are in the fabulous Blacklands agricultural area). Family income in Austin-Waco averages $5,319.

SOLID, EFFECTIVE CIRCULATION

Size, buying power, spending habits assure a big pay-off to advertisers—which the market's high-scoring team *alone* can deliver . . . with 119,616 circulation providing saturation coverage of Austin and Waco plus top circulation in the entire 28 counties.



To get rich Central Texas cheering for your product, schedule its favorite team—the Austin-Waco Newspapers.

Austin American-Statesman
and **Waco News-Tribune**
TIMES-HERALD

Represented Nationally by
BURKE, KUIPERS & MAHONEY, Inc.

KTRE-TV

CHANNEL NINE

LUFKIN-NACOGDOCHES

TEXAS

NBC-TV PROGRAMS LIVE

VIA KPRC-TV, HOUSTON

$401,028,000 RETAIL SALES
$469,066,000 INCOME
462,100 PEOPLE
126,900 FAMILIES
IN THE COUNTIES SERVED BY KTRE-TV

According to Sales Management's
1956 Survey of Buying Power

VENARD, RINTOUL, McCONNEL, INC.
NATIONAL REPRESENTATIVE

CLYDE MELVILLE CO., DALLAS
SOUTHWEST REPRESENTATIVE

RICHMAN LEWIN, VICE-PRES. & GENERAL MANAGER

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Young		18.1	.0091	4.7	9.6	22,710	.0085	1,504	4,832	4,432	5.0	4,541	28.5	8.8	29.4	21.1	29.4	32.4	12.7	37.7
Zapata		4.8	.0029	1.0		3,299	.0013	687	3,299	1,248	1.2	2,660	65.2	34.4	19.4	23.7	12.2	22.9	3.2	19.0
Zavala		12.6	.0076	2.7	3.2	9,595	.0036	762	3,554	9,497	3.2	3,007	56.4	26.4	23.2	25.1	15.4	25.6	5.0	22.9
Total Above Cities		5,243.9	3.1621	1,575.3		8,584,898	3.2322	1,637	5,450		1,808.3	4,748	29.1	8.6	26.2	18.0	30.1	31.8	14.6	41.6
State Total		8,929.9	5.3856	2,523.8	6,263.8	12,938,800	4.8715	1,449	5,127	1,877,321	2,913.7	4,441	33.1	10.5	26.2	19.2	27.8	31.4	12.9	38.9

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
					SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Anderson		23,606	.0127	2,810	.0133	76	72	5,568	848	1,567	1,421	1,464	5,660	1,936	2,385	770
Palestine		20,408	.0110		.0095	95	110	4,380	786	1,278	1,421	1,464	4,576	1,729	2,236	770
Andrews		10,069	.0054	3,869	.0058	105	98	2,602	577	163	454	572	3,076	1,136	1,028	257
Angelina		33,270	.0180	3,081	.0177	79	80	8,166	1,145	2,528	2,538	1,697	8,126	3,122	1,810	1,103
Lufkin		28,476	.0153		.0114	102	137	5,915	891	1,745	2,501	1,647	7,965	2,547	1,399	1,045
Aransas		5,647	.0030	4,706	.0023	92	120	2,026	555	192	158	83	397	578	929	201
Archer		6,550	.0035	3,639	.0034	87	90	1,396	336	184	...	...	2,520	653	468	129
Armstrong		1,500	.0008	2,500	.0011	100	73	308	71	78	37	65	...	300	523	52
Atascosa		14,121	.0077	3,004	.0082	68	64	2,529	842	1,940	235	314	4,270	1,221	1,531	339
Austin		14,749	.0079	3,597	.0071	88	98	3,933	1,020	1,662	160	196	2,680	1,242	1,492	369
Bailey		12,556	.0068	5,707	.0053	106	136	2,689	231	1,288	320	538	2,699	387	2,538	309
Bandera		2,798	.0015	2,332	.0018	75	63	942	260	152	101	45	158	353	400	131
Bastrop		12,107	.0065	2,374	.0072	66	80	3,675	560	656	422	384	3,189	1,017	827	394
Baylor		9,222	.0050	4,391	.0037	95	128	2,062	475	383	299	563	2,100	995	1,439	199
Bee		18,385	.0099	3,677	.0094	80	85	4,497	1,358	1,187	792	788	3,653	1,512	2,168	656
Beeville		16,858	.0091		.0069	100	132	3,763	1,168	1,096	792	788	3,653	1,172	2,168	792
Bell	282	85,632	.0461	3,553	.0512	99	80	18,221	5,394	10,728	4,788	3,965	22,284	6,224	6,261	3,232
△Temple		48,762	.0263		.0209	103	130	9,574	3,167	7,346	3,036	2,239	12,911	2,815	3,018	1,973

▲ and △ See end of state for SM Metropolitan County Areas.

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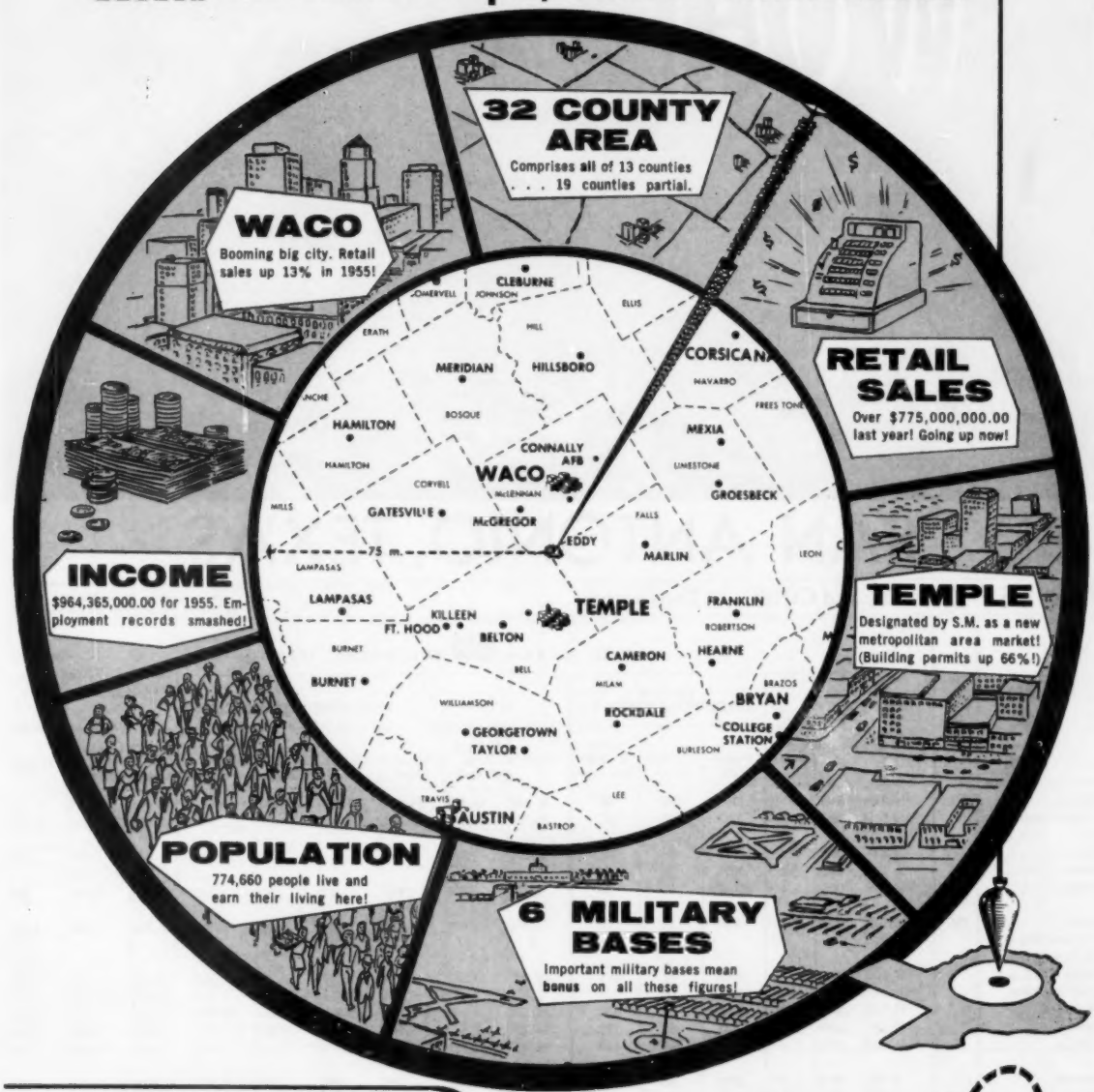
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KCEN-TV

maximum power
tallest tower
greatest coverage

covers the Waco-Temple, Central Texas Market



RETAIL SALES - 1955

32 counties in KCEN-TV coverage area

store group sales	
FOOD	$174,964,000
EATING AND DRINKING	46,038,000
GENERAL MERCHANDISE	83,126,000
APPAREL	40,353,000
FURNITURE - HOUSE - RADIO	36,637,000
AUTOMOTIVE	172,792,000
GAS STATIONS	57,698,000
LUMBER - BLDG. - HARDWARE	73,400,000
DRUGS	25,533,000

TEXAS BUSINESS IS BOOMING . . . WE'RE IN THE HEARTLAND OF TEXAS!

KCEN-TV

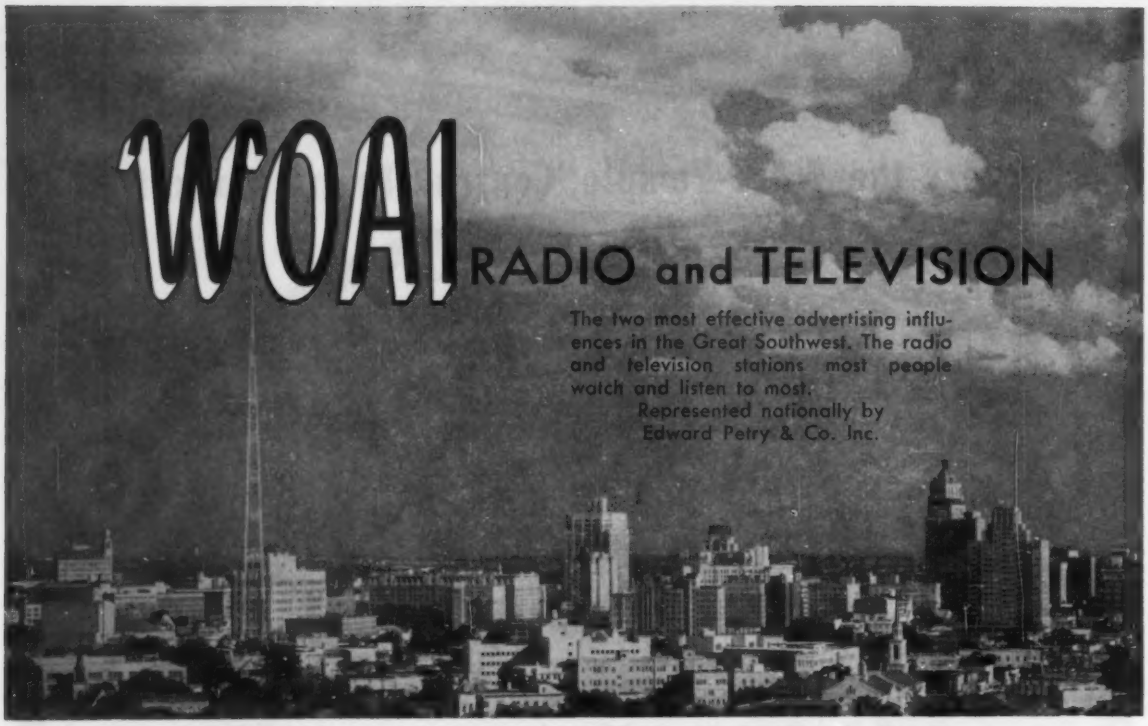
NBC

- 833 ft. tower
- Max. power, 100 kw.
- Channel 6, VHF
- Full Time

Representatives: NATIONAL: George P. Hollingbery Co.
TEXAS: Clyde Melville Co., Dallas

KCEN-TV, 17 S. 3rd., Temple, Texas

OWNED AND OPERATED BY BELL PUBLISHING CO.



SAN ANTONIO, TEXAS

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Bexar	127	631,713	.3405	4,132	.3161	90	97	38,155	43,130	95,334	53,681	25,085	128,944	39,851	35,139	17,422
▲San Antonio		622,215	.3353		.2883	93	108	38,620	41,353	94,673	53,295	24,991	126,495	38,015	34,365	17,422
Blanco		4,633	.0025	3,564	.0019	83	109	1,229	270	302	...	111	504	541	563	127
Borden		215	.0001	1,075	.0004	57	14	63	...	...	...	...	...	89	63	...
Bosque		10,778	.0058	3,476	.0049	83	98	2,172	313	943	182	75	2,338	812	2,125	602
Bowie	253	83,513	.0299	2,682	.0306	74	70	12,215	2,376	7,156	2,423	2,695	11,665	5,245	3,694	2,200
△*Texarkana (Ark.)-Texarkana (Tex.)*		*67,008*	*.0361*		*.0891*	*91*	*113*	*19,285*	*3,885*	*10,439*	*4,687*	*3,408*	*11,816*	*6,787*	*4,838*	*2,284*
1△Texarkana		36,491	.0197		.0169	90	105	7,377	1,638	6,014	1,824	2,059	6,491	3,764	3,112	1,600
Brazoria		71,978	.0388	4,362	.0352	95	105	21,136	4,068	4,845	1,987	3,095	16,585	6,337	7,868	2,213
Brazos		45,167	.0243	3,860	.0233	89	92	13,202	2,438	3,541	2,765	2,607	8,061	2,914	4,848	1,365
Bryan		41,638	.0224		.0169	100	133	12,380	2,021	3,395	2,672	2,540	8,001	2,280	4,446	793
Brewster		6,297	.0034	3,314	.0039	85	74	1,418	488	425	281	100	1,615	616	340	286
Briscoe		2,622	.0014	2,913	.0022	105	67	889	54	168	63	33	448	291	433	176
Brooks		7,357	.0040	2,628	.0048	73	61	1,860	425	428	83	201	1,404	1,047	1,295	286
Brown		29,304	.0182	3,110	.0149	86	86	7,574	897	3,110	1,575	1,047	5,370	1,757	2,120	1,449
Brownwood		24,985	.0135		.0123	92	102	7,008	859	3,033	1,551	1,001	5,332	1,314	1,139	1,281
Burleson		7,854	.0043	2,534	.0045	68	66	2,224	492	580	344	253	825	519	1,045	266
Burnet		7,483	.0040	2,676	.0043	74	68	1,356	327	532	70	153	2,369	844	898	240
Caldwell		20,293	.0109	4,229	.0088	83	103	3,784	940	1,207	655	506	7,082	2,964	1,433	505
Calhoun		11,308	.0061	3,849	.0060	91	92	3,013	1,277	315	614	416	1,884	1,045	1,853	393
Callahan		6,749	.0037	2,812	.0038	78	78	2,015	340	341	156	99	1,508	895	592	215

1 Texarkana is in Bowie County, Texas, and Miller County, Arkansas.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.



REMEMBER THE VALLEY CITY of the Lower Rio Grande!

Corporate Area Population 100,898
City & Retail Trading Zone 336,463
Effective Buying Income $379,166,000

COVER IT EFFICIENTLY WITH ONE ORDER IN THE

RIO GRANDE VALLEY GROUP NEWSPAPERS

THE VALLEY EVENING MONITOR, McALLEN • THE VALLEY MORNING STAR, HARLINGEN • THE HERALD, BROWNSVILLE

NATIONAL ADVERTISING OFFICE, HARLINGEN, TEXAS — REPRESENTED NATIONALLY BY TEXAS DAILY PRESS LEAGUE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Cameron	184	112,299	.0605	2,885	.0690	71	63	28,354	6,910	15,108	8,626	4,281	20,810	6,688	9,784	2,651
△*Brownsville-Harlingen-McAllen*		*128,164*	*.0691*		*.0547*	*89*	*115*	*26,684*	*6,817*	*20,270*	*11,798*	*6,368*	*29,196*	*5,978*	*9,598*	*3,275*
△Harlingen		46,894	.0253		.0189	98	132	9,709	2,699	6,960	3,138	1,739	11,749	2,741	3,901	1,032
△Brownsville		39,491	.0213		.0201	77	81	9,815	2,420	6,552	4,846	1,703	6,230	1,711	3,059	977
San Benito		12,932	.0070		.0072	76	74	4,035	657	951	377	678	2,162	1,055	1,631	351
Camp		7,047	.0038	2,936	.0034	71	79	1,616	195	455	336	254	2,711	698	325	115
Carson		6,609	.0036	3,672	.0040	103	92	1,067	360	82	89	121	2,292	584	1,004	360
Cass		18,578	.0100	2,949	.0094	87	71	5,078	400	2,576	739	411	4,885	1,420	1,482	540
Castro		7,627	.0041	4,767	.0045	132	121	1,890	78	432	161	56	1,080	941	2,074	130
Chambers		6,575	.0035	2,999	.0040	85	74	1,838	378	225	73	175	1,672	717	676	259
Cherokee		27,383	.0148	2,682	.0150	69	69	5,971	923	2,445	869	1,372	8,070	1,726	1,533	1,081
Jacksonville		16,536	.0089		.0066	105	141	3,233	471	1,340	512	1,058	4,396	1,141	1,150	760
Childress		10,584	.0057	3,024	.0063	89	90	2,253	495	1,127	387	303	3,015	1,325	757	365
Childress		10,477	.0056		.0050	102	114	2,253	495	1,127	387	303	3,015	1,247	728	365
Clay		8,172	.0044	3,289	.0041	84	90	1,738	225	244	82	218	2,795	1,008	761	212
Cochran		7,691	.0041	4,524	.0044	100	93	2,033	220	627	288	144	1,691	511	1,358	227
Coke		4,641	.0025	3,868	.0025	100	100	921	74	153	...	67	1,647	377	812	320
Coleman		12,810	.0069	3,285	.0061	81	92	3,167	384	649	643	905	3,180	1,017	1,472	524
Collin		35,341	.0191	2,783	.0191	75	75	9,830	1,034	2,717	1,211	2,157	7,814	2,906	3,972	1,048
McKinney		19,151	.0103		.0078	98	129	5,207	601	1,837	829	1,460	5,033	1,345	1,197	590

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*, with few exceptions. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

Texas Harte-Hanks Newspapers

TOTAL CIRCULATION—DAILY 242,783—SUNDAY 202,782

ABILENE REPORTER-NEWS
THE BIG SPRING HERALD
CORPUS CHISTI CALLER-TIMES

THE DENISON HERALD
THE GREENVILLE BANNER
MARSHALL NEWS MESSENGER

THE PARIS NEWS
SAN ANGELO STANDARD-TIMES
THE SNYDER DAILY NEWS



SALES TOTALS FOR PRIMARY MARKET AREAS OF OUR NINE PAPERS

(Counties in Which Papers Have 25% or Better Family Coverage)

(000's omitted)	Effective Buying Income:	Total Retail Sales:	Food Sales:	Auto-motive:	Drug:
Abilene Reporter-News	287,801	223,132	50,852	58,393	6,819
Big Spring Herald	71,434	61,086	12,352	18,707	1,567
Corpus Christi Caller-Times	530,110	383,008	86,911	86,680	11,314
The Denison Herald	93,926	83,437	21,296	21,623	2,342
The Greenville Banner	42,565	41,773	9,193	12,521	1,326
Marshall News Messenger	97,267	82,881	20,336	21,411	2,379
The Paris News	70,803	54,844	13,842	12,184	2,082
San Angelo Standard-Times	250,819	190,550	39,075	47,745	5,899
The Snyder Daily News	61,298	28,206	7,769	7,583	961
	1,506,023	1,148,917	261,626	286,847	34,689

TOTAL METROPOLITAN AREAS ONLY—
Effective Buying Income $919,727
Retail Sales 698,243

NEW ABC CITY-ZONE POPULATION—

Abilene	60,363	Greenville	19,038
Big Spring	29,937	Marshall	27,927
Corpus Christi	163,753	Paris	24,229
Denison	25,150	San Angelo	60,765

Texas Harte-Hanks Comic Group
202,782 Net Paid Circulation

(Of this 196,978 Now ABC)

Group Rate—Frequency Discounts!

Standard-size 8- or 12-page sections—No Page Production charges for use of entire group of 9 papers!

TEXAS HARTE-HANKS NEWSPAPERS

HEADQUARTERS—National City Bldg., Dallas 1, Texas

CHICAGO—400 N. Michigan Avenue

NEW YORK—52 Vanderbilt Avenue

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

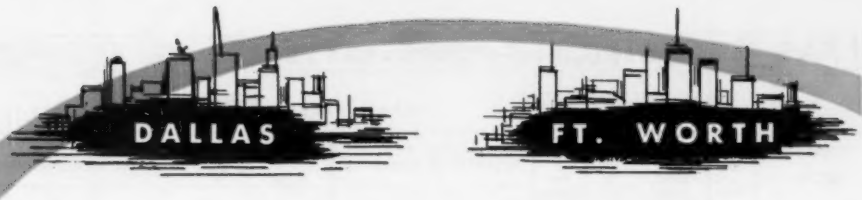
RETAIL SALES— SM ESTIMATES, 1955

COUNTIES / CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Collingsworth		7,774	.0042	3,534	.0043	88	86	2,389	128	410	238	100	1,728	299	838	234
Colorado		22,867	.0123	4,484	.0098	95	119	3,768	1,322	1,712	586	660	5,381	1,829	5,956	377
Comal		22,607	.0122	4,265	.0102	89	107	4,167	1,472	2,635	366	609	7,282	1,237	2,243	447
New Braunfels		21,589	.0116		.0086	99	133	3,668	1,252	2,529	366	609	7,282	1,237	2,149	447
Comanche		11,271	.0061	2,818	.0062	78	77	2,005	448	1,182	243	197	3,346	899	1,418	465
Concho		4,404	.0023	3,146	.0023	85	85	480	592	205	52	50	1,119	500	402	52
Cooke		29,374	.0159	4,024	.0133	89	106	5,625	727	2,182	1,181	1,354	7,045	2,697	5,091	806
Gainesville		25,321	.0136		.0095	113	162	4,830	629	1,894	1,156	1,354	5,923	2,140	4,369	782
Coryell		14,256	.0076	3,240	.0070	80	86	3,318	413	714	407	624	4,232	1,165	2,213	448
Cottle		4,846	.0027	3,461	.0032	100	84	1,300	163	389	180	261	1,070	180	519	186
Crane		6,110	.0032	4,384	.0034	110	103	1,171	320	154	290	123	2,299	583	837	217
Crockett		4,544	.0025	3,787	.0027	96	89	842	234	267	43	89	1,555	347	529	159
Crosby		12,567	.0068	5,027	.0058	104	121	2,488	250	555	246	321	4,848	864	1,899	178
Culberson		3,740	.0020	7,480	.0011	110	200	515	507	342	53	44	814	943	221	105
Dallam		9,966	.0054	4,153	.0052	111	115	2,080	581	616	389	209	3,144	949	828	387
Dallas	35	1,231,752	.6638	5,067	.5783	121	139	230,643	71,035	225,365	81,203	45,637	306,088	65,823	71,329	36,357

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Before using these figures, see explanation page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



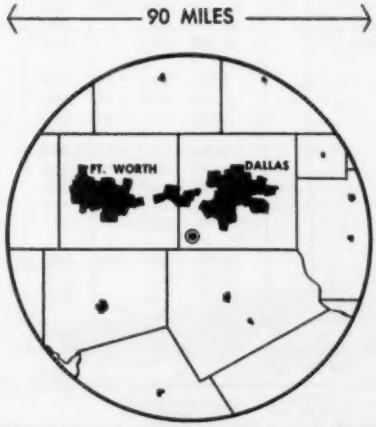
Although listed as separate metropolitan areas in Sales Management's Survey of Buying Power, both Dallas and Fort Worth are well within WFAA-TV's "City Grade" contour. They're ONE market — and a whopping one! Add the rich surrounding trade area, and you have a fabulous concentration of people and buying power!

DALLAS - FORT WORTH TELEVISION MARKET*

Population:	2,344,800
Number of Families:	709,700
Buying Income:	$3,559,408,000
Retail Sales:	$2,909,268,000
Food Sales:	$ 584,367,000
General Merchandise:	$ 459,495,000
Furniture, Appliances:	$ 115,545,000
Automotive:	$ 725,963,000
Drugs:	$ 94,383,000

*As determined by Television Magazine.

"City Grade" Coverage for both!



WFAA-TV's 'City Grade" Service Area — Largest of any North Texas Station!

WFAA-TV
DALLAS

Your NBC-ABC Station
A Television Service of the Dallas Morning News
Ralph W. Nimmons, Station Manager
Edward Petry & Co., National Representatives
3000 Harry Hines Boulevard
Dallas, Texas

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RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
‡▲Dallas		1,044,216	.5628		.4572	126	156	184,119	64,546	211,709	67,260	38,583	253,720	47,082	56,420	31,466
University Park		28,893	.0156		.0253	158	98	8,392	1,158	5,112	4,664	3,346	987	2,751	279	1,390
Highland Park		19,374	.0104		.0160	198	128	5,258	1,183	328	6,078	168	2,852	1,472	804	376
Grand Prairie		32,912	.0177		.0167	98	104	7,893	998	1,686	1,247	1,124	14,757	1,987	1,726	730
Garland		36,688	.0198		.0163	107	139	6,388	715	1,320	887	953	21,112	2,682	1,170	733
Irving		22,787	.0123		.0167	97	71	6,236	347	524	790	535	7,844	1,531	3,789	688
Dawson		25,088	.0135	4,252	.0135	102	102	5,242	1,018	2,060	573	743	7,947	2,326	2,748	606
Lamesa		23,300	.0126		.0095	122	102	4,770	974	2,036	573	698	7,947	1,802	2,676	606
Deaf Smith		19,184	.0104	5,995	.0082	121	153	3,142	495	1,399	883	559	5,002	1,422	3,640	310
Hereford		17,849	.0096		.0061	153	240	3,142	460	1,399	762	559	5,002	1,149	3,640	310
Delta		4,895	.0026	2,448	.0029	71	63	1,376	101	391	151	...	1,381	217	600	91
Denton		45,137	.0243	3,670	.0241	90	90	9,856	1,590	4,956	1,783	1,849	12,194	3,041	4,257	1,558
Denton		31,853	.0172		.0159	105	114	6,795	1,297	4,262	1,681	1,354	8,062	1,878	2,399	1,327
De Witt		25,732	.0139	4,084	.0111	86	108	5,047	1,473	2,260	970	603	6,214	1,796	3,032	728
Dickens		6,298	.0034	3,705	.0038	100	89	1,264	159	203	411	252	2,096	635	724	109
Dimmit		5,292	.0029	2,205	.0038	54	41	918	83	87	161	248	2,479	370	463	164
Donley		5,603	.0030	3,735	.0030	91	91	1,302	219	207	246	110	1,472	568	730	180
Duval		7,357	.0039	2,229	.0054	64	48	2,347	515	390	318	378	1,336	1,034	473	408
Eastland		24,698	.0134	3,579	.0116	91	106	5,698	1,147	1,796	813	858	7,559	2,501	2,036	814
Ector	234	100,793	.0543	5,143	.0480	119	135	21,937	4,401	9,643	6,871	6,091	23,337	7,387	7,149	2,503
△Odessa		95,687	.0516		.0440	128	150	21,274	4,126	9,536	6,871	6,091	23,337	6,810	7,065	2,457
Edwards		1,582	.0008	1,978	.0012	83	42	516	101	34	58	...	...	246	222	166
Ellis		38,346	.0207	3,043	.0208	80	79	10,654	1,270	2,814	876	1,491	9,065	3,656	4,510	1,183
Waxahachie		18,154	.0098		.0079	100	124	4,867	588	1,402	277	983	4,263	1,386	2,137	544
El Paso	45	262,533	.1523	4,449	.1508	95	96	61,992	17,573	47,330	20,130	17,611	57,067	15,936	17,768	8,357
▲El Paso		258,978	.1396		.1300	96	103	53,607	15,579	46,440	19,673	16,846	54,112	14,003	14,166	7,585
Erath		18,943	.0102	3,714	.0084	88	104	3,562	482	1,190	670	699	3,445	1,179	2,722	510
Falls		20,181	.0109	3,068	.0100	72	78	4,749	893	926	1,041	1,111	3,724	1,128	2,065	604
Marlin		13,189	.0071		.0046	105	161	2,836	709	655	861	924	2,550	734	1,196	492
Fannin		18,813	.0101	2,381	.0105	68	65	5,791	632	1,607	676	592	3,930	1,564	2,247	626
Fayette		20,061	.0108	3,287	.0095	76	86	4,818	1,532	2,064	657	625	3,372	1,658	2,502	422
Fisher		5,600	.0030	2,538	.0045	79	63	1,909	258	248	399	116	1,896	707	592	303
Floyd		14,444	.0077	4,815	.0065	105	124	3,592	287	513	703	616	3,397	873	2,996	427
Foard		2,709	.0015	2,463	.0020	83	63	568	92	162	53	130	922	148	424	124
Fort Bend		38,975	.0210	5,267	.0159	89	118	8,379	1,997	2,309	1,116	1,051	12,133	2,883	6,008	458
Rosenberg		22,908	.0123		.0066	138	256	3,739	738	1,175	859	526	9,619	1,511	2,200	422
Franklin		3,606	.0020	2,404	.0019	63	67	456	127	345	83	216	1,637	401	39	62
Freestone		10,386	.0055	2,733	.0055	78	78	2,959	371	641	389	237	2,359	930	1,021	363
Frio		6,598	.0036	2,444	.0043	63	53	1,350	486	289	186	90	1,858	708	1,020	220
Gaines		16,774	.0090	6,989	.0064	119	167	3,417	551	748	526	746	5,314	2,185	1,855	407
Galveston	55	134,342	.0724	3,436	.0778	98	91	33,037	14,160	12,677	10,360	7,247	18,505	9,998	10,298	5,270
▲Galveston		89,130	.0480		.0464	106	110	19,010	10,359	8,921	8,522	5,945	11,616	5,873	5,845	3,511
Texas City		24,492	.0132		.0157	95	80	8,170	1,382	1,672	1,541	869	4,060	1,813	2,499	899
Garza		6,622	.0036	3,679	.0039	93	86	1,464	369	262	289	413	1,798	540	994	178
Gillespie		13,773	.0074	4,443	.0056	92	121	1,629	680	1,464	457	822	2,501	1,037	1,691	273
Glasscock		170	.0001	850	.0004	67	17	48	...	10	...	...	...	77	...	20
Goliad		3,831	.0021	2,947	.0023	72	66	1,366	253	103	235	109	443	583	453	104
Gonzales		26,409	.0142	4,983	.0101	83	117	6,097	751	1,231	670	199	3,556	999	1,583	418
Gonzales		18,246	.0098		.0050	128	251	4,646	539	561	570	141	2,227	635	1,229	176
Gray		38,268	.0207	5,033	.0174	118	138	8,370	1,731	3,345	1,775	1,551	11,215	3,325	2,414	1,524
Pampa		34,703	.0187		.0154	123	150	7,455	1,597	3,247	1,680	1,459	10,481	2,707	1,776	1,396
Grayson		80,970	.0436	3,551	.0394	89	96	18,443	2,637	7,004	4,878	4,359	24,399	6,252	5,905	2,002
Sherman		38,936	.0199		.0168	90	118	7,670	1,155	3,397	2,711	2,414	12,408	1,627	2,658	843
Denison		29,233	.0158		.0123	101	130	7,185	924	2,629	1,967	1,617	9,125	2,525	1,456	766

‡ General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

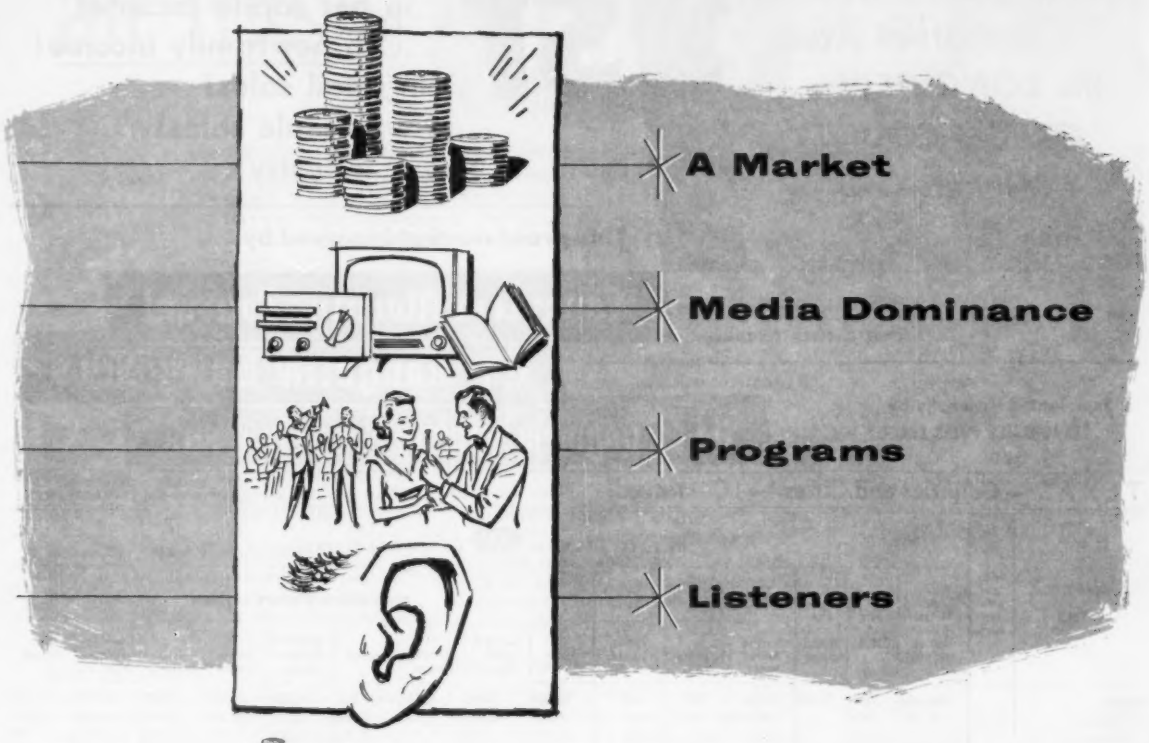
Before using these figures, see explanation page 11.

▲ and △ See end of state for SM Metropolitan County Areas.

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Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

What makes a Radio Station GREAT?



WFAA serves a broad area in North Texas, Oklahoma, Arkansas and Louisiana. The 111 Texas counties which form the heart of the market alone include a population of 1,000,215 as reported by the 1950 census and an income of well over $6 billion. It is the richest market in a state known for its wealth.

In the WFAA market, the average adult family listens to radio 32 hours a week; looks at TV 28 hours and 52 minutes; reads newspapers 7 hours and 33 minutes; reads magazines 4 hours and 4 minutes.

WFAA has 8 of the top 10 quarter hours heard on all North Texas stations — and they are all WFAA-produced!

WFAA is "heard regularly" by 42.4% of the families in North Texas in daytime; 26.8% at night. More people prefer WFAA-820 news than news on the next three stations combined.

To **Reach** *North Texas, use radio.*

To **Sell** *North Texas, use WFAA*

A **Great** *Radio Station*

(All figures from Whan Study
A. C. Nielsen, A.S.I.)

A Clear Channel Service of the Dallas Morning News

WFAA *Dallas* **820 570**

Alex Keese, *Manager*
Geo. Utley, *Commercial Manager*

Edward Petry & Co., Inc., Representatives

In the great East Texas Industrial Area, the LONGVIEW–GREGG COUNTY Market is...

1st ...in per capita income!
...in per family income!
...in retail sales!
...in wholesale sales!
...in heavy industry!

This great market is served by...

Longview Morning Journal
The Longview Daily News
The Longview Sunday News-Journal

CARL L. ESTES, Publisher

Represented Nationally by
TEXAS DAILY PRESS LEAGUE, INC.

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Gregg		101,332	.0546	4,670	.0455	105	126	16,304	5,295	9,742	6,372	4,859	30,108	6,509	6,891	2,647
Longview		52,051	.0281		.0237	107	127	9,094	2,451	7,633	3,972	2,633	12,199	3,407	4,052	1,373
2Kilgore		28,076	.0151		.0094	149	240	3,987	1,147	1,223	1,760	1,061	10,691	1,552	1,554	755
Grimes		11,921	.0064	3,222	.0055	74	88	3,201	326	1,358	138	440	2,784	1,011	1,560	367
Guadalupe		39,716	.0214	5,894	.0145	93	137	4,927	1,276	1,602	891	18,611	4,331	2,991	2,869	499
Seguin		35,143	.0189		.0102	126	233	3,200	787	1,038	658	18,611	4,331	2,499	2,189	474
Hale		56,227	.0303	5,919	.0240	118	149	10,586	1,338	5,514	2,572	2,502	13,870	3,823	7,762	1,512
Plainview		42,881	.0231		.0164	138	194	6,950	996	4,616	2,096	2,365	12,773	1,723	5,959	1,146
Hall		7,373	.0040	2,633	.0051	82	65	2,257	287	540	334	286	1,605	668	888	345
Hamilton		8,475	.0046	2,825	.0044	78	79	1,339	237	613	253	163	1,613	1,294	1,256	245
Hansford		6,229	.0033	5,191	.0033	122	122	1,151	301	265	86	340	1,604	389	1,005	230
Hardeman		8,585	.0047	2,862	.0052	88	80	2,203	397	849	543	353	1,901	898	1,126	236
Hardin		17,096	.0092	2,999	.0093	75	74	3,712	1,030	1,090	552	661	4,089	2,430	1,237	691
Harris	84	1,340,018	.7222	4,164	.7112	110	111	308,506	79,157	191,630	83,170	68,167	281,344	85,618	88,859	40,807
▲Houston		1,163,572	.6271		.5272	121	143	247,228	70,871	180,819	77,427	60,086	249,859	68,970	72,887	34,922
Baytown		47,592	.0256		.0204	123	154	14,874	1,727	5,097	2,459	2,554	11,010	2,469	2,370	1,579
Pasadena		45,948	.0248		.0244	101	103	13,498	1,281	2,857	2,052	3,179	12,118	3,867	4,137	1,210
Bellaire		8,491	.0046		.0129	91	33	3,831	139	463	38	246	...	1,025	998	814
West University Place		2,277	.0012		.0152	109	9	1,876	...	...	80	...	...	71	...	...
Harrison		36,630	.0197	2,930	.0201	72	70	8,258	1,020	4,937	2,089	1,965	8,431	3,691	2,929	899
Marshall		31,452	.0170		.0142	89	107	6,722	830	3,666	2,045	1,856	8,056	2,220	2,890	851
Hartley		1,058	.0006	2,116	.0011	122	67	31	55	...	...	...	48	115	266	31
Haskell		10,069	.0054	2,794	.0064	82	69	2,767	371	503	893	556	1,888	914	1,715	406
Hays		17,033	.0092	3,785	.0068	79	82	3,082	819	1,426	730	995	4,386	2,246	1,485	533
Hemphill		4,383	.0024	3,372	.0023	92	96	848	163	82	189	112	983	402	1,078	105
Henderson		19,148	.0103	3,359	.0069	75	87	4,466	394	1,243	459	703	5,420	1,435	2,173	602
Athens		13,855	.0075		.0041	124	227	2,843	314	988	422	604	3,696	890	1,590	356
Hidalgo	184	122,768	.0662	2,638	.0778	64	54	27,896	6,041	13,542	5,772	5,058	25,143	7,078	13,580	3,863
△McAllen		41,779	.0225		.0157	99	142	7,160	1,698	6,758	3,814	2,926	11,217	1,520	2,638	1,266
Edinburg		17,046	.0092		.0072	81	103	4,274	1,097	1,612	320	630	3,570	1,808	2,244	573
Weslaco		15,922	.0086		.0069	79	99	2,647	596	1,290	688	339	5,983	616	2,132	456
Mercedes		7,838	.0042		.0051	64	53	2,060	428	727	413	422	1,370	508	674	120
Mission		13,697	.0074		.0062	71	85	3,210	626	1,414	191	664	1,097	638	1,740	266
See Brownsville-Harlingen-McAllen																
Hill		23,600	.0127	2,778	.0132	79	78	5,686	1,029	1,497	885	1,223	5,736	2,484	3,586	660
Hillsboro		13,784	.0074		.0054	104	142	2,898	481	1,041	634	472	4,315	1,343	1,878	274
Hockley		28,142	.0135	3,492	.0156	96	83	5,979	626	1,818	795	808	7,224	2,062	4,078	515
Levelland		20,840	.0112		.0091	121	149	4,115	485	1,677	707	772	7,071	1,310	3,249	420

2 Kilgore is in Gregg and Rush Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
© SM, 1956.

all this in Dallas in one year!

Any one of these achievements would put most cities in the news. Dallas has recorded all of them — and more — in the past few months. Why? Because more and more policy-level executives have recognized Dallas as the logical point from which to serve one of the country's fastest-growing regional markets.

New Statler-Hilton Hotel

Dallas' new 1,001-room Statler-Hilton Hotel completed January, 1956, is the largest new U. S. hotel built in a non-resort center in the last 25 years.

New Sheraton-Dallas Hotel

Not one — but two — of the world's great hotel chains invest millions in Dallas. Ground was broken December, 1955, for the 600-room, 28-story, luxury Sheraton Hotel.

New Mainline Railroad

The country's biggest new railroad construction project in 25 years. Santa Fe spent some $8-million building 49.3 miles of new trackage to bring its mainline to Dallas.

New Air Routes

Braniff, American, and Delta have all been authorized additional routes between Dallas and such Eastern centers as New York, Washington, Pittsburgh. Feeder airline service in the Dallas-Southwest has also been strengthened.

New Office Buildings

Dallas, which has built 28 major new office building with 3,981,200 square feet of floor space in the last 10 years, has six more big developments under way. Costing more than $45-million, they will add another 1,845,830 square feet of floor space.

New Construction Records

Number 4 in the nation. Dun & Bradstreet reports the volume of new building permits issued in the City of Dallas in 1955 was exceeded only by New York, Los Angeles, and Chicago.

New Convention Auditorium

Memorial Auditorium in downtown Dallas, now building, will be ready early in 1957. Costing $7-million, it will provide unsurpassed facilities for big conventions, trade shows, and major entertainment attractions.

New Water Reserves

Three big new lakes, the latest completed in 1955, now provide for our growing needs through 1965. Looking ahead, the city has contracted for another $20-million reservoir which will give Dallas adequate storage capacity for a city of 1,500,000 during a period of record drouth.

New Airport

Dallas Love Field, the Dallas airline airport since 1926, will soon be a brand new facility. New construction — including the most convenient airport terminal ever built, and new bases for Southwest Airmotive, Braniff, and American — now totals $20-million.

New Turnpike

Construction is well advanced on Texas' first toll road, the $58-million turnpike between Dallas and Fort Worth. Feasibility studies have started on another turnpike from Dallas to Houston.

New Industrial Districts

Dallas entered 1955 with 15 *planned* industrial districts — more than any other city in the Nation. Five more planned industrial districts were opened during the year.

Hub of an integrated regional market...

. . . that can be most profitably served *only* from Dallas, because Dallas offers:

Superior transportation facilities • Greatest banking facilities in a 40-state area • More consumer population within any given radius than any competitive city • Dominant market and management center • More planned industrial districts than any other city in the United States • Efficient and honest local government.



20 MILLION PEOPLE $25-BILLION E. B. I.

All requests for information will be given prompt, comprehensive, and confidential handling.

Dallas Chamber of Commerce

INDUSTRIAL DEPARTMENT 1101 COMMERCE STREET, DALLAS, TEXAS, TELEPHONE PRospect 8451

Beaumont, Texas

Population ABC City Zone

114,055

A great RETAIL MARKET

"Sales Management estimated total retail sales

$155,685,000

Below — greatly reduced — are photographs of Beaumont's outstanding retail food outlets, all big advertisers in the Beaumont Enterprise and Journal



J. Weingarten, Inc.

largest of many advertisers

one of two Super Markets in city



Henke & Pillot

Super Market

One of four in city



C. P. Evans

Super Market

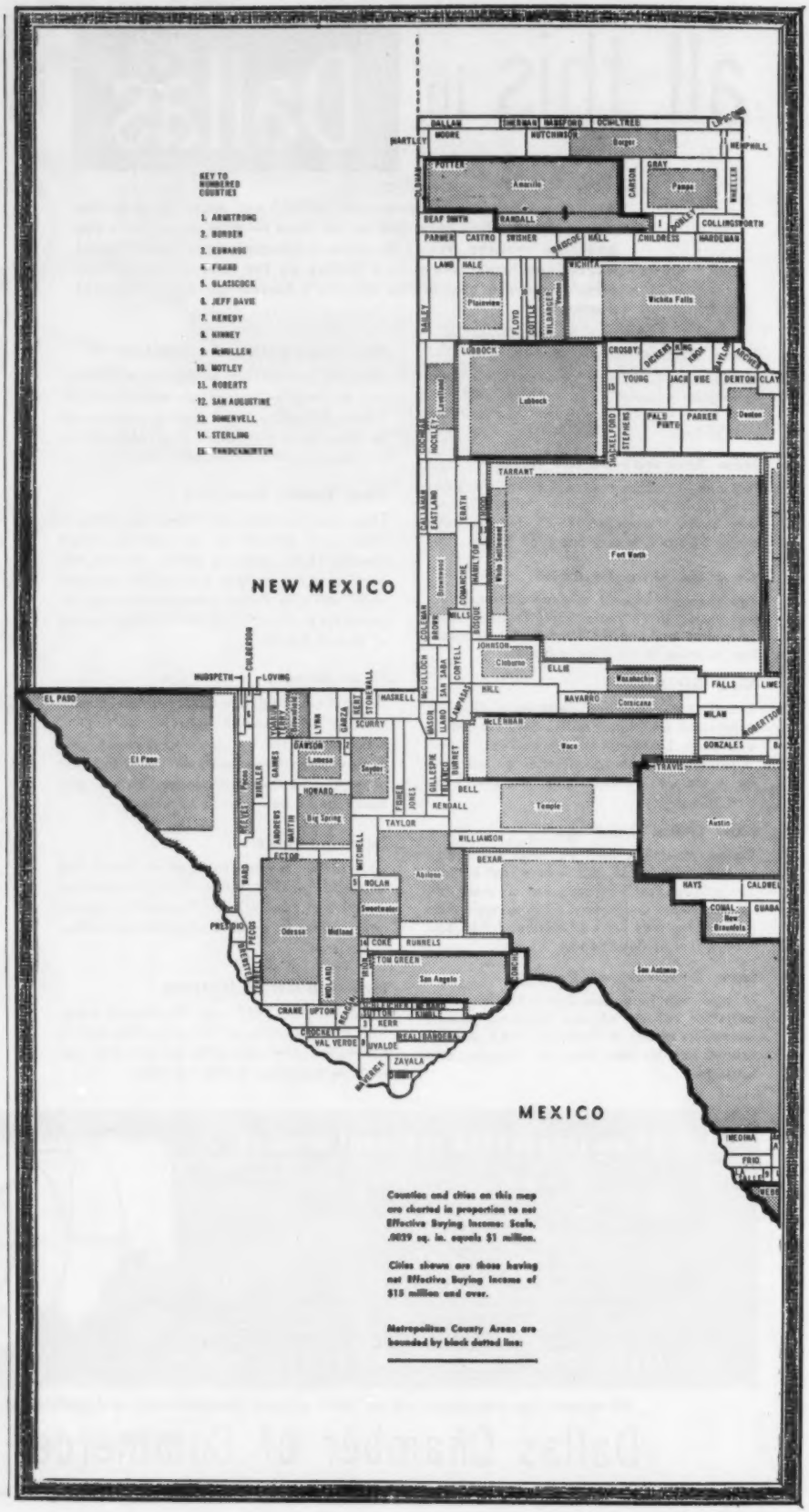
one of three in city

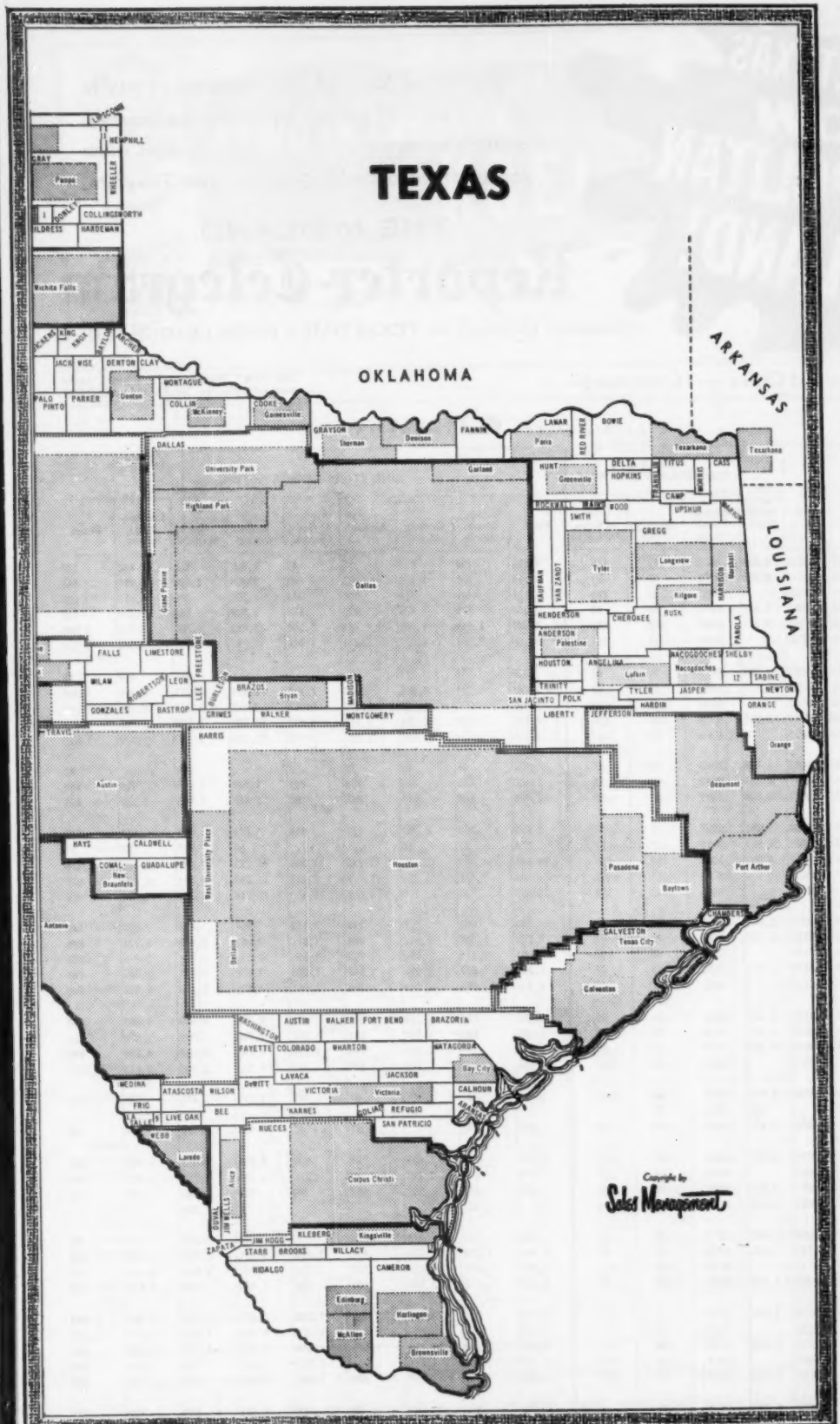


Bedre Super Market

Independent Operator

Retail Food Sales for city S-M estimates $34,605,000





The **Beaumont Enterprise & Journal** have available for interested Food advertisers, advertising agencies and food brokers a **BRAND PREFERENCE survey** of grocery and household items made annually since 1936.

As a companion study to the above, is a yearly **Grocery Store Distribution Survey** showing the distribution of Food products in the city's retail outlets.

Both of these studies can be obtained upon request from the National Advertising Dept., of the **Enterprise & Journal,** Beaumont, Texas, or from **The Branham Co.,** with offices in New York, Chicago, Dallas, Memphis, Detroit, St. Louis, San Francisco, Los Angeles and Miami.



You'll find Midland, the richest major city in Texas ($7,556 per family buying income), an unusually responsive market for your product when you advertise in the Midland Reporter-Telegram.

THE MIDLAND
Reporter-Telegram

Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

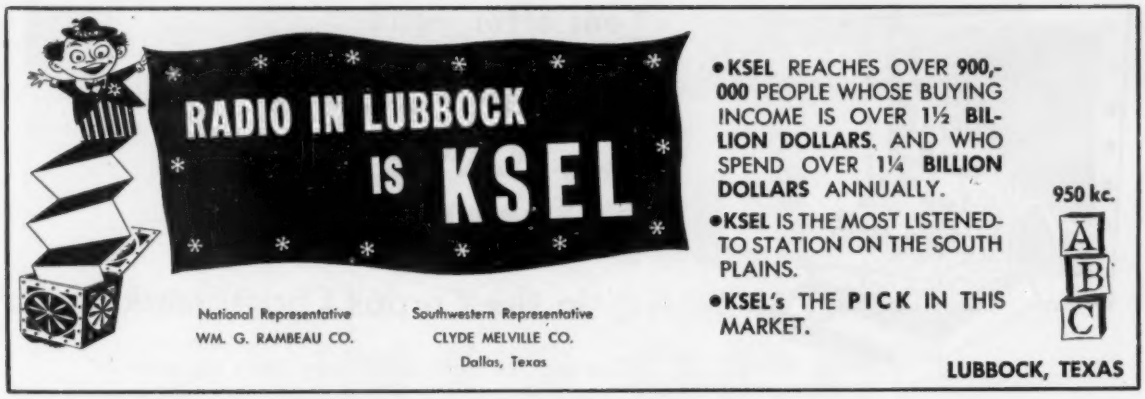
RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Hood		6,627	.0038	5,098	.0026	93	129	1,189	199	898	53	47	2,602	556	540	137
Hopkins		21,671	.0117	3,553	.0099	82	97	4,285	520	1,359	903	969	7,606	1,038	1,710	561
Sulphur Springs		19,493	.0105		.0067	112	175	3,851	447	918	903	969	7,779	860	1,673	529
Houston		16,289	.0088	2,962	.0061	89	75	3,983	372	925	830	611	3,529	849	2,272	438
Howard		48,966	.0264	5,567	.0218	114	138	9,990	2,859	4,358	2,234	1,586	13,413	4,706	3,112	1,288
Big Spring		44,587	.0240		.0192	121	151	9,196	2,264	4,314	2,234	1,513	13,337	4,302	2,688	1,244
Hudspeth		2,501	.0013	2,084	.0010	86	36	307	302	773	...	...	...	537	413	95
Hunt		41,773	.0225	3,632	.0194	85	99	9,193	1,294	4,090	1,968	2,768	12,521	2,373	4,012	1,326
Greenville		28,340	.0153		.0113	99	134	5,891	979	3,039	1,750	2,063	7,478	1,544	2,968	959
Hutchinson		39,607	.0214	3,961	.0225	106	101	9,533	1,895	2,454	2,479	3,073	10,689	3,102	1,783	1,721
Borger		36,370	.0196		.0166	123	145	8,816	1,558	2,445	2,421	3,021	10,689	2,108	1,502	1,640
Irion		889	.0003	1,170	.0007	78	33	188	48	63	32	...	...	189	47	42
Jack		6,833	.0037	3,254	.0036	90	93	1,460	435	412	188	211	1,700	1,274	698	202
Jackson		14,216	.0076	3,949	.0088	87	96	2,908	506	873	866	183	3,445	1,485	2,280	469
Jasper		18,447	.0100	3,481	.0089	71	89	3,064	392	2,700	731	843	5,771	1,426	577	637
Jeff Davis		606	.0003	1,216	.0010	77	23	268	57	58	...	...	59	115	32	21
Jefferson	15	268,539	.1447	4,087	.1486	104	107	64,986	14,442	33,480	18,740	14,094	55,237	17,680	19,448	8,475
▲Beaumont		155,683	.0839		.0720	111	129	34,605	7,663	21,214	11,778	7,923	35,222	9,544	10,760	4,667
▲Port Arthur		90,471	.0488		.0423	112	129	24,072	4,365	11,120	6,605	5,453	17,716	5,745	4,454	2,894
Jim Hogg		3,934	.0021	3,028	.0021	68	68	760	268	275	213	153	954	413	551	141
Jim Wells		29,548	.0160	3,789	.0159	82	82	6,374	1,730	2,588	863	1,623	8,191	2,449	3,221	604
Alice		24,176	.0130		.0112	89	103	5,091	1,310	2,280	777	1,356	7,214	1,771	2,844	387
Johnson		27,832	.0150	2,811	.0158	81	78	6,281	877	2,391	1,242	1,505	7,220	2,391	2,436	781
Cleburne		21,271	.0115		.0091	101	125	4,486	659	1,963	1,198	1,261	6,678	1,213	1,629	706
Jones		23,280	.0125	3,630	.0118	94	99	5,502	884	2,216	811	796	6,239	2,156	3,093	670
Karnes		13,906	.0075	3,566	.0074	75	76	3,373	883	1,453	251	597	2,786	1,007	1,572	411
Kaufman		30,282	.0163	4,039	.0130	77	97	6,339	721	2,054	775	1,124	9,587	2,833	4,376	840
Terrell		16,361	.0088		.0062	86	122	3,494	490	795	460	747	5,654	1,366	2,441	274
Kendall		5,794	.0032	3,621	.0030	94	108	1,039	357	492	67	111	1,625	621	599	227
Kenedy		88	...	880	.0001	25	...	...	25	43	...	...	...	...	...	...
Kent		1,062	.0006	2,124	.0009	90	80	318	42	...	51	43	189	118	178	81
Kerr		19,272	.0104	4,482	.0086	97	117	3,771	963	2,499	781	656	5,935	989	1,989	384
Kerrville		16,965	.0091		.0065	114	160	3,104	876	2,463	781	622	5,935	752	1,027	364
Kimble		4,361	.0023	3,634	.0021	78	85	781	235	293	169	68	700	739	629	63
King		322	.0002	1,610	.0005	100	40	...	122	...	...	...	...	200	...	...
Kinney		1,448	.0008	2,896	.0010	77	62	208	127	215	...	...	510	170	...	82
Kleberg		29,113	.0151	4,393	.0142	92	98	6,364	1,718	2,424	821	1,514	9,251	2,050	2,326	615
Kingsville		27,701	.0149		.0139	95	101	6,267	1,545	2,424	821	1,474	9,251	1,948	2,326	615
Knox		10,725	.0056	4,125	.0056	95	96	3,034	313	1,158	106	306	2,402	988	1,618	335
Lamar		32,020	.0172	2,502	.0180	70	87	7,148	920	3,552	2,439	1,275	7,076	2,143	3,548	1,325
Paris		28,984	.0156		.0125	90	112	6,260	856	3,347	2,439	1,226	6,484	1,581	3,170	1,206
Lamb		31,084	.0168	5,268	.0134	105	131	8,227	1,260	1,799	1,245	1,248	7,385	1,389	5,229	621
Littlefield		16,935	.0091		.0059	116	176	3,846	525	1,285	1,049	1,161	5,086	754	1,633	494
Lampasas		11,488	.0062	3,965	.0050	88	107	1,923	498	521	419	498	3,447	941	975	328
La Salle		4,154	.0022	2,186	.0029	62	47	772	216	691	48	117	1,073	342	192	298

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

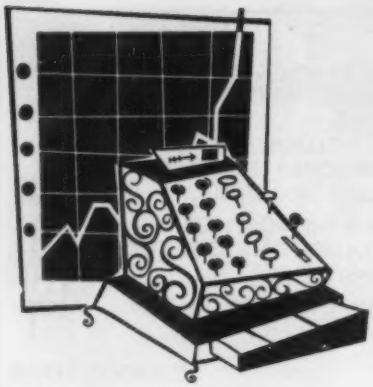
COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Lavaca		17,126	.0093	3,058	.0086	73	79	5,886	811	1,391	390	337	3,507	1,215	1,640	350
Lee		7,371	.0039	2,948	.0037	67	71	1,231	402	631	212	261	1,698	824	923	173
Leon		6,599	.0036	2,357	.0038	63	60	1,788	382	777	86	128	617	1,236	440	231
Liberty		37,318	.0201	4,784	.0155	92	120	8,216	1,629	1,813	1,416	1,201	9,592	3,075	7,428	930
Limestone		17,030	.0092	2,838	.0068	70	74	4,509	635	1,403	1,041	557	4,680	814	1,483	540
Lipscomb		4,306	.0023	3,915	.0023	105	105	676	103	173	89	...	1,332	430	734	153
Live Oak		6,195	.0033	3,098	.0035	71	67	1,743	544	186	73	181	1,433	835	545	316
Llano		6,464	.0035	3,802	.0030	97	113	1,023	502	1,328	138	99	1,467	515	423	202
Loving		43	.0001	430	.0001	100	100	...	25	...	...	...	...	...	...	...
Lubbock	85	204,452	.1101	4,777	.1027	112	120	38,488	7,317	28,750	10,803	9,808	52,842	12,473	26,339	5,182
▲Lubbock		190,010	.1024		.0894	120	138	31,863	6,851	27,635	10,531	9,357	50,799	11,271	23,676	4,751
Lynn		11,011	.0060	3,933	.0064	102	95	2,436	180	637	446	61	4,240	530	1,578	235
McCulloch		11,074	.0059	3,572	.0057	88	91	2,054	352	845	366	205	3,804	1,277	914	330
McLennan	155	159,691	.0861	3,839	.0791	92	100	35,700	10,200	22,412	6,776	7,892	36,282	10,214	12,562	5,944
▲Waco		140,666	.0758		.0635	101	121	30,420	8,452	20,948	6,303	7,432	32,627	8,361	10,816	5,196
McMullen		191	.0001	382	.0006	67	11	47	42	41	...	...	...	61	...	...
Madison		9,470	.0051	4,984	.0033	85	131	1,574	193	360	396	224	3,894	583	1,145	103
Marion		6,261	.0034	2,609	.0035	84	62	1,411	300	678	221	93	2,151	691	204	198
Martin		7,483	.0040	5,345	.0037	106	114	1,266	109	86	203	150	3,991	505	476	137
Mason		3,893	.0020	2,308	.0022	81	74	680	113	140	150	160	533	573	300	104
Matagorda		26,626	.0154	4,404	.0132	96	112	6,852	1,338	1,274	1,126	919	7,412	2,486	3,579	1,184
Bay City		22,221	.0120		.0084	124	176	5,094	960	971	980	893	6,202	1,692	2,571	965
Maverick		11,605	.0063	3,868	.0059	89	74	2,838	699	1,923	1,854	...	1,978	902	1,117	224
Medina		13,302	.0072	2,892	.0075	89	66	3,287	864	1,729	233	420	3,544	1,263	848	421
Menard		4,331	.0023	3,937	.0022	92	96	614	196	298	77	54	807	501	335	130
Midland	227	73,276	.0395	5,388	.0366	136	146	18,319	4,017	3,631	6,130	3,806	20,889	4,824	5,779	2,643
△Midland		72,047	.0388		.0358	138	150	16,092	3,889	3,575	6,130	3,806	20,717	4,824	5,465	2,643
Milam		21,885	.0118	3,773	.0090	76	99	6,187	1,133	1,448	604	580	4,660	1,905	3,157	479
Mills		5,569	.0030	3,713	.0027	87	97	2,459	183	122	128	109	380	281	586	124
Mitchell		12,114	.0065	2,955	.0078	89	74	3,290	471	1,039	397	788	3,173	1,017	1,135	380
Montague		20,188	.0109	4,295	.0065	93	120	4,104	799	919	801	559	5,458	1,769	2,700	669
Montgomery		22,012	.0119	3,100	.0112	76	81	5,443	1,347	2,402	771	954	6,718	2,059	740	584
Conroe		16,137	.0087		.0059	111	164	4,254	880	1,473	771	954	4,422	1,350	740	535
Moore		17,358	.0093	2,712	.0130	92	65	4,186	1,119	740	496	560	3,848	2,041	2,389	275
Morris		8,539	.0046	3,416	.0039	72	85	2,402	188	509	294	502	2,152	994	930	382
Motley		2,812	.0015	2,812	.0019	90	71	791	62	95	73	270	440	346	545	112

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.



CORPUS CHRISTI

Population	166,500
Effective Buying Income	$251,821,000
Retail Sales	$210,612,000

11-COUNTY ABC RETAIL TRADE AREA

Population	398,900
Effective Buying Income	$538,929,000
Retail Sales	$389,271,000

CIRCULATION
91,687
ABC Sept. 30, 1955

Year after year . . . .

MORE PEOPLE .... HAVE MORE .... SPEND MORE

in the Corpus Christi market

This year, as usual, SM's Survey shows big gains for the Corpus Christi market. Population . . . buying power . . . sales . . . all hit new highs. And Caller-Times circulation zoomed too, with better-than-ever penetration of this great one-paper market. Write for new market data folder for all the figures.

The Corpus Christi Caller-Times

CORPUS CHRISTI, TEXAS
Represented Nationally by Texas Harte-Hanks Newspapers
Headquarters: National City Building, Dallas
Chicago Atlanta New York

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Nacogdoches		23,981	.0129	3,112	.0128	74	76	5,783	629	1,332	1,464	1,123	4,418	2,097	1,409	860
Nacogdoches		20,261	.0109		.0082	95	127	4,212	530	1,008	1,435	1,020	4,304	1,990	1,202	819
Navarro		34,407	.0186	3,186	.0175	82	87	9,355	1,107	4,540	1,132	1,994	6,524	3,259	3,581	1,031
Corsicana		28,873	.0156		.0124	97	122	7,449	967	4,195	1,132	1,911	5,217	2,504	3,067	844
Newton		5,523	.0030	2,301	.0034	58	51	1,273	135	707	84	324	892	1,591	149	194
Nolan		24,526	.0132	4,088	.0123	102	109	5,765	822	2,405	1,354	1,062	7,217	2,257	1,588	595
Sweetwater		21,513	.0116		.0105	109	120	5,091	695	2,218	1,319	999	6,537	1,777	1,275	524
Nueces	34	239,459	.1290	3,837	.1327	94	91	52,597	15,853	30,467	11,496	10,966	51,908	16,777	24,117	6,901
▲Corpus Christi		210,612	.1135		.1034	103	113	44,980	13,677	29,285	10,673	9,650	47,789	13,749	19,634	6,234
Ochiltree		16,229	.0088	6,116	.0076	177	205	1,909	238	457	444	342	2,990	1,330	1,605	218
Oldham		2,088	.0011	5,220	.0010	100	110	26	163	241	...	...	121	642	375	47
Orange		46,602	.0251	2,842	.0297	84	71	13,274	2,627	2,470	2,281	3,612	9,591	5,700	2,209	1,067
Orange		38,721	.0209		.0179	103	121	10,573	1,787	1,673	2,281	3,165	9,457	4,647	1,230	775
Palo Pinto		22,795	.0123	2,661	.0128	81	78	5,127	2,382	1,255	915	1,187	6,738	1,722	1,261	684
Mineral Wells		18,260	.0098		.0091	91	98	4,341	1,558	969	870	1,096	5,781	1,030	981	533
Panola		12,873	.0070	2,926	.0076	73	67	3,187	421	1,159	825	514	3,812	1,369	649	380
Parker		21,491	.0116	2,826	.0119	82	79	3,602	741	1,024	1,043	715	7,773	1,586	1,940	454
Weatherford		19,409	.0105		.0080	107	140	3,141	565	751	1,006	648	7,773	1,341	1,486	386
Parmer		9,036	.0049	5,021	.0043	119	136	1,918	133	141	161	167	1,985	818	2,119	264
Pecos		11,382	.0061	4,216	.0061	94	94	2,271	956	621	598	198	2,504	1,512	1,615	430
Polk		11,718	.0064	3,005	.0062	73	75	3,398	425	1,320	160	251	3,318	1,109	618	347
Potter	6	192,318	.1036	5,542	.0837	126	156	29,220	10,105	22,182	16,612	9,590	52,264	13,594	12,827	6,185
3▲Amarillo		193,489	.1043		.0902	124	143	31,419	9,430	22,218	16,567	9,627	50,827	13,232	13,982	6,398
Presidio		5,746	.0031	3,831	.0029	78	84	1,360	238	266	401	395	1,540	256	284	174
Rains		1,511	.0008	1,889	.0012	67	44	499	48	79	...	...	513	52	83	104
Randall	6	15,411	.0083	2,371	.0141	166	62	3,867	583	1,685	365	60	2,174	1,680	2,389	602
3▲Amarillo																

3 Amarillo is in Potter and Randall Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.
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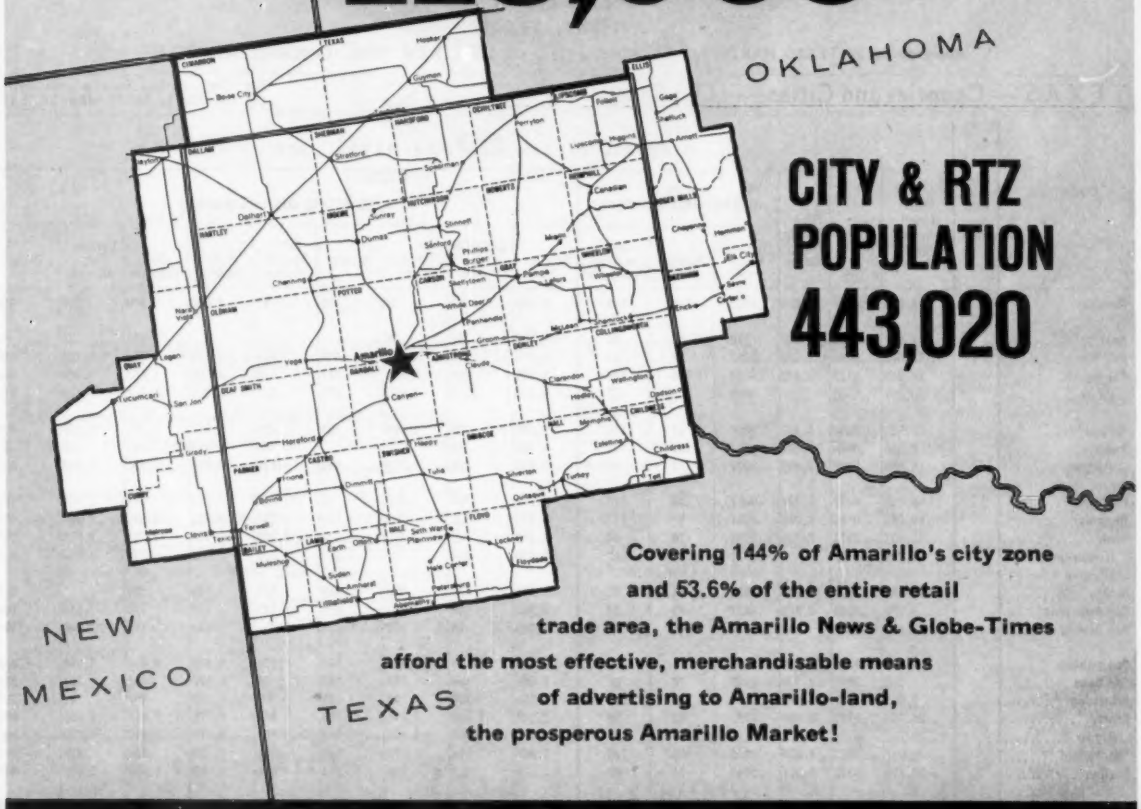


This is AMARILLO-LAND . . .

AMARILLO

ABC CITY ZONE POPULATION

113,965



CITY & RTZ POPULATION

443,020

Covering 144% of Amarillo's city zone and 53.6% of the entire retail trade area, the Amarillo News & Globe-Times afford the most effective, merchandisable means of advertising to Amarillo-land, the prosperous Amarillo Market!

AMARILLO NEWS
AMARILLO GLOBE-TIMES
SUNDAY NEWS-GLOBE

Represented Nationally by **TEXAS DAILY PRESS LEAGUE, INC.** • Representing Daily Newspapers Only

For 24 Consecutive Months Abilene, Texas Has Been One of Sales Management's High Spot Cities!

Retail sales in Abilene ($101,977,000 Metropolitan Area—$93,743,000 Corporate Area) are gaining because the city is growing—60,363 ABC City Zone Population as of October 1, 1955!

$70,000,000 Jet Bomber Base!

On April 14, 1956 the new $70 Million 2-wing Abilene Air Force Base was formally dedicated and the first B-47 Wing took over. The second Wing will arrive in early 1957. Each Wing consists of 3,500 airmen and officers.

Oil Activity Adds to Abilene's Wealth!

Business Firms in Oil and Allied Lines Show 607 Telephone Listings in the Fall 1955 Telephone Directory—Up from 501 in the 1954 Directory—and from 261 in the 1953 Directory!

$5,848 Per Family Income in Abilene!
$5,528 Per Family Income in Taylor County!

51,042 ABC Circulation — 6 Months Ending September 30, 1955

The Abilene Reporter-News

ABILENE, TEXAS

Represented by TEXAS HARTE-HANKS NEWSPAPERS—DALLAS, NEW YORK, CHICAGO, ATLANTA

TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Reagan		4,968	.0027	5,820	.0025	119	129	1,402	389	109	130	98	1,060	670	576	213
Real		1,087	.0006	1,553	.0010	59	35	384	65	88	...	78	...	266	75	85
Red River		11,008	.0059	2,638	.0067	80	63	3,175	308	1,217	459	228	2,184	853	1,224	454
Reeves		22,847	.0122	5,368	.0103	106	126	5,241	1,255	2,060	917	379	3,609	1,802	3,392	660
Pecos		20,077	.0108		.0083	105	137	4,464	1,116	1,634	870	341	3,609	1,464	2,926	546
Refugio		10,923	.0059	4,201	.0057	98	102	2,292	834	1,009	188	276	2,017	1,271	2,230	408
Roberts		1,649	.0008	5,497	.0007	100	114	153	110	...	...	108	470	262	145	82
Robertson		16,504	.0089	3,368	.0078	72	82	2,993	831	1,433	261	418	6,006	1,206	1,648	502
Rockwall		6,753	.0037	4,824	.0027	84	116	1,070	170	209	53	293	2,798	451	1,153	151
Runnels		19,243	.0104	4,276	.0091	97	111	3,990	638	795	1,199	754	5,821	2,526	2,290	516
Rusk		32,187	.0173	2,705	.0194	76	68	6,310	785	2,412	1,643	2,066	9,115	3,191	2,479	790
Henderson		21,788	.0117		.0071	131	217	3,746	518	1,197	1,437	1,521	7,042	1,759	1,910	458
2Kilgore																
Sabine		5,138	.0028	2,704	.0029	64	62	1,299	159	580	159	109	1,408	201	...	230
San Augustine		6,219	.0033	3,273	.0026	65	77	1,748	103	391	426	163	1,489	326	544	100
San Jacinto		1,423	.0008	889	.0019	49	21	406	20	508	...	...	162	158	40	104
San Patricio		38,219	.0195	3,734	.0184	76	81	8,554	1,924	1,467	1,141	1,074	8,523	3,412	6,668	1,235
San Saba		7,598	.0041	3,303	.0037	79	87	1,866	144	413	143	66	1,192	442	791	234
Schleicher		3,873	.0021	5,533	.0017	113	140	735	209	43	85	87	1,190	467	213	223
Scurry		28,335	.0142	2,634	.0192	93	89	7,249	1,333	1,514	1,259	861	7,076	2,874	2,555	893
Snyder		24,752	.0133		.0118	123	139	6,882	1,222	1,426	1,259	861	7,076	2,269	2,236	800
Shackelford		5,087	.0027	4,634	.0025	100	106	1,247	194	93	246	244	1,799	494	319	177
Shelby		20,713	.0112	3,871	.0090	74	92	3,873	462	939	773	314	4,413	1,312	1,802	427
Sherman		3,462	.0019	4,948	.0022	157	136	526	110	336	28	98	699	350	829	352
Smith	254	94,638	.0510	4,151	.0440	92	107	19,913	3,131	8,364	7,794	5,513	21,472	5,771	8,378	4,969
△Tyler		85 733	.0462		.0349	112	149	17,358	2,812	7,617	7,510	5,460	20,637	4,686	7,430	4,341
Somervell		1 760	.0009	2,200	.0011	79	64	595	42	51	...	79	408	86	106	94
Starr		7,236	.0039	2,334	.0049	54	43	1,766	363	1,385	110	192	1,086	539	1,273	232
Stephens		13,569	.0073	3,991	.0065	100	112	3,712	1,080	703	627	613	3,820	875	862	480
Breckenridge		11,851	.0064		.0052	113	139	2,486	749	608	627	613	3,820	836	862	480
Sterling		1,797	.0010	4,493	.0008	100	125	274	38	...	105	54	629	214	84	83
Stonewall		2,762	.0015	3,069	.0020	95	71	818	238	127	32	31	768	370	215	69
Sutton		5,354	.0029	5,354	.0023	100	126	1,138	283	289	105	138	924	726	335	126
Swisher		13,093	.0070	5,456	.0065	123	132	2,273	345	570	428	221	3,190	872	2,636	484
Tarrant	52	629,881	.3395	4,079	.3219	105	111	115,271	34,090	140,651	28,294	22,337	147,269	36,083	38,409	23,359
‡▲Fort Worth		556,045	.3051		.2502	118	144	97,802	30,163	137,718	27,377	20,669	129,487	29,910	31,480	21,981
White Settlement		2,376	.0013		.0054	62	15	1,094	139	147	82	...	...	674	126	114
Taylor	167	101,977	.0550	4,743	.0478	107	124	20,515	4,980	12,371	7,715	6,220	25,682	7,308	7,458	3,153
△Abilene		93,743	.0505		.0422	116	138	18,753	4,586	11,689	7,557	6,108	23,630	6,247	6,484	2,958

‡ General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order".

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2 Kilgore is in Gregg and Rusk Counties.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

FORT WORTH---
A 3 BILLION DOLLAR MARKET



WHERE THE *WEALTHY* WEST BEGINS!

There are four large metropolitan areas (over 500,000 population) in Texas. In order of population they are: Houston in the Southeast; Dallas in the Eastern part; San Antonio in the Southwest; and Fort Worth, largest city in the Western half of Texas. Fort Worth metropolitan population of 507,000 (January 1, 1956), and the West Texas trade area population of 2,107,200 dominate the Western part of the state. It is the undisputed automotive, aircraft, meat packing, transportation, cattle and oil center of the great Southwest. The market has more than its share of the wealth of Texas.

A RICH AND PRODUCTIVE MARKET

	% of State	Total
Effective Buying Income	25.5%	$3,308,565,000
Retail Sales	25.1%	2,536,309,000
Automotive Sales	27.4%	644,672,000
Drug Store Sales	26.0%	80,024,000
Food Store Sales	24.1%	524,786,000
Furniture-Household-Radio Store Sales	22.6%	103,062,000
General Merchandise Sales	24.0%	302,935,000

All Figures Based on Sales Management Survey of Buying Power, May 10, 1955.

CIRCULATION

Daily (Morning and Evening combined)	Sunday
250,213	**229,613**

Audit Bureau of circulations, for 12 months' average ending March 31, 1955.

COVERED BY TEXAS' BUSIEST SALESMAN



FORT WORTH STAR-TELEGRAM

AMON G. CARTER, JR., President and National Advertising Director

LARGEST CIRCULATION IN TEXAS
Without the Use of Contests, Schemes or Premiums — *"Just a Good Newspaper"*



TEXAS — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Terrell		2,868	.0015	3,187	.0015	83	83	439	269	323	60	75	721	541	91	89
Terry		22,230	.0120	5,293	.0086	103	126	4,403	758	1,557	770	563	6,770	1,635	3,584	409
Brownfield		20,139	.0109		.0074	130	191	4,092	599	1,557	770	563	6,770	1,558	2,699	409
Throckmorton		2,338	.0012	2,598	.0017	81	87	450	52	241	128	154	486	215	421	126
Titus		17,081	.0092	3,634	.0078	80	94	4,284	567	1,042	1,172	1,012	4,117	1,219	1,748	512
Mount Pleasant		15,314	.0083		.0060	114	159	3,532	517	769	1,137	978	3,919	994	1,692	441
Tom Green	126	90,093	.0486	4,171	.0460	102	108	19,045	5,002	10,664	4,317	4,882	21,926	5,671	6,677	2,506
▲San Angelo		56,738	.0457		.0428	106	115	13,769	4,710	10,591	4,274	4,882	21,909	5,504	6,582	2,442
Travis	11	210,886	.1137	4,176	.1103	98	99	42,489	16,350	25,899	17,579	12,306	39,506	14,199	17,364	6,674
▲Austin		208,148	.1122		.1084	99	102	42,147	15,928	25,365	17,579	12,306	39,177	13,928	17,102	6,638
Trinity		7,818	.0042	3,126	.0036	72	84	1,644	565	450	194	354	1,744	443	565	176
Tyler		9,780	.0052	3,372	.0049	73	76	1,861	279	1,203	213	106	2,099	1,501	913	227
Upshur		13,750	.0075	2,750	.0075	93	98	3,842	307	853	731	353	3,534	882	1,337	277
Upton		6,868	.0037	4,293	.0034	106	116	1,777	655	571	142	295	1,190	1,044	649	208
Uvalde		17,481	.0094	3,719	.0088	91	97	3,188	779	2,183	982	997	3,858	1,431	1,801	757
Uvalde		14,125	.0076		.0057	95	127	2,676	532	1,582	636	665	3,229	1,268	1,505	517
Val Verde		20,260	.0109	4,805	.0089	82	109	4,695	1,182	1,562	1,169	1,143	5,955	1,524	1,282	529
Del Rio		19,520	.0105		.0081	81	105	4,606	1,037	1,789	1,169	1,143	5,955	1,373	1,233	529
Van Zandt		16,623	.0090	2,968	.0084	78	81	3,750	379	1,044	372	504	5,978	1,346	1,917	440
Victoria		61,460	.0331	6,695	.0243	109	149	15,028	3,138	7,028	2,730	3,810	12,342	3,690	6,907	1,238
Victoria		59,043	.0318		.0178	151	209	13,774	2,653	6,967	2,730	3,467	12,342	3,403	6,793	1,216
Walker		12,901	.0069	3,000	.0077	87	96	3,159	685	1,052	575	684	3,419	1,301	752	425
Waller		12,179	.0066	4,060	.0064	89	92	2,184	886	1,012	299	75	3,204	1,167	1,648	304
Ward		16,645	.0090	3,783	.0092	94	92	3,881	794	1,110	884	1,143	4,488	1,979	903	338
Monahans		13,869	.0075		.0056	117	136	2,922	531	941	504	1,143	4,307	1,575	412	316
Washington		16,779	.0090	3,227	.0078	72	83	3,663	791	2,695	778	691	2,834	1,110	734	666
Brenham		14,446	.0078		.0049	114	161	2,953	571	2,171	778	595	2,809	1,023	734	488

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

CORRECTION, Please!

The Census of Business figures show that WICHITA FALLS gained in sales from 1948 thru 1954 FASTER than Sales Management's Survey of Buying Power estimated!

This Metropolitan Market and its 18 county RETAIL TRADE ZONE (ABC) in North Texas and Southwestern Oklahoma is covered daily—Morning-Afternoon-and Sunday by the



Wichita Falls Times & Record News

Starting our 50th year of DAILY publication on May 14, 1956

Wichita Falls	Total Retail Sales	Food Sales	Genl. Mchdse. Sales
Census of Business—	**$135,464,000**	**$26,529,000**	**$13,417,000**
Survey of Buying Power	**130,843,000**	**24,915,000**	**11,870,000**
GAIN, 1948-1954	**+ 50%**	**+ 56%**	**+ 32%**

Represented Nationally by THE KATZ AGENCY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

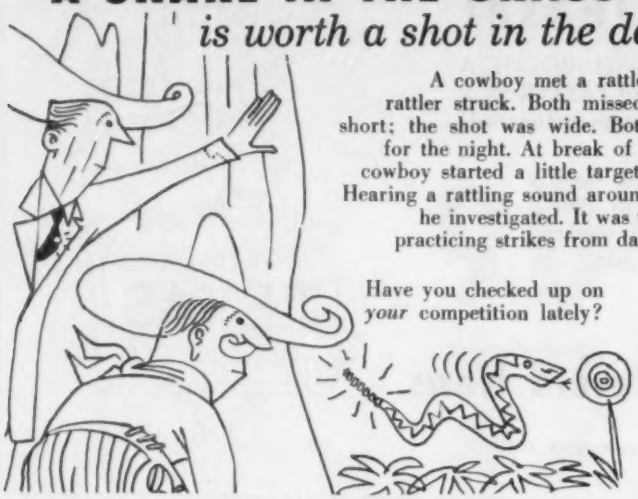
COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Webb	77	51,448	.0277	3,524	.0264	67	71	12,101	2,251	7,719	8,184	1,915	8,078	3,327	3,292	1,524
▲Laredo		50,781	.0274		.0250	67	73	11,727	2,178	7,696	8,184	1,893	8,076	3,217	3,292	1,476
Wharton		42,908	.0232	4,334	.0199	91	108	9,247	2,021	3,024	2,073	1,603	11,048	3,386	6,475	1,122
El Campo		16,281	.0088		.0059	131	196	3,405	761	615	763	562	3,861	1,235	3,596	615
Wheeler		10,525	.0056	4,211	.0049	89	102	2,318	558	729	297	339	2,608	1,155	1,586	376
Wichita	160	152,897	.0824	4,524	.0800	105	108	28,437	7,705	15,627	9,994	6,908	38,495	10,184	7,435	5,057
▲Wichita Falls		123,569	.0666		.0698	111	106	23,032	7,035	15,036	9,237	6,126	31,829	7,848	5,665	4,387
Wilbarger		24,760	.0134	4,197	.0120	97	108	6,524	1,028	2,159	1,569	1,179	5,967	2,023	2,491	847
Vernon		23,542	.0127		.0095	113	151	6,008	998	2,118	1,569	1,179	5,773	1,742	2,421	805
Willacy		16,124	.0087	2,687	.0103	67	57	3,899	562	1,371	359	665	2,278	901	2,762	415
Raymondville		11,477	.0062		.0054	74	85	3,138	478	1,183	359	605	2,045	665	2,035	285
Williamson		35,545	.0191	3,418	.0172	79	88	7,919	2,650	2,845	975	860	9,043	3,271	3,896	972
Taylor		16,349	.0088		.0060	102	149	3,964	1,021	1,335	861	353	3,636	931	2,251	569
Wilson		9,185	.0050	2,783	.0051	63	62	1,839	576	1,048	211	116	1,890	869	1,062	257
Winkler		15,482	.0083	3,972	.0088	109	102	3,825	741	649	636	688	5,180	1,571	705	461
Wise		14,160	.0077	3,223	.0069	78	88	3,720	477	444	306	266	4,238	1,375	1,403	416
Wood		29,314	.0109	3,833	.0090	83	101	4,134	582	1,412	750	984	6,753	1,606	2,113	450
Yoakum		5,658	.0031	5,144	.0026	104	124	1,447	332	241	296	240	742	856	850	206
Young		22,412	.0121	4,769	.0097	107	133	4,727	717	1,018	1,076	1,232	6,773	1,842	2,563	887
Zapata		998	.0005	998	.0014	48	17	536	96	58	...	59	...	131	92	...
Zavala		6,906	.0037	2,550	.0044	58	49	1,998	359	618	201	349	1,455	556	712	118
Total Above Cities		7,573,228	4.0815		3.4734	110	129	1,559,823	411,064	1,089,070	498,533	381,558	1,788,604	460,012	535,064	233,945
State Total		10,071,936	5.4283	3,991	5.1414	95	101	2,170,587	538,368	1,261,347	568,617	458,956	2,351,939	708,674	832,638	306,687

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

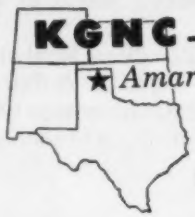
A SNAKE IN THE GRASS
is worth a shot in the dark



A cowboy met a rattlesnake at dusk. He drew and fired just as the rattler struck. Both missed. The snake slipped on damp grass and fell short; the shot was wide. Both retired for the night. At break of dawn the cowboy started a little target practice. Hearing a rattling sound around a bend he investigated. It was the snake, practicing strikes from damp grass.

Have you checked up on *your* competition lately?

KGNC - AM & TV
★ *Amarillo* ★



NBC Affiliate

AM: 10,000 watts, 710 kc. TV: Channel 4
National Representatives: The Katz Agency.

***High Spot City* (Sales Mgt. data) every month of '55. Area is consistently first in retail sales per household.**

TEXAS— (SM) Metropolitan County Areas

AREAS	Area No.	POPULATION (SM) ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING (SM) INCOME ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Abilene	167	73.8	.0445	21.5	60.5	118,850	.0447	1,610	5,528
Amarillo	8	132.4	.0799	41.2	125.5	256,712	.0966	1,939	6,231
Austin	11	190.5	.1149	50.5	105.0	282,495	.1063	1,483	5,594
Beaumont-Port Arthur	15	224.5	.1354	65.7	203.1	372,429	.1402	1,659	5,669
△Brownsville-Harlingen-McAllen	184	382.3	.2188	85.8	215.6	344,516	.1297	901	4,015
Corpus Christi	34	233.9	.1410	62.4	199.8	349,253	.1315	1,493	5,597
Dallas	33	792.4	.4779	243.1	778.6	1,506,205	.5672	1,901	6,196
El Paso	45	262.2	.1582	63.5	239.3	390,387	.1469	1,489	6,148
Fort Worth	52	507.0	.3057	154.4	454.9	844,333	.3179	1,665	5,468
Galveston	58	132.0	.0796	39.1	116.6	213,564	.0804	1,618	5,462
Houston	64	1,076.2	.6491	321.8	973.6	1,937,585	.7295	1,800	6,021
Laredo	77	65.0	.0392	14.6	61.8	84,659	.0206	841	3,744
Lubbock	85	152.5	.0920	42.6	128.3	272,555	.1026	1,787	6,388
△Midland	227	44.9	.0270	13.6	42.9	102,756	.0387	2,289	7,556
△Odessa	234	66.6	.0403	19.6	57.1	125,863	.0474	1,881	6,411
San Angelo	129	74.5	.0450	21.6	67.1	118,939	.0448	1,596	5,506
San Antonio	127	580.5	.3501	152.9	529.4	784,766	.2879	1,317	5,002
△Temple	252	95.3	.0575	24.1	50.7	136,874	.0516	1,436	5,679
△Texarkana	253	106.5	.0642	31.1	55.8	109,430	.1412	1,028	3,519
△Tyler	254	79.8	.0478	22.8	51.5	101,883	.0383	1,293	4,469
Waco	155	142.2	.0858	41.6	106.1	191,888	.0723	1,349	4,613
Wichita Falls	160	126.8	.0765	33.8	119.0	212,388	.0799	1,675	6,284
Total Above Areas		5,521.0	3.3300	1,567.5	4,819.9	8,808,218	3.3162	1,595	5,619

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Before using these figures, see explanation page 11.

AMARILLO, TEXAS
The Transcontinental City

The logical place for your industrial expansion or relocation. Employees live better and work better in Amarillo. Strategic location to serve your Southwestern market. City of 123,000 on three railroads . . . Four U. S. Highways (U. S. 60-66-87-287) . . . Four Airlines . . . 24 Motor Freight Carriers. Favorable utilities . . . Efficient labor . . . abundant water. Industrial sites and buildings available.

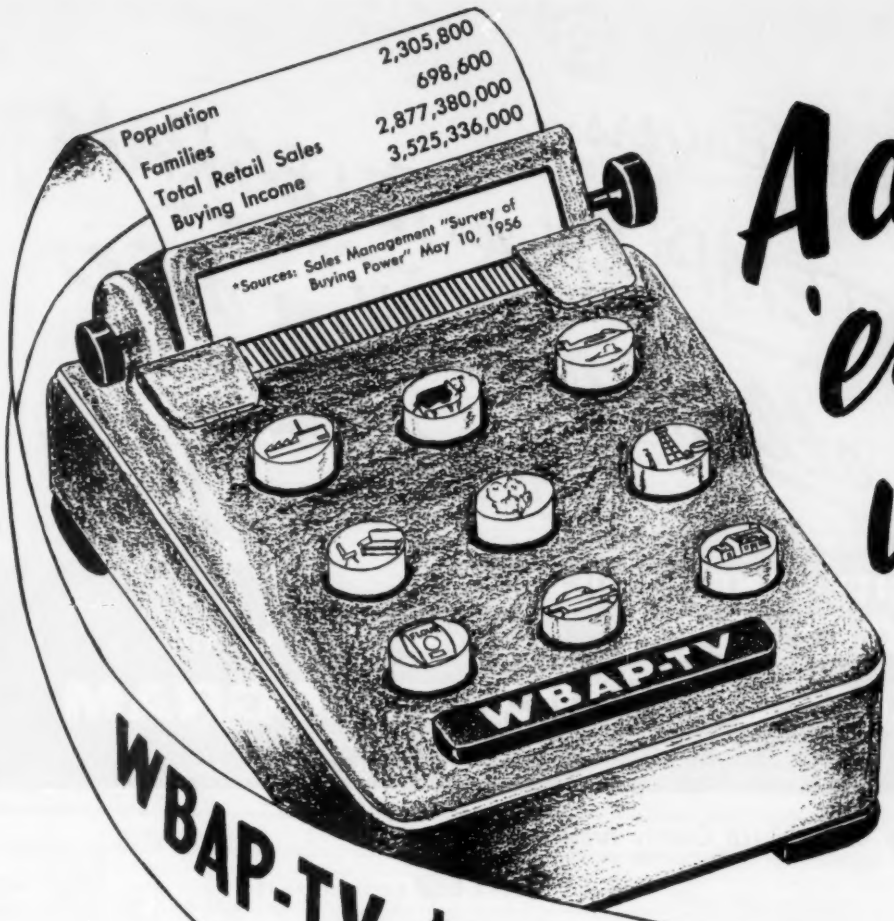
DIRECT YOUR CONFIDENTIAL INQUIRY TO
AMARILLO CHAMBER OF COMMERCE
AMARILLO, TEXAS

These organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

LUBBOCK INDUSTRIES ARE GROWING PLACES IN TEXAS' FASTEST GROWING CITY

Write: Lubbock Chamber of Commerce

Summary of all data and Rankings of Metropolitan Areas, pages 177-242



Add 'em up!

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WBAP Channel 5 . . .
for 7 years, FIRST in Coverage, FIRST in programming, and FIRST in color.
You get full coverage in both FORT WORTH and DALLAS on WBAP TV.

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Peters, Griffin, Woodward, Inc.—National Representatives



TEXAS— SM Metropolitan County Areas — (Continued)

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Abilene	167	101,977	.0550	4,743	.0478	107	124	20,515	4,900	12,371	7,715	6,220	25,682	7,308	7,458	3,153
Amarillo	6	207,729	.1119	5,042	.0978	122	140	33,087	10,968	23,867	15,977	9,650	54,438	15,274	15,196	6,787
Austin	11	210,886	.1137	4,178	.1163	96	99	42,489	16,350	25,890	17,579	12,306	39,506	14,199	17,364	6,674
Beaumont-Port Arthur	15	288,539	.1447	4,067	.1406	104	107	64,966	14,442	33,480	18,740	14,094	58,237	17,680	19,448	8,475
△Brownsville-Harlingen-McAllen	184	235,067	.1267	2,740	.1466	87	58	56,250	12,951	28,650	14,398	10,339	45,953	13,766	23,364	6,514
Corpus Christi	34	239,459	.1290	3,837	.1327	94	91	52,597	15,853	30,467	11,496	10,068	51,908	16,777	24,117	6,901

© SM, 1956.

Before using these figures, see explanation page 11.

DALLAS

Distribution, Financial, Transportation and Communications Center of the Southwest.

For Information, Write

J. Ben Critz, V.P.

Dallas Chamber of Commerce

Dallas, Texas

These organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.



Considering

TEXAS

For A

Plant or Warehouse Location?

FORT WORTH'S the place.
Write for free booklet
"Opportunity In Fort Worth"

FORT WORTH CHAMBER OF COMMERCE

Fort Worth, Texas

TEXAS — SM Metropolitan County Areas — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Dallas	35	1,231,752	.6638	5,067	.5783	121	139	230,643	71,035	225,365	81,203	45,637	306,089	65,823	71,329	36,357
El Paso	45	282,533	.1523	4,449	.1508	95	98	61,992	17,573	47,330	20,130	17,611	57,087	15,936	17,768	8,357
Fort Worth	52	629,861	.3395	4,079	.3219	105	111	115,271	34,090	140,651	28,294	22,337	147,289	38,083	38,409	23,359
Galveston	55	134,342	.0724	3,436	.0778	98	91	33,037	14,160	12,677	10,360	7,247	18,505	9,998	10,298	5,270
Houston	64	1,340,018	.7222	4,164	.7112	110	111	308,506	79,157	191,630	83,170	68,167	281,344	85,618	88,859	40,807
Laredo	77	51,448	.0277	3,824	.0264	87	71	12,101	2,251	7,719	8,184	1,915	8,078	3,327	3,292	1,624
Lubbock	85	204,452	.1101	4,777	.1027	112	120	36,488	7,317	28,750	10,603	9,808	52,842	12,473	28,339	5,182
△Midland	227	73,278	.0395	5,388	.0366	136	148	16,319	4,017	3,631	6,130	3,806	20,889	4,824	5,779	2,643
△Odessa	234	100,793	.0543	5,143	.0480	119	135	21,637	4,401	9,643	6,871	5,091	23,337	7,387	7,149	2,503
San Angelo	126	90,093	.0486	4,171	.0460	102	108	19,045	5,002	10,664	4,317	4,832	21,928	5,671	6,677	2,506
San Antonio	127	631,713	.3405	4,132	.3161	90	97	138,155	43,130	95,334	53,681	25,085	126,944	39,851	35,139	17,422
△Temple	252	85,632	.0461	3,553	.0512	89	80	16,221	5,394	10,728	4,788	3,965	22,264	6,224	6,261	3,252
△Texarkana	253	85,704	.0463	2,756	.0474	74	72	17,703	4,863	11,877	5,335	4,044	17,071	8,342	4,820	2,884
△Tyler	254	94,638	.0510	4,151	.0440	92	107	19,913	3,131	8,384	7,794	5,513	21,472	5,711	8,378	4,969
Waco	155	159,691	.0861	3,839	.0791	92	100	35,700	10,200	22,412	8,778	7,992	38,282	10,214	12,562	5,944
Wichita Falls	160	152,897	.0824	4,524	.0800	105	106	28,437	7,705	15,627	9,994	6,968	36,495	10,184	7,435	5,057
Total Above Areas		6,612,500	3.5638	4,219	3.3933	102	107	1,383,392	388,990	997,127	434,535	303,643	1,470,595	412,670	457,441	206,540

(Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming.)

— UTAH — Counties and Cities

Map, page 776

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Cedar City	Iron	7.1	94	18	15	7	8	6	10	10	8	4
Logan	Cache	18.0	205	28	30	14	21	12	14	27	21	5
Murray	Salt Lake	11.5	133	20	24	19	8	8	8	21	8	3
Ogden	Weber	65.6	698	118	123	55	54	44	37	85	57	14
Price	Carbon	7.4	113	18	22	7	7	6	12	16	11	3
Provo	Utah	34.1	275	40	38	20	33	11	16	38	22	8
Salt Lake City	Salt Lake	204.1	1,998	368	373	177	146	137	119	288	90	60

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Beaver		5.4	.0033	1.3		7,352	.0027	1,361	5,655	2,474	1.5	4,746	21.8	6.6	26.8	18.6	38.3	39.2	15.1	35.6
Box Elder		21.7	.0131	5.7	7.6	26,572	.0100	1,225	4,662	15,302	6.0	4,461	25.4	8.2	32.7	24.3	31.8	36.4	10.1	31.1
Cache		36.3	.0218	9.7	18.0	44,446	.0168	1,224	4,582	12,914	11.4	3,895	33.4	12.3	30.8	26.2	27.8	36.5	8.0	25.0
Logan		18.0	.0109	5.2		25,010	.0094	1,389	4,810		6.7	3,742	38.2	14.6	28.9	25.7	25.1	34.3	7.8	25.4
Carbon		28.5	.0172	7.5	14.4	38,447	.0145	1,349	5,126	1,129	7.8	4,918	16.8	4.8	21.8	14.7	49.1	51.1	12.5	29.4
Price		7.4	.0045	2.1		10,511	.0040	1,420	5,005		2.1	4,956	20.4	5.9	23.5	15.8	41.2	42.5	14.9	35.8
Daggett		.4	.0003	.1		620	.0002	1,550	6,200	290	.1	7,470	30.1	5.8	18.1	8.1	21.7	14.8	30.1	71.3
Davis		41.8	.0252	10.8	19.5	55,189	.0208	1,320	5,110	7,238	11.8	4,688	19.1	5.8	25.8	18.3	43.1	47.1	12.0	28.8
Duchesne		8.8	.0053	2.1		7,543	.0028	857	3,592	4,412	2.1	3,660	37.5	14.7	30.5	26.0	24.0	33.5	7.7	23.8
Emery		5.9	.0036	1.4		5,626	.0021	954	4,019	2,529	1.6	3,579	33.7	13.5	29.6	27.4	31.6	45.2	5.1	13.9
Garfield		4.1	.0024	.9		3,948	.0015	963	4,387	1,671	1.0	3,800	36.7	13.9	32.9	28.7	23.9	32.1	6.5	25.3

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

PROVO, UTAH, WELCOMES NEW INDUSTRY

Center of rapidly expanding iron and steel industry; central location of 29 Chemical Producers of the State; 78 basic raw materials are produced from Utah's natural resources; Provo is served by two major railroads; ample labor force of high quality; available industrial sites of all sizes.

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P. O. BOX 138, PROVO, UTAH
All inquiries held confidential.

These organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

SUPPLY THE RAPIDLY GROWING WEST FROM A CENTRAL LOCATION

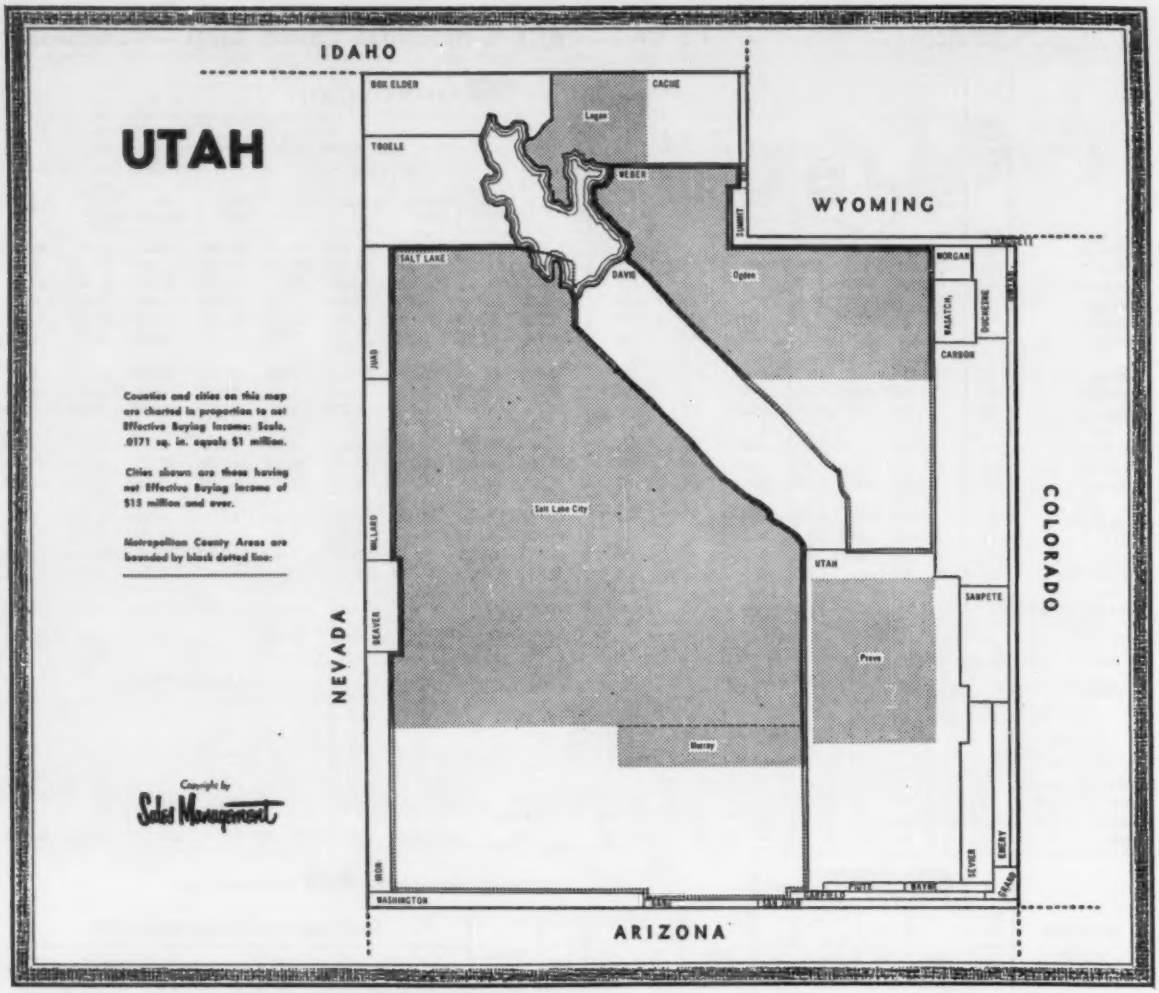
OGDEN, UTAH offers:

The largest rail switching terminal in the West, low-cost electric power, natural gas, 11 motor truck lines, ample intelligent labor supply, excellent sites of varying sizes.

Ogden complies with industrial dispersion criteria established by Department of Commerce and Office of Defense Mobilization.

All inquiries confidential

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Suite 230, Ben Lomond Hotel
Ogden, Utah



UTAH — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Grand		1.9	.0012	.5		2,026	.0008	1,067	4,056	541	.6	3,634	37.1	14.6	34.4	31.4	22.4	31.6	6.1	22.4
Iron		10.4	.0062	2.8	7.1	12,572	.0047	1,209	4,535	4,388	2.8	4,479	28.1	8.4	25.3	18.7	38.1	43.5	10.5	29.4
Cedar City		7.1	.0043	1.9		8,757	.0033	1,233	4,609		1.9	4,636	25.7	7.9	23.4	16.9	39.0	43.0	11.9	32.2
Juab		5.8	.0035	1.5	2.9	7,291	.0028	1,257	4,861	2,322	1.7	4,309	28.5	9.5	30.1	23.1	31.3	37.2	10.1	30.2
Kane		2.3	.0014	.6		2,113	.0008	919	3,522	724	.6	3,720	30.6	11.6	37.3	33.3	26.1	35.8	6.0	19.1
Millard		9.8	.0059	2.5		10,415	.0039	1,063	4,166	9,219	2.8	4,196	31.0	10.6	30.2	23.9	26.9	32.8	11.9	32.7
Morgan		2.5	.0015	.6		2,535	.0010	1,054	4,392	1,864	.6	4,130	25.7	8.6	33.1	26.6	31.5	39.0	9.7	25.5
Piute		1.9	.0012	.5		1,459	.0005	768	2,918	1,306	.5	3,059	43.6	20.4	33.6	36.3	18.0	30.2	4.8	13.1
Rich		1.7	.0010	.5		2,091	.0008	1,230	4,182	2,752	.5	4,365	26.1	8.6	37.6	28.8	27.3	32.0	9.0	30.8
Salt Lake	128	312.4	.1884	90.7	267.6	512,650	.1930	1,641	5,652	14,043	96.8	5,295	19.9	5.4	22.8	14.3	40.5	39.1	16.8	41.2
▲Salt Lake City		204.1	.1231	62.6		368,245	.1386	1,804	5,883		68.5	5,377	20.6	5.5	22.7	14.1	39.0	37.1	17.7	43.3
Murray		11.5	.0069	3.0		15,486	.0058	1,347	5,162		3.2	4,799	18.4	5.5	24.6	17.0	45.1	48.0	11.9	29.5
San Juan		5.9	.0036	1.1		5,375	.0020	911	4,886	3,848	1.4	3,935	41.0	15.0	28.1	23.7	21.7	28.2	9.2	33.1
Sanpete		13.9	.0084	3.9		13,035	.0048	938	3,342	12,125	3.9	3,378	38.7	16.4	34.9	34.3	22.3	33.7	4.1	15.6
Sevier		12.5	.0075	3.3	4.4	12,552	.0048	1,004	3,804	8,250	3.3	3,780	30.1	11.4	33.8	29.7	28.7	36.8	7.4	20.1
Summit		7.1	.0043	1.8		6,947	.0026	978	3,859	3,492	1.8	3,943	25.0	9.1	32.2	27.1	36.2	45.9	6.6	16.9
Tooele		21.3	.0128	5.6	10.8	32,226	.0121	1,513	5,755	1,613	6.7	4,806	18.7	5.6	23.9	16.4	44.1	47.0	13.3	31.0
Uintah		11.5	.0070	2.8	3.3	12,636	.0048	1,099	4,513	4,775	3.0	4,208	30.8	10.4	30.3	22.9	29.0	35.3	10.1	30.4
Utah	243	86.0	.0573	24.4	67.9	111,533	.0420	1,174	4,571	15,108	28.9	4,146	28.5	9.8	25.7	20.8	38.9	45.5	6.9	24.1
△Provo		34.1	.0206	8.7		45,816	.0172	1,344	5,266		11.4	4,003	33.7	12.1	24.0	19.8	33.2	42.4	9.1	25.7
Wasatch		5.4	.0032	1.3	2.5	5,516	.0020	1,021	4,243	2,794	1.4	4,020	25.9	9.3	29.5	24.2	38.6	49.1	6.0	17.4
Washington		10.9	.0066	2.8	5.1	10,333	.0039	948	3,690	4,610	2.9	3,805	37.4	14.9	30.0	27.5	26.3	37.3	6.3	20.3

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

OGDEN 2ND LARGEST MARKET LARGEST CITY IN UTAH

ANNUAL RETAIL SALES
IN EXCESS OF $107,000,000

PER CENT OF U.S. AVERAGE
RETAIL SALES PER HOUSEHOLD:

OGDEN CITY 133%
WEBER COUNTY 103%

Only . . .

THE OGDEN STANDARD-EXAMINER
GIVES ADEQUATE COVERAGE OF THIS
RICH, GROWING MARKET!

COVERAGE
92% CITY ZONE
89% METROPOLITAN ZONE
78% TRADING ZONE

Ogden Standard-Examiner

"Serving Northern Utah Since 1870"

REPRESENTED NATIONALLY BY REYNOLDS-FITZGERALD, INC.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

UTAH — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Wayne		2.0	.0012	.3		1,641	.0007	821	5,470	1,747	.5	3,144	38.3	17.5	38.3	40.4	20.5	33.3	2.9	8.8
Weber	101	99.8	.0602	28.7	84.2	147,696	.0656	1,482	5,153	7,540	30.0	4,936	19.6	5.7	23.6	15.9	42.0	43.5	14.8	34.9
▲Ogden		65.8	.0397	20.2		105,650	.0398	1,606	5,230		21.2	4,975	20.3	5.8	23.3	15.6	41.0	42.2	15.4	36.4
Total Above Cities		348.0	.2100	103.7		579,475	.2181	1,665	5,588		115.1	5,035	22.8	6.5	23.5	15.5	38.2	38.8	15.5	39.2
State Total		786.9	.4746	215.5	515.7	1,102,689	.4151	1,401	5,117	150,914	231.4	4,765	23.3	7.0	25.3	17.6	38.2	41.0	13.2	34.4

▲ and △ See end of state for SM Metropolitan County Areas.

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KSL·TV *salt Lake City*

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Here's a complete report of the buying habits and brand preferences of the greater Salt Lake Market... and it's yours free to help you sell more effectively in the Salt Lake Intermountain Market. In addition to complete market facts about this $2 billion market, the 1956 Consumer Analysis includes authoritative data on brand preferences of foods, clothing, soaps, toiletries, appliances, and automotive goods.

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UTAH — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Beaver		3,756	.0020	2,889	.0026	79	61	296	214	799	144	43	351	950	607	106
Box Elder		17,612	.0095	3,060	.0105	80	73	3,158	1,212	1,275	354	777	4,102	2,026	2,345	423
Cache		27,926	.0151	2,879	.0173	79	89	3,942	1,485	4,681	1,273	1,158	4,893	2,847	3,505	622
Logan		22,796	.0123		.0106	97	113	2,896	1,263	3,587	1,248	871	4,850	2,187	2,613	407
Carbon		21,488	.0116	2,865	.0141	82	67	4,108	1,322	4,461	515	699	5,344	2,188	1,286	479
Price		15,225	.0082		.0054	120	182	2,763	737	1,780	453	325	5,344	1,293	1,242	322
Daggett		87		870	.0002	87		...	...	87	...	...	...	...	...	...
Davis		31,267	.0169	2,895	.0205	81	87	8,609	1,489	1,439	884	2,213	7,680	3,248	3,010	1,387
Duchesne		5,729	.0030	2,724	.0034	84	87	904	353	1,238	129	119	779	704	904	488
Emery		2,696	.0015	1,926	.0022	61	42	442	180	723	...	...	...	916	135	109
Garfield		2,356	.0013	2,618	.0016	87	84	300	317	409	38	...	387	677	150	78
Grand		5,432	.0029	10,864	.0015	125	242	351	615	1,668	78	93	772	1,039	627	99
Iron		12,865	.0069	4,948	.0057	92	111	1,941	811	1,031	483	810	4,536	1,050	1,084	470
Cedar City		11,976	.0065		.0045	105	151	1,784	446	945	467	810	4,536	931	930	470
Juab		4,732	.0029	3,155	.0029	83	74	874	392	343	93	316	1,206	857	445	206
Kane		1,735	.0009	2,892	.0009	84	84	202	244	382	116	...	96	406	47	84
Millard		9,002	.0049	3,601	.0046	78	83	880	430	1,409	41	149	2,102	1,307	1,540	173
Morgan		3,222	.0017	5,370	.0013	87	113	800	113	73	...	...	950	281	268	156
Piute		461	.0003	922	.0006	50	25	144	85	...	...	66	...	166	...	...
Rich		803	.0004	1,606	.0007	70	40	60	85	229	...	...	...	323	106	...
Salt Lake	125	410,563	.2213	4,527	.2006	106	117	81,642	24,096	69,196	20,745	21,997	83,906	28,883	24,846	14,874
▲Salt Lake City		339,851	.1832		.1489	121	149	62,201	19,543	62,875	19,692	19,363	71,028	21,961	15,862	12,534
Murray		15,229	.0082		.0067	97	119	3,943	896	1,366	416	766	2,348	2,023	939	660
San Juan		5,995	.0032	5,450	.0027	75	89	592	434	1,186	...	...	1,063	453	317	79
Sanpete		7,668	.0041	1,966	.0053	63	49	1,442	504	1,078	275	463	1,348	529	1,187	294
Sevier		14,677	.0079	4,448	.0063	84	105	1,968	493	1,463	486	570	5,676	925	1,408	448

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



One buy sells the Mountain West . . . and *powerful* KSL Radio is the *one* medium capable of delivering a selling message to the 1¼ million people in the Salt Lake market.

Each week, KSL Radio talks to 89.2% of the families in the area with programs designed to satisfy the thousands who demand the variety found only on CBS and KSL.

The Mountain West is sold on *Powerful* **KSL** *radio*

50,000 Watts . . . CBS in the Mountain West

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

UTAH — Counties and Cities — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwrs.	Drugs
Summit		5,502	.0030	3,057	.0031	72	70	328	567	1,053	...	...	2,099	847	51	231
Tooele		11,873	.0064	2,120	.0105	82	80	3,061	1,060	941	326	29	2,853	1,944	573	486
Uintah		7,873	.0041	2,740	.0050	71	59	1,094	476	1,448	306	257	2,019	1,027	466	88
Utah	243	81,102	.0437	3,324	.0456	80	76	18,336	3,698	12,564	3,532	4,019	17,691	7,956	5,826	3,156
△Provo		42,633	.0230		.0196	95	112	7,876	1,753	7,406	3,039	2,751	10,970	3,012	2,189	1,501
Wasatch		5,866	.0032	4,512	.0026	81	100	1,118	751	862	37	133	1,310	328	965	125
Washington		11,369	.0061	4,060	.0051	77	92	1,660	981	1,192	395	396	2,722	1,498	1,019	211
Wayne		674	.0004	2,247	.0007	58	33	72	...	250	...	...	181	...	114	...
Weber	101	98,834	.0522	3,374	.0555	92	87	23,542	8,123	8,539	8,231	6,730	15,242	6,796	11,192	3,309
▲Ogden		86,972	.0469		.0419	106	118	20,567	4,360	8,030	8,231	5,423	14,466	5,187	9,854	3,164
Total Above Cities		534,681	.2883		.2376	113	137	102,020	28,988	83,989	33,546	30,309	113,542	36,594	33,629	19,058
State Total		810,958	.4371	3,763	.4336	91	92	151,846	47,190	119,417	38,693	41,037	169,318	70,170	64,023	28,141

UTAH — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Ogden	101	99.8	.0206	26.7	84.2	147,896	.0556	1,482	5,153
△Provo	243	95.0	.0573	24.4	67.9	111,533	.0420	1,174	4,571
Salt Lake City	125	312.4	.1884	90.7	267.6	512,650	.1930	1,641	5,652
Total Above Areas		507.2	.3089	143.8	419.7	772,079	.2908	1,522	5,369

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Before using these figures, see explanation page 11.

UTAH — SM Metropolitan County Areas — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Ogden	101	96,834	.0522	3,374	.0555	92	87	23,542	5,123	8,539	8,231	6,730	15,242	6,796	11,192	3,309
△Provo	243	81,102	.0437	3,324	.0456	80	76	18,338	3,693	12,564	3,532	4,019	17,691	7,956	5,826	3,156
Salt Lake City	125	410,563	.2213	4,527	.2006	106	117	81,642	24,096	69,196	20,745	21,997	83,908	26,883	24,846	14,874
Total Above Areas		588,499	.3172	4,092	.3017	99	104	123,520	32,917	90,299	32,509	32,746	116,841	43,635	41,864	21,339

VERMONT — Counties and Cities — (Other New England States: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island.)

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Barre	Washington	11.7	194	32	11	22	27	16	15	19	13	8
Bennington	Bennington	8.0	163	29	22	8	14	17	14	13	8	3
Brattleboro	Windham	11.8										
Burlington	Chittenden	35.8	397	65	44	38	49	33	27	31	19	13
Montpelier	Washington	9.0	127	19	19	12	14	8	6	10	13	4
Rutland	Rutland	18.0	254	54	34	18	24	18	16	30	13	11
St. Albans	Franklin	8.9	149	26	18	6	13	12	6	16	10	6
St. Johnsbury	Caledonia	7.3	134	18	19	10	14	11	12	16	8	6

COUNTIES · CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units								
											Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000 & over	
													% Units	% Income	% Units	% Income	% Units	% Income	% Units	% Income
Addison		10.8	.0119	5.0	3.8	23,552	.0089	1,189	4,710	12,669	7.3	3,248	46.9	20.9	29.3	30.3	18.6	29.6	5.2	19.2
Bennington		24.7	.0149	7.5	8.0	34,649	.0131	1,403	4,620	3,456	8.6	4,019	31.1	11.2	32.7	27.3	27.9	35.9	8.3	25.6
Bennington		8.0	.0048	2.5		12,089	.0046	1,511	4,836		3.0	4,083	27.5	9.8	32.0	26.2	31.8	40.3	8.7	23.7
Caledonia		23.5	.0142	7.0	7.3	26,572	.0100	1,131	3,796	8,833	7.7	3,470	38.4	16.0	33.7	32.7	22.9	34.1	5.0	17.2
St. Johnsbury		7.3	.0044	2.3		10,566	.0040	1,447	4,594		2.6	4,124	28.6	10.1	33.8	27.4	29.2	36.6	8.4	25.9
Chittenden	185	68.4	.0412	18.2	47.3	91,706	.0345	1,341	5,039	10,468	23.4	3,911	37.7	14.0	28.9	24.7	24.5	32.4	8.9	28.9
△Burlington		35.8	.0216	9.8		54,667	.0206	1,527	5,578		13.8	3,970	38.4	14.0	27.6	23.3	24.4	31.8	9.6	30.9
Essex		5.9	.0036	1.8		7,333	.0027	1,243	4,074	1,685	1.9	3,768	36.2	13.9	29.5	26.2	27.1	37.2	7.2	22.7
Franklin		29.8	.0180	8.1	8.9	35,560	.0134	1,193	4,389	13,693	9.3	3,819	37.8	14.4	30.5	26.8	23.6	31.9	8.1	26.9
St. Albans		8.9	.0054	2.5		13,140	.0049	1,476	5,256		3.1	4,305	29.2	9.8	28.3	22.0	32.3	38.8	10.2	29.4
Grand Isle		3.3	.0020	.8		3,411	.0013	1,034	4,264	2,097	1.0	3,354	38.1	16.4	36.6	36.7	20.2	31.1	5.1	15.8
Lamoille		11.2	.0067	2.9		12,974	.0049	1,158	4,474	5,174	3.7	3,548	40.3	16.5	35.1	33.1	18.4	26.9	6.2	23.5
Orange		16.6	.0100	4.6		18,784	.0071	1,132	4,083	8,056	5.7	3,287	43.6	19.2	32.0	32.6	19.5	30.7	4.9	17.5
Orleans		20.6	.0125	5.6	5.2	22,531	.0085	1,094	4,023	11,916	6.3	3,574	39.1	15.9	35.6	33.3	18.6	26.9	6.7	23.9
Rutland		45.1	.0272	13.0	18.0	56,213	.0211	1,246	4,324	9,230	14.6	3,861	33.6	12.6	32.5	28.2	26.2	35.1	7.7	24.1
Rutland		18.0	.0109	5.4		24,883	.0094	1,382	4,608		5.9	4,183	28.0	9.7	31.8	25.4	30.9	38.2	9.3	26.7
Washington		42.5	.0256	11.8	22.9	59,346	.0220	1,373	4,945	7,518	14.4	4,063	33.4	11.9	29.7	23.7	28.8	36.7	9.1	27.7
Barre		11.7	.0071	3.8		19,282	.0073	1,648	5,509		4.1	4,650	25.7	8.0	27.6	19.9	34.9	38.8	11.8	33.3
Montpelier		9.0	.0054	2.6		15,534	.0058	1,726	5,975		3.5	4,399	30.0	9.9	27.6	21.0	30.8	36.2	11.6	32.9

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Sales MANAGEMENT SAYS:



Between 1954 and 1955 Barre's retail sales volume rose TWO AND ONE HALF MILLION DOLLARS! What's more, Barre's per family buying income of $5509 ranks second in the state. Shopping center of prosperous Washington County, center of the world's granite industry and also of a rich farming area, Barre is a great market! Get complete coverage in this and adjoining Orange county with the BARRE TIMES!

BARRE TIMES

VERMONT'S LARGEST EVENING DAILY

REPRESENTED NATIONALLY by Julius Mathews Special Agency

SOLID AND SWEET!

(VERMONT'S $489 MILLION MARKET)



Spendable income is soaring toward the half billion mark in Vermont! The state's solid growth can be attributed to the steadiness of its economy, its wealth coming from the prospering year-round recreation business, agriculture, dairying, and diversified industries such as granite, marble, maple sugar, and branches of nationally known firms including American Optical, Goodyear, General Electric, Union Carbide & Carbon and Fairbanks Morse.

SELL THE AREAS OF THE STATE WHERE 94% OF ITS WEALTH IS LOCATED . . . WITH THE SIX VERMONT ALLIED DAILIES WHICH REACHES 2 OUT OF EVERY 3 VERMONT FAMILIES!

COMPARATIVE SALES GAINS—1955 over 1948*

Retail Sales	19%
Gen. Mdse. Sales	44%
Drug Sales	24%
Total Income	11%

*Sales Management Figures



VERMONT ALLIED DAILIES

Barre Times • Bennington Banner • Burlington Free Press

Brattleboro Reformer • Rutland Herald • St. Johnsbury Caledonian-Record

WORTH YOUR *Test Check* TIME

Burlingtest Vt.



"LITTLE NEW ENGLAND TESTING GROUND"

A MUST FOR ANY NEW ENGLAND CAMPAIGN OF TWELVE CITIES OR MORE

- BALANCED PURCHASING POWER
  NOT OVERTESTED—NO OUTSIDE INFLUENCE
- $181,577,000 * WORTH OF RETAIL SALES
  44 % OF VERMONT'S TOTAL
- $225,539,000* NET SPENDABLE INCOME
  46% OF STATE'S TOTAL INCOME
- LOCATED FOR EASY CHECKING
  WRITE FOR NEW MARKET DATA BOOK

* Sales Management figures

The Burlington Free Press
BURLINGTON, VERMONT

Represented by Johnson, Kent, Gavin & Sinding, Inc.

VERMONT — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Windham		28.4	.0171	8.3	15.7	38,632	.0145	1,360	4,654	5,802	10.2	3,773	33.8	13.0	33.5	29.8	25.4	34.8	7.3	22.4
Brattleboro		11.8	.0071	3.6		17,787	.0067	1,507	4,941		4.4	4,006	31.1	11.2	32.9	27.6	27.6	35.6	8.4	25.6
Windsor		41.9	.0253	12.4	8.8	58,875	.0222	1,405	4,748	8,838	13.8	4,269	29.8	10.1	31.3	24.6	29.0	35.1	9.9	30.2
Total Above Cities		110.5	.0667	32.2		167,948	.0633	1,520	5,216		40.4	4,156	31.9	11.1	29.6	23.9	28.8	35.8	9.7	29.2
State Total		381.7	.2302	107.0	145.9	489,128	.1842	1,281	4,571	109,435	127.9	3,825	36.1	13.7	31.3	27.4	24.8	33.5	7.8	25.4

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Addison		16,538	.0089	3,308	.0095	80	75	4,025	650	1,344	533	262	3,320	1,444	1,476	425

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Before using these figures, see explanation page 11.

IT ADDS!....

Take the three North Country stations: WTWN, St. Johnsbury, WIKE, Newport, and WNIX, Springfield. Multiply by their coverage: all of Eastern Vermont, including Essex, Orleans, Caledonia, Windsor, and parts of Washington, Franklin, and Orange counties in the state; plus New Hampshire's Grafton, Coos, and Sullivan counties and the prosperous province of Quebec. Compare with their one low rate . . . then buy!



1 • 2 • 3

WIKE	WTWN	WNIX
NEWPORT	ST. JOHNSBURY	SPRINGFIELD
1490	1340	1480

Represented Nationally by McGillvra and by Walker in Boston

ADDS UP TO YOUR BEST RADIO BUY IN VERMONT!



PUSHBUTTON SELLING

Rutland's Breaking All Sales Gains

In General Merchandise Alone Rutland County Has Increased Dollar Sales From

$3,219,000 in 1954 TO $5,542,000 in 1955

Put your sales message in the Rutland Herald, the publication that reaches and influences the people of Central and Southern Vermont . . . that area of the state with total retail sales of $181,084,000*—TEN MILLION DOLLARS ABOVE LAST YEAR. Contact us or one of our representatives and discover how easily you can sell this booming market.

LEADING in Total Retail Sales in Central and Southern Vermont—RUTLAND COUNTY: $50,968,000.

LEADING in Retail Sales Rutland's $6,129 Retail Sales Per Family Far Exceeds The National Average of $3,818.

LEADING in Circulation and Influence in Central and Southern Vermont—THE RUTLAND HERALD, A. B. C. 20,383, 12 mos. ending 3/31/55.

* Sales Management Figures

The **RUTLAND HERALD**

Represented nationally by Gilman, Nicoll & Ruthman

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VERMONT — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Bennington		29,303	.0158	3,907	.0143	96	108	6,985	1,565	1,795	1,411	1,328	6,901	1,766	2,386	618
Bennington		16,661	.0090		.0060	135	188	4,208	728	719	788	821	4,300	507	754	328
Caledonia		25,604	.0138	3,658	.0119	84	97	5,488	1,123	2,043	1,428	1,635	5,663	1,896	1,804	630
St. Johnsbury		12,295	.0066		.0049	111	150	2,712	740	934	923	689	3,552	873	702	386
Chittenden	185	76,322	.0411	4,194	.0379	92	100	16,754	3,884	11,160	5,154	5,356	14,140	3,751	4,003	1,552
△Burlington		58,856	.0317		.0241	112	147	11,007	2,938	10,411	4,821	4,821	12,482	2,032	2,665	1,318
Essex		3,379	.0018	1,877	.0028	72	80	1,844	206	319	32	166	166	349	90	82
Franklin		29,239	.0158	3,610	.0150	83	88	5,442	822	1,665	1,188	696	4,253	3,044	1,490	683
St. Albans		15,781	.0085		.0061	113	157	3,967	461	817	748	625	2,921	1,431	943	473
Grand Isle		2,020	.0011	2,825	.0014	70	85	832	155	470	...	...	50	...	376	...
Lamoille		12,150	.0065	4,190	.0057	85	97	2,141	441	963	332	402	2,539	937	993	339
Orange		15,243	.0083	3,314	.0081	81	83	2,176	381	1,733	343	489	3,421	1,006	2,008	428
Orleans		22,002	.0118	3,929	.0103	82	94	4,243	592	2,385	929	531	5,232	1,201	1,298	435
Rutland		50,968	.0275	3,921	.0242	89	101	11,749	2,197	5,542	2,682	2,009	11,143	3,039	2,577	1,072
Rutland		33,099	.0178		.0122	112	163	7,155	1,560	4,510	2,059	1,230	8,062	1,643	1,505	751
Washington		45,308	.0244	3,840	.0234	91	95	10,463	1,897	4,453	2,048	2,582	10,181	2,942	3,413	882
Barre		20,985	.0113		.0085	120	139	4,441	614	3,568	1,224	1,509	4,913	947	1,616	488
Montpelier		11,501	.0062		.0058	107	115	2,495	714	374	749	499	2,980	714	1,172	300
Windham		37,804	.0204	4,555	.0168	98	119	8,996	1,794	3,362	1,568	1,188	8,268	1,988	2,809	892
Brattleboro		24,329	.0131		.0087	123	185	4,683	1,191	2,705	837	928	5,886	773	1,750	583
Windsor		46,471	.0250	3,748	.0237	94	99	11,199	2,311	2,648	1,691	1,642	11,824	2,830	3,044	787
Total Above Cities		193,509	.1042		.0763	114	156	40,668	8,946	23,038	12,149	11,212	45,285	9,010	11,107	4,527
State Total		412,351	.2222	3,854	.2048	99	97	94,837	18,018	39,912	19,329	18,328	87,103	26,292	27,248	8,783

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

VERMONT — SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Burlington	185	68.4	.0412	18.2	47.3	91,706	.0345	1,341	5,039
Total Above Areas		68.4	.0412	18.2	47.3	91,706	.0345	1,341	5,039

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Burlington	185	78,322	.0411	4,194	.0379	92	100	18,754	3,884	11,160	5,154	5,356	14,140	3,751	4,003	1,852
Total Above Areas		78,322	.0411	4,194	.0379	92	100	18,754	3,884	11,160	5,154	5,356	14,140	3,751	4,003	1,852

VIRGINIA — Counties and Cities —

(Other East South Central States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, West Virginia.)

Map, page 793

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Alexandria	Arlington	83.4	581	139	102	52	54	29	27	61	28	24
Bristol	Washington	17.2	257	76	29	23	19	19	16	35	7	3
Charlottesville	Albemarle	28.1	326	63	59	15	35	20	23	39	7	9
Covington	Alleghany	12.1	141	31	19	12	8	11	9	23	5	7
Danville	Pittsylvania	47.5	627	194	90	46	40	41	39	64	24	16
Fredericksburg	Spotsylvania	14.8	267	61	50	19	27	13	21	33	17	7
Front Royal	Warren	9.8	152	22	27	12	13	8	13	22	7	5
Hampton	Newport News	77.9	477	110	107	28	36	26	27	54	17	16
Harrisonburg	Rockingham	11.7	200	35	21	15	16	12	23	21	10	7
Hopewell	Prince George	22.3	148	39	20	9	16	7	9	15	7	2
Lynchburg	Campbell	52.0	537	123	85	46	43	40	34	61	28	15
Martinsville	Henry	19.5	238	59	33	21	22	14	16	32	7	7
Newport News	Newport News	48.0	614	140	142	39	68	47	26	61	17	25
Norfolk	Norfolk	298.5	2,335	545	458	149	245	157	94	217	79	87
Petersburg	Dinwiddie	38.5	473	136	81	24	55	21	24	40	17	13
Portsmouth	Norfolk	98.5	802	242	136	58	70	51	38	59	18	24
Pulaski	Pulaski	9.7	201	60	30	17	19	17	12	19	8	4
Richmond	Henrico	240.2	2,641	678	460	265	199	143	93	302	82	95
Roanoke	Roanoke	100.4	1,043	255	175	110	92	59	65	105	31	37
South Boston	Halifax	6.5	146	27	11	13	17	15	12	15	7	5
South Norfolk	Norfolk	26.0	135	54	24	11	1	6	5	17	5	5
Staunton	Augusta	24.0	251	51	31	20	22	19	21	48	9	6
Suffolk	Nansemond	12.8	293	103	27	20	27	14	19	35	8	8
Virginia Beach	Princess Anne	8.3	168	13	58	17	12	5	10	13	2	7
Warwick	Newport News	61.3	284	68	53	28	9	10	15	42	11	7
Waynesboro	Augusta	15.0	167	29	21	10	11	16	17	29	11	5
Winchester	Frederick	15.2	332	64	62	31	30	20	23	37	16	9
Wytheville	Wythe	8.8	132	21	19	11	8	5	10	21	8	3

COUNTIES CITIES	Metropolitan Area	POPULATION SM ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Accomac		35.3	.0213	10.3	2.9	36,072	.0136	1,022	3,502	17,561	11.5	3,129	50.9	23.4	27.7	29.5	16.4	26.9	5.0	20.2
1Albemarle		55.8	.0336	14.0	28.1	75,521	.0284	1,353	5,394	6,115	19.7	3,841	42.5	15.9	28.8	25.1	19.7	26.3	9.0	32.7
Charlottesville		28.1	.0169	7.7		45,179	.0170	1,608	5,867		10.9	4,150	36.9	12.8	29.9	24.0	22.8	28.2	10.4	35.0
2Alleghany		30.7	.0185	7.8	12.1	38,211	.0144	1,245	4,899	697	9.8	4,322	25.5	9.5	29.7	23.0	34.9	41.4	9.9	27.1
Covington		12.1	.0073	2.9		17,098	.0064	1,413	5,896		3.9	4,430	24.9	8.1	28.6	21.5	36.0	41.7	10.5	28.7
Amelia		8.3	.0050	1.7		5,938	.0022	715	3,493	3,652	2.0	2,905	53.2	28.4	30.5	34.9	12.5	22.1	3.8	16.6
Amherst		20.1	.0122	4.4	2.8	15,927	.0060	792	3,620	2,368	5.0	3,201	46.1	20.7	29.2	30.5	19.7	31.6	5.0	17.2
Appomattox		9.0	.0054	1.9		7,752	.0030	861	4,080	2,367	2.5	3,093	50.7	23.6	29.5	31.7	15.6	26.0	4.2	18.7
3Arlington	156	244.8	.1476	72.4	244.8	708,691	.2668	2,895	9,789	153	91.8	7,723	13.1	2.4	16.3	7.0	33.6	22.4	37.0	68.2
Alexandria		83.4	.0503	25.0		218,165	.0821	2,616	8,727		29.6	7,361	13.9	2.7	17.7	8.0	34.5	24.1	33.9	65.2
4Augusta		72.6	.0438	18.1	39.9	87,020	.0327	1,199	4,808	15,569	20.3	4,282	29.5	9.9	31.1	24.1	28.6	34.3	10.8	31.7
Staunton		24.0	.0145	6.0		32,068	.0121	1,336	5,345		7.5	4,300	30.4	10.2	31.9	24.7	26.7	31.9	11.0	33.2
Waynesboro		15.0	.0090	4.1		22,593	.0085	1,506	5,510		4.6	4,932	23.5	6.9	27.2	18.4	34.5	35.9	14.8	38.8
Bath		6.0	.0036	1.5		5,606	.0022	934	3,737	1,129	1.8	3,080	50.1	23.4	28.8	31.1	15.9	26.8	5.2	18.9
Bedford		30.4	.0184	7.6	4.2	26,876	.0101	884	3,536	6,899	7.9	3,387	43.9	18.7	30.4	29.9	19.5	29.8	6.2	21.8
Bland		6.4	.0038	1.4		4,501	.0017	703	3,215	1,858	1.5	3,066	51.2	24.1	28.7	31.1	16.6	27.8	3.5	17.0
Botetourt		16.3	.0099	4.0		14,789	.0055	907	3,697	4,255	4.2	3,484	39.5	16.3	34.0	32.5	20.6	30.4	5.9	20.8
Brunswick		21.2	.0127	4.4		15,249	.0058	719	3,466	7,512	5.4	2,817	54.2	27.7	29.3	34.6	13.3	24.3	3.2	13.4
Buchanan		40.7	.0246	9.1		27,954	.0105	687	3,451	507	8.4	3,336	35.9	15.5	42.4	42.3	17.1	26.4	4.6	15.8
Buckingham		12.3	.0074	2.7		9,543	.0032	693	3,184	2,342	3.1	2,789	54.7	28.2	27.9	33.4	13.8	25.4	3.6	13.0

1 Albemarle County combined with Charlottesville (Independent City).
2 Alleghany County combined with Clifton Forge (Independent City).
3 Arlington County combined with Alexandria (Independent City).

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4 Augusta County combined with Staunton and Waynesboro (Independent Cities).

♣ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

LYNCHBURG, VA.
HERE . . .

IN THE FIVE-COUNTY METROPOLITAN AREA

Population more than **156,000**

E. B. Income more than **$186,000,000**

Retail Sales more than **$129,000,000**

. . . and **73%** covered only by

LYNCHBURG, VA.
COMPARE . . .

METROPOLITAN LYNCHBURGH WITH OTHER METROPOLITAN VIRGINIA MARKETS:

	Per Family Retail Sales by Rank					
	TOTAL RETAIL	GEN. MDSE	HOUSE FURN.	AUTO-MOTIVE	DRUGS	FOOD
LYNCHBURG	2	2	1	3	2	3
NORFOLK	4	4	3	5	4	5
NEWPORT NEWS	5	6	2	2	5	2
RICHMOND	1	1	5	4	1	1
ROANOKE	3	3	4	1	3	4
DANVILLE	6	5	6	6	6	6

Source: SALES MANAGEMENT—1956

THE LYNCHBURG NEWS-DAILY ADVANCE

REPRESENTED NATIONALLY BY WARD-GRIFFITH CO., INC.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA — Counties and Cities — (Continued)

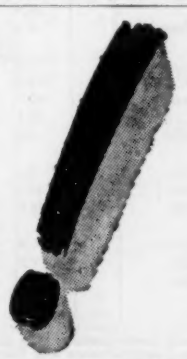
COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
5Campbell	226	82.8	.0499	21.8	56.1	108,499	.0409	1,310	4,977	4,990	25.8	4,199	33.8	11.6	29.3	23.2	26.8	32.8	10.1	32.4
△Lynchburg		52.0	.0314	14.8		77,514	.0292	1,491	5,237		17.8	4,345	33.0	10.9	28.6	22.1	27.4	32.3	11.0	34.7
Caroline		12.3	.0075	2.7		9,923	.0037	807	3,675	2,982	3.0	3,258	46.6	20.6	30.8	31.6	17.1	26.9	5.5	20.9
Carroll		28.2	.0170	6.9	2.9	20,281	.0076	719	2,939	4,130	7.1	2,870	52.6	28.4	31.8	37.0	12.3	21.9	3.3	14.7
Charlotte		13.9	.0084	3.2		8,595	.0033	618	2,686	5,086	3.3	2,604	54.7	30.3	31.2	39.9	12.6	24.8	1.5	5.0
Charles City		4.8	.0029	.9		3,074	.0011	640	3,416	1,092	1.0	3,096	47.7	22.2	33.5	35.9	14.8	24.6	4.0	17.3
Chesterfield	117	43.3	.0261	10.6	9.1	62,691	.0237	1,448	5,914	2,926	13.4	4,697	27.9	8.6	22.9	16.2	35.6	38.9	13.6	36.3
Clarke		7.4	.0045	1.8		8,111	.0030	1,096	4,506	4,118	2.1	3,900	39.3	14.5	33.4	28.6	19.2	25.3	8.1	31.6
Craig		3.0	.0018	.8		2,093	.0008	698	2,616	851	.8	2,722	51.2	27.1	39.1	47.7	7.9	15.0	1.8	10.2
Culpeper		13.8	.0083	3.3	2.7	13,215	.0050	958	4,005	6,007	4.0	3,322	48.9	21.2	28.5	28.6	16.2	25.0	6.4	25.2
Cumberland		7.0	.0042	1.6		4,616	.0017	659	2,885	2,306	1.8	2,596	63.6	35.3	25.3	32.4	7.6	15.0	3.5	17.3
Dickenson		25.3	.0153	5.2		17,713	.0067	700	3,406	360	5.5	3,237	38.8	17.3	39.6	40.8	17.4	27.6	4.2	14.3
6Dinwiddie	239	57.8	.0348	14.2	38.8	62,292	.0234	1,078	4,387	5,957	16.2	3,855	36.8	13.8	31.6	27.2	23.1	30.8	8.5	28.2
△Petersburg		38.5	.0232	11.2		49,849	.0188	1,295	4,451		12.5	3,987	34.6	12.5	31.9	26.6	24.3	31.3	9.2	29.6
△*Petersburg-Hopewell-Colonial Heights*		*67.8*	*.0409*	*19.0*		*88,851*	*.0334*	*1,310*	*4,675*											
7Elizabeth City																				
Essex		6.3	.0038	1.4		4,929	.0019	782	3,521	1,449	1.6	3,081	52.9	24.7	27.1	29.4	14.9	24.9	5.1	21.0
8Fairfax	156	134.9	.0814	33.6	44.5	276,277	.1040	2,048	8,223	5,727	43.6	6,330	21.9	5.0	18.7	9.8	31.8	25.8	27.6	59.4
Fauquier		22.1	.0133	5.5		23,055	.0087	1,043	4,192	10,731	7.0	3,313	51.0	22.2	28.8	28.9	13.7	21.3	6.5	27.6
Floyd		11.7	.0071	2.7		7,724	.0029	660	2,861	3,432	3.1	2,523	60.6	34.6	27.7	36.4	9.5	19.4	2.2	9.6
Fluvanna		6.6	.0039	1.7		5,646	.0021	855	3,321	1,219	1.9	2,925	56.8	28.0	24.1	27.4	13.9	24.5	5.2	20.1

▲ and △ See end of state for SM Metropolitan County Areas.
5 Campbell County combined with Lynchburg (Independent City).
6 Dinwiddie County combined with Petersburg (Independent City).
7 In 1952, the Counties of Elizabeth City and Warwick officially became the Independent Cities of Hampton and Warwick. Since the Independent City of Newport News had been grouped with these counties, we include it with them in a new county called Newport News, to keep the state total additive.
8 Fairfax County combined with Falls Church (Independent City).

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. . . Look at WAYNESBORO in old VIRGINIA

- fastest growing City in the Shenandoah Valley
  . . . more than 25% since 1950
- effective 1955 Family Buying Income—$5,510
  tops BOTH U.S. and Virginia Averages
- 1955 Quality Index—**106**; Sales Production Index—**127**
  . . . a new all-time high in Waynesboro, WHERE



The NEWS-VIRGINIAN is top SALES BUILDER

- fastest growing Newspaper in the Shenandoah Valley
  . . . steady growth for 30 years—and SINCE 1950
- **CIRCULATION UP 59.7%—ADVERTISING LINEAGE UP 62.7%**

(NOTE: Circulation is ABC; Advertising lineage from VPA reports)

COVER THE RICH VIRGINIA MARKET WITH

"The South's First TV Station"

WTVR RICHMOND VIRGINIA

MAXIMUM POWER 100,000 WATTS

AT

MAXIMUM HEIGHT 1049 FEET

A SERVICE OF
HAVENS & MARTIN, INC.



Represented By
BLAIR TELEVISION, INC.

VIRGINIA — Counties and Cities — (Continued)

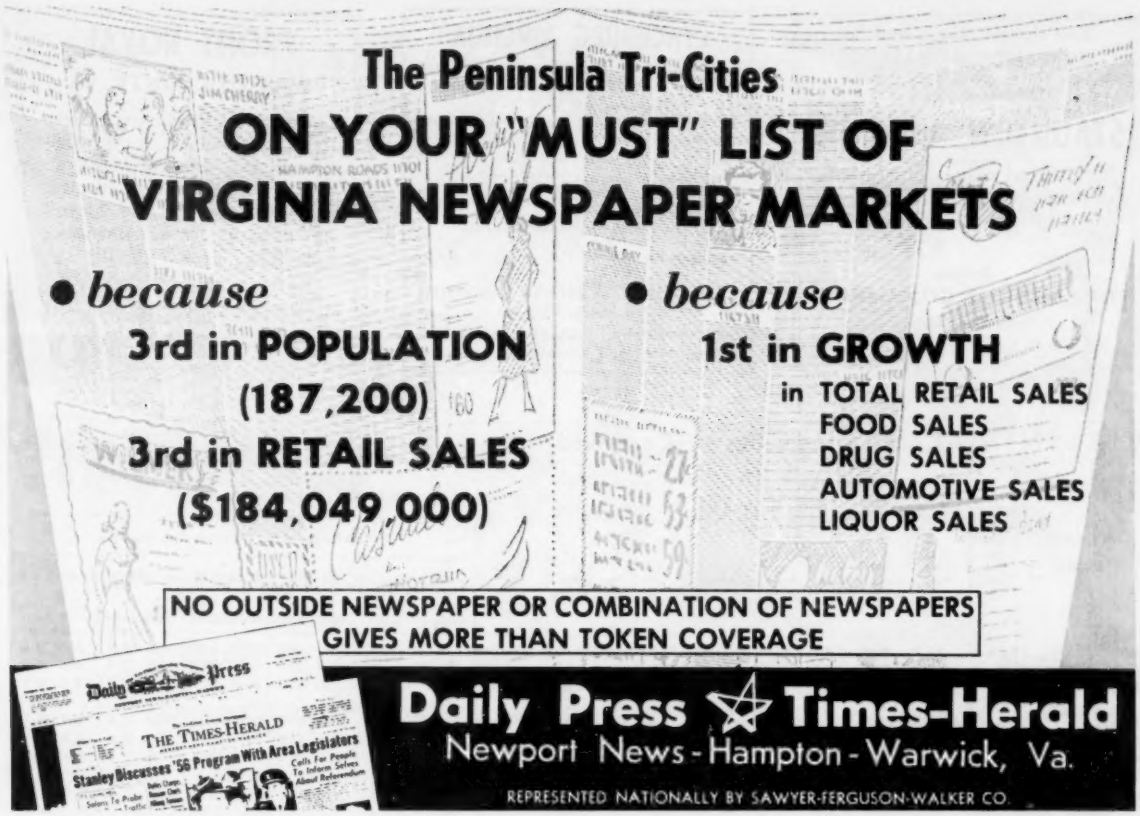
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Franklin		25.3	.0153	5.8		18,023	.0068	712	3,107	6,435	6.1	2,941	50.5	24.7	31.1	35.3	14.5	25.4	3.9	14.6
9Frederick		34.2	.0206	9.4	15.2	40,407	.0152	1,181	4,299	6,719	10.3	3,920	35.1	12.9	32.7	27.8	24.2	31.7	8.0	27.6
Winchester		15.2	.0092	4.7		22,760	.0086	1,497	4,843		5.2	4,339	31.9	10.6	31.1	23.9	26.6	31.5	10.4	34.0
Giles		21.8	.0132	5.1	2.9	23,365	.0088	1,072	4,581	1,402	5.7	4,080	27.9	9.9	29.7	24.2	33.7	42.4	8.7	23.5
Gloucester		10.6	.0064	3.0		8,900	.0034	840	2,967	1,434	3.2	2,825	53.1	27.1	29.7	35.0	13.3	24.1	3.9	13.8
Goochland		9.2	.0055	1.7		6,302	.0024	685	3,707	2,001	2.1	3,014	51.1	24.4	31.9	35.3	12.7	21.8	4.3	18.7
Grayson		22.2	.0134	5.7	2.8	19,027	.0071	857	3,338	3,820	6.0	3,169	48.6	22.1	31.9	33.5	14.7	23.9	4.8	20.5
Greene		4.7	.0028	1.1		3,383	.0013	716	3,057	1,174	1.1	2,989	47.4	22.8	33.3	37.1	16.5	28.4	2.8	11.7
Greensville		17.2	.0104	3.9	6.1	14,235	.0053	828	3,650	4,567	4.1	3,438	45.4	19.0	31.5	30.5	15.9	23.7	7.2	26.8
Halifax		41.4	.0250	9.4	6.5	31,244	.0118	755	3,324	14,418	9.9	3,172	47.1	21.4	29.9	31.4	17.5	28.3	5.5	18.9
South Boston		6.5	.0039	1.7		8,270	.0031	1,272	4,865		2.1	3,963	31.7	11.5	31.8	26.7	27.7	35.9	8.8	25.9
Hanover		23.8	.0143	5.7	2.8	24,852	.0094	1,044	4,380	5,009	6.8	3,761	40.0	15.3	29.1	25.8	21.7	29.8	9.2	29.3
10Henrico	117	319.8	.1928	89.5	288.9	552,508	.2080	1,729	6,173	4,819	107.4	5,146	26.2	7.3	26.7	17.2	30.1	30.1	17.0	45.4
▲Richmond		240.2	.1449	68.8		447,839	.1685	1,864	6,509		88.5	5,060	27.3	7.8	27.3	17.9	29.0	29.5	16.4	44.8
11Henry		53.7	.0324	12.9	23.3	61,224	.0230	1,140	4,746	1,806	14.8	4,143	28.5	9.9	35.1	28.2	26.9	33.4	9.5	28.5
Martinsville		19.5	.0118	5.0		27,037	.0102	1,387	5,407		6.0	4,487	26.8	8.6	33.6	24.9	27.9	32.0	11.7	34.5
Highland		3.9	.0023	.8		2,448	.0010	628	3,060	2,039	1.0	2,473	61.7	35.9	26.9	36.3	9.8	20.3	1.6	7.5
Isle of Wight		15.7	.0095	3.8		15,504	.0058	988	4,307	6,871	4.1	3,783	38.6	14.8	30.0	26.6	23.7	32.3	7.7	26.3
12James City		15.0	.0090	2.7	7.9	16,736	.0063	1,116	6,199	1,050	5.1	3,279	51.7	22.7	24.7	25.0	16.3	25.8	7.3	26.7
King and Queen		6.8	.0040	1.4		5,069	.0019	769	3,621	1,423	1.8	2,837	52.6	26.7	30.7	36.0	12.6	22.9	4.1	14.4
King George		7.2	.0044	1.8		8,500	.0032	1,181	4,722	1,078	2.3	3,699	37.9	14.8	31.1	27.9	22.6	31.4	8.4	25.9
King William		7.9	.0047	1.9		7,418	.0028	939	3,904	1,985	2.1	3,460	44.9	18.7	29.0	27.9	19.4	28.9	6.7	24.5
Lancaster		8.4	.0051	2.3		7,905	.0030	941	3,437	915	2.8	3,073	49.5	23.2	29.9	32.5	16.1	26.9	4.5	17.4

9 Frederick County combined with Winchester (Independent City).
10 Henrico County combined with Richmond (Independent City).
11 Henry County combined with Martinsville (Independent City).

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12 James City County combined with Williamsburg (Independent City).
▲ and △ See end of state for SM Metropolitan County Areas.
Before using these figures, see explanation page 11.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Lee		36.9	.0222	8.2		22,925	.0086	621	2,796	4,530	8.4	2,723	50.1	26.5	35.8	43.8	12.3	23.1	1.8	6.6
Loudoun		21.9	.0133	5.2		23,532	.0089	1,075	4,525	16,078	6.2	3,788	44.8	17.1	29.4	25.8	17.3	23.4	8.5	33.7
Louisa		12.8	.0077	3.1		9,102	.0034	711	2,936	2,432	3.2	2,806	53.2	27.3	29.7	35.3	13.8	25.3	3.3	12.1
Lunenburg		14.6	.0088	3.5		13,372	.0050	916	3,821	5,752	4.0	3,317	45.1	19.6	29.0	29.1	19.6	30.4	6.3	20.9
Madison		8.6	.0052	2.1		5,629	.0021	655	2,680	3,299	2.2	2,560	59.2	33.3	27.8	36.2	10.2	20.5	2.8	10.0
Mathews		6.6	.0039	1.7		6,036	.0023	915	3,551	502	2.0	2,975	55.0	26.6	25.4	28.4	15.1	26.1	4.5	18.9
Mecklenburg		35.5	.0215	8.2	2.7	31,932	.0120	899	3,894	12,122	9.3	3,444	42.9	17.9	30.4	29.5	20.2	30.1	6.5	22.5
Middlesex		7.0	.0042	1.9		5,963	.0023	852	3,138	1,466	2.2	2,730	56.9	30.0	28.8	35.1	11.5	21.6	2.8	13.3
13Montgomery		43.8	.0264	10.6	17.6	52,581	.0198	1,200	4,960	3,531	16.1	3,274	47.3	20.8	27.1	27.6	19.5	30.5	6.1	21.1
14Nansemond		40.1	.0242	10.2	18.4	40,435	.0152	1,008	3,964	8,913	11.5	3,513	43.3	17.7	30.0	28.5	20.2	29.5	6.5	24.3
Suffolk		12.8	.0077	3.7		18,731	.0071	1,463	5,062		4.4	4,268	33.1	11.2	29.3	22.9	27.0	32.5	10.6	33.4
Nelson		13.8	.0083	3.3		9,448	.0036	685	2,863	2,560	3.3	2,842	51.2	26.0	31.9	37.3	14.2	25.7	2.7	11.0
New Kent		4.1	.0025	1.0		3,458	.0013	843	3,458	894	1.1	3,146	46.6	21.3	28.5	30.2	20.9	34.2	4.0	14.3
7Newport News	61	187.2	.1129	49.0	187.2	290,605	.1094	1,552	5,931	1,725	67.7	4,290	30.9	10.4	27.2	21.1	30.4	36.4	11.5	32.1
Newport News-Hampton-Warwick		*187.2*	*.1129*	*49.0*		*290,605*	*.1094*	*1,552*	*5,931*											
24▲Newport News		48.0	.0289	13.7		71,432	.0269	1,488	5,214		17.3	4,130	31.2	10.9	30.1	24.3	28.6	35.6	10.1	29.2
▲Hampton		77.9	.0470	20.1		125,439	.0472	1,610	6,241		27.9	4,489	28.1	9.0	26.2	19.5	33.0	37.7	12.7	33.8
▲Warwick		61.3	.0370	15.2		93,734	.0353	1,529	6,167		22.5	4,166	34.0	11.8	26.4	21.1	28.6	35.2	11.0	31.9
15Norfolk	100	475.0	.2864	132.4	454.6	780,183	.2937	1,642	5,893	6,748	188.5	4,139	34.2	11.9	27.6	22.1	27.6	34.3	10.6	31.7
▲*Norfolk-Portsmouth-South Norfolk*		*483.0*	*.2851*	*131.9*		*754,588*	*.2841*	*1,784*	*6,285*											
24▲Norfolk		298.5	.1800	86.6		561,213	.2113	1,880	6,481		133.8	4,194	34.5	11.9	27.2	21.5	27.2	33.4	11.1	33.2
▲Portsmouth		98.5	.0594	27.8		158,062	.0595	1,605	5,686		40.7	3,888	35.5	13.1	28.8	24.8	26.9	35.5	8.8	26.6
South Norfolk		26.0	.0157	6.8		35,253	.0133	1,356	5,184		8.1	4,336	27.5	9.1	27.7	21.3	33.7	40.0	11.1	29.6

▲ and △ See end of state for SM Metropolitan County Areas.

7 In 1952, the Counties of Elizabeth City and Warwick officially became the Independent Cities of Hampton and Warwick. Since the Independent City of Newport News has been grouped with these counties, we include it with them in a new county called Newport News, to keep the state total additive.

13 Montgomery County combined with Radford (Independent City).

14 Nansemond County combined with Suffolk (Independent City).

15 Norfolk County combined with Norfolk, Portsmouth and South Norfolk (Independent Cities).

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VIRGINIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Northampton		17.3	.0105	4.6		15,173	.0057	877	3,298	11,237	5.4	2,806	55.2	28.4	26.5	31.4	14.6	25.7	3.7	13.5
Northumberland		9.8	.0059	2.5		8,730	.0033	891	3,492	2,052	2.7	3,258	47.7	21.1	32.9	33.7	13.4	21.1	6.0	24.1
Nottoway		17.8	.0107	4.4	4.1	19,372	.0073	1,088	4,403	3,274	5.1	3,764	37.9	14.5	29.0	25.7	24.8	33.8	8.3	26.0
Orange		13.2	.0080	3.2	2.7	13,948	.0063	1,057	4,359	3,630	3.8	3,665	42.8	16.8	29.3	26.8	19.9	27.8	8.0	28.6
Page		15.5	.0093	3.9	2.8	13,666	.0061	882	3,504	4,088	4.1	3,301	44.8	19.5	29.6	29.9	20.7	32.3	4.9	18.3
Patrick		15.9	.0096	3.7		11,719	.0044	737	3,167	3,570	4.9	2,908	51.1	25.4	31.5	36.1	13.3	23.5	4.1	15.0
16Pittsylvania	193	111.8	.0674	27.7	52.4	122,467	.0461	1,095	4,421	20,740	30.3	4,038	34.3	12.2	31.9	26.4	24.0	30.5	9.8	30.9
△Danville		47.5	.0286	13.9		69,694	.0262	1,467	5,014		15.8	4,424	31.5	10.3	30.4	22.8	26.1	30.3	12.0	36.6
Powhatan		5.8	.0035	1.2		5,085	.0020	877	4,238	1,935	1.5	3,395	49.3	20.9	28.4	27.9	15.5	23.4	6.8	27.8
Prince Edward		15.8	.0096	3.8	4.6	15,882	.0059	1,006	4,182	3,258	5.4	2,952	54.9	26.8	25.6	28.8	14.6	25.5	4.9	18.9
17Prince George	239	42.0	.0253	9.3	33.4	62,138	.0234	1,479	6,682	2,279	15.9	3,910	36.5	13.4	27.2	23.2	26.7	35.1	9.6	28.3
Hopewell		22.3	.0134	5.7		25,880	.0097	1,161	4,540		6.7	3,860	35.5	13.2	28.8	25.0	26.5	35.2	9.2	26.6
18Princess Anne	100	60.3	.0363	14.7	14.4	88,380	.0333	1,465	6,011	4,432	22.8	3,869	38.0	14.2	28.7	24.6	24.7	32.8	8.6	28.4
Virginia Beach		8.3	.0050	2.8		14,951	.0056	1,801	5,340		3.1	4,757	28.1	8.5	28.5	20.0	29.2	31.5	14.2	40.0
Prince William		24.0	.0145	5.3		35,261	.0132	1,469	6,653	6,863	9.0	3,936	40.3	14.7	28.7	22.7	22.1	28.8	10.9	33.8
Pulaski		30.4	.0184	7.7	9.7	31,289	.0118	1,029	4,064	3,029	8.2	3,800	33.3	12.6	33.5	29.4	26.5	35.8	6.7	22.2
Pulaski		9.7	.0059	2.6		13,759	.0052	1,418	5,292		3.2	4,325	26.5	8.8	34.6	26.7	29.5	35.0	9.4	29.5
Rappahannock		5.9	.0035	1.4		3,404	.0013	577	2,431	2,632	1.4	2,449	60.1	35.4	27.7	37.7	11.1	23.2	1.1	3.7
Richmond		5.9	.0036	1.4		5,131	.0019	870	3,665	1,539	1.7	3,001	51.1	24.5	30.3	33.7	13.7	23.4	4.9	18.4
19Roanoke	118	145.3	.0876	39.8	118.1	228,738	.0862	1,574	5,747	3,810	46.5	4,915	24.5	7.2	27.2	18.5	33.6	35.1	14.7	39.2
▲Roanoke		100.4	.0606	29.5		170,060	.0640	1,694	5,765		34.0	4,996	23.8	6.9	26.8	17.9	34.1	35.0	15.3	40.2
20Rockbridge		30.1	.0182	7.3	12.0	35,620	.0134	1,183	4,879	4,715	10.0	3,560	46.7	18.9	26.1	24.4	19.1	27.6	8.1	29.1
21Rockingham		49.6	.0299	12.8	11.7	56,513	.0212	1,139	4,415	30,379	15.8	3,586	43.3	17.4	29.2	27.1	20.3	29.1	7.2	26.4
Harrisonburg		11.7	.0071	3.2		19,067	.0072	1,630	5,958		4.8	3,955	42.0	15.3	26.8	22.6	21.5	27.9	9.7	34.2
Russell		27.7	.0167	6.2		19,248	.0073	695	3,105	6,352	6.8	2,834	53.0	27.0	30.1	35.3	13.5	24.5	3.4	13.2
Scott		27.5	.0166	6.7		19,964	.0075	726	2,980	4,444	6.7	2,982	51.0	24.6	26.7	29.9	16.0	31.0	4.3	14.5
Shenandoah		21.6	.0130	5.7		19,618	.0074	908	3,442	9,567	6.3	3,132	47.5	21.8	33.3	35.5	14.8	24.2	4.4	18.5
Smyth		32.1	.0193	7.3	10.0	26,862	.0101	837	3,680	5,489	8.1	3,314	43.4	18.9	33.5	33.7	17.7	27.4	5.4	20.0
Southampton		27.5	.0166	6.4	5.0	22,881	.0086	832	3,575	12,976	6.9	3,299	49.2	21.5	29.2	29.4	15.4	24.0	6.2	25.1
22Spotsylvania		25.9	.0156	6.6	14.5	34,616	.0131	1,337	5,245	2,540	8.6	4,005	36.9	13.3	28.7	22.1	27.1	34.8	9.3	29.8
Fredericksburg		14.5	.0087	3.7		23,843	.0090	1,644	6,444		5.9	4,069	38.0	13.4	25.1	20.6	27.0	34.1	9.9	31.9
Stafford		13.2	.0080	3.2		13,365	.0050	1,013	4,177	1,104	3.5	3,800	32.2	12.2	32.8	28.7	27.4	37.1	7.6	22.0
Surry		6.6	.0040	1.5		5,345	.0020	810	3,563	4,281	1.8	3,023	55.3	26.4	25.9	28.5	12.7	21.5	6.1	23.6
Sussex		13.2	.0080	2.8		10,129	.0038	767	3,618	6,787	3.3	3,059	51.7	24.3	30.1	32.8	13.2	22.2	5.0	20.7
Tazewell		51.7	.0311	11.9	9.8	49,003	.0188	948	4,153	4,066	12.9	3,790	32.4	12.3	30.2	34.4	21.3	28.8	7.1	24.5
Bluefield (W. Va.)-																				
Bluefield (Va.)		*27.0*	*.0163*	*7.4*		*42,145*	*.0159*	*1,561*	*5,693*											
Warren		17.1	.0103	4.6	9.5	21,196	.0079	1,240	4,710	2,188	4.9	4,284	28.2	9.5	28.3	22.0	33.3	39.9	10.2	28.6
Front Royal		9.5	.0057	2.7		13,892	.0052	1,462	5,145		3.1	4,538	24.1	7.7	27.8	20.4	36.8	41.6	11.3	30.3
7Warwick																				

16 Pittsylvania County combined with Danville (Independent City).
17 Prince George County combined with Hopewell (Independent City) and Colonel Heights (Independent City).
18 Princess Anne County combined with Virginia Beach (Independent City).
19 Roanoke County combined with Roanoke (Independent City).
20 Rockbridge County combined with Buena Vista (Independent City).
21 Rockingham County combined with Harrisonburg (Independent City).
22 Spotsylvania County combined with Fredericksburg (Independent City).
7 In 1952, the Counties of Elizabeth City and Warwick officially became the Independent Cities of Hampton and Warwick. Since the Independent City of Newport News had been grouped with these counties, we include it with them in a new county called Newport News, to keep the state total additive.
▲ and △ See end of state for SM Metropolitan County Areas.

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VIRGINIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
23Washington	183	57.4	.0347	13.5	22.6	51,966	.0196	905	3,849	9,851	15.8	3,282	44.4	19.5	31.1	31.5	19.0	29.8	5.5	19.2
△*Bristol (Tenn.)-Bristol (Va.)*		*55.6*	*.0215*	*9.8*		*48,805*	*.0184*	*1,371*	*4,980*											
△Bristol		17.2	.0104	4.4		20,156	.0076	1,172	4,581		5.4	3,753	37.7	14.5	29.6	26.2	24.8	34.0	7.9	25.3
Westmoreland		11.9	.0068	2.8		9,492	.0036	863	3,390	2,335	3.2	3,010	52.6	25.2	28.0	30.9	14.3	24.5	5.1	19.4
Wise		60.3	.0364	13.9	13.4	50,637	.0190	840	3,643	962	14.8	3,421	37.1	15.6	38.1	37.2	19.4	29.1	5.4	18.1
Wythe		24.6	.0148	5.9	6.0	20,541	.0078	835	3,482	4,874	6.2	3,305	44.4	19.3	31.8	32.1	18.4	28.6	5.4	20.0
Wytheville		6.0	.0036	1.5		7,243	.0027	1,207	4,829		1.9	3,915	37.3	13.7	30.4	25.8	23.1	30.4	9.2	30.1
York		15.2	.0092	3.9		18,111	.0068	1,192	4,788	439	4.8	3,765	32.9	12.6	29.3	26.0	29.8	40.6	8.0	20.8
Total Above Cities		1,404.6	.8471	395.8		2,410,781	.9076	1,716	6,091		527.1	4,573	30.5	9.6	27.4	20.0	28.8	32.3	13.3	38.1
State Total		3,696.4	2.2293	943.6	1,881.4	5,045,096	1.8995	1,365	5,347	469,550	1,185.5	4,329	34.8	11.6	27.8	21.3	25.2	30.0	12.2	37.1

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Accomack		28,610	.0154	2,778	.0157	74	72	7,831	721	2,186	884	1,485	3,293	2,594	2,382	592
1Albemarle		84,702	.0349	4,622	.0314	93	104	15,650	3,967	7,000	4,338	2,578	12,428	4,259	4,556	1,741
Charlottesville		52,855	.0285		.0204	121	169	13,247	2,977	4,606	4,142	2,477	9,829	2,923	3,855	1,646
2Alleghany		26,316	.0142	3,374	.0152	82	77	7,648	987	3,040	1,028	1,215	5,793	2,204	1,301	821
Covington		16,209	.0087		.0073	100	119	4,438	379	2,105	645	736	3,835	1,258	857	530
Amelia		3,642	.0019	2,142	.0026	52	38	252	15	665	...	140	636	546	188	104
Amherst		7,513	.0041	1,708	.0067	55	34	2,774	543	822	...	132	1,579	1,060	190	173
Appomattox		8,399	.0034	3,388	.0036	67	63	791	242	493	62	...	2,464	863	816	183
3Arlington	156	332,128	.1790	4,587	.2166	147	121	87,510	21,159	51,572	17,752	13,154	69,823	18,879	16,703	15,667
Alexandria		132,841	.0716		.0726	144	142	41,181	6,233	11,716	6,706	4,349	34,293	7,579	7,430	5,438
4Augusta		57,764	.0366	3,744	.0361	82	84	12,235	2,858	5,854	3,195	2,774	18,334	6,003	4,211	1,662
Staunton		30,640	.0165		.0139	96	114	5,825	1,053	3,715	1,721	1,584	5,099	2,439	2,147	1,018
Waynesboro		21,234	.0114		.0095	108	127	4,007	877	1,619	572	937	7,681	1,552	1,523	546
Bath		4,158	.0022	2,772	.0025	69	61	375	194	512	231	93	934	553	...	184
Bedford		17,222	.0093	2,286	.0115	63	51	4,472	606	1,908	400	377	4,228	1,454	1,357	204
Bland		2,619	.0014	1,871	.0020	53	37	880	34	313	...	13	1,118	184	...	...
Botetourt		7,344	.0040	1,836	.0060	61	40	1,929	462	1,001	45	180	1,430	1,171	320	147
Brunswick		11,432	.0061	2,598	.0072	57	48	1,705	264	2,353	292	151	2,827	803	1,501	224
Buchanan		14,727	.0080	1,818	.0126	51	33	3,178	441	2,840	443	1,096	3,588	1,203	293	468
Buckingham		5,773	.0031	2,138	.0040	54	42	653	331	1,537	73	...	783	785	222	186
5Campbell	222	93,940	.0506	4,309	.0456	91	101	19,178	4,669	14,558	5,669	7,025	17,557	5,830	6,718	3,345
△Lynchburg		74,656	.0404		.0330	105	129	14,791	3,661	11,960	5,223	5,857	13,286	4,148	5,062	3,006
Caroline		8,514	.0046	3,153	.0048	64	61	1,200	856	1,439	88	76	1,694	2,437	339	151
Carroll		20,125	.0108	2,917	.0104	61	64	3,875	901	2,548	786	1,453	5,723	741	1,944	353
Charlotte		9,675	.0031	1,773	.0043	51	37	535	348	1,261	62	...	1,800	871	208	103
Charles City		552	.0003	613	.0012	41	10	397	16	139	...	...	...	...	...	...
Chesterfield	117	12,358	.0066	1,166	.0190	73	25	2,644	1,398	1,408	52	580	2,524	2,096	832	98
Clarke		7,681	.0042	4,267	.0037	82	93	3,537	295	833	62	107	494	688	811	250
Craig		1,529	.0008	1,911	.0010	56	44	388	16	316	...	162	372	129	...	...
Culpeper		13,197	.0062	4,605	.0066	80	99	2,923	639	1,439	585	635	2,252	910	1,378	459
Cumberland		2,021	.0011	1,263	.0020	48	26	681	222	647	31	...	60	215	...	41
Dickenson		7,680	.0042	1,517	.0077	50	27	1,920	367	1,596	119	396	2,081	436	313	154
6Dinwiddie	239	65,184	.0352	4,569	.0292	84	101	14,074	3,011	8,529	4,999	2,925	13,739	4,138	3,926	2,277
△Petersburg		58,484	.0315		.0235	101	136	13,253	2,603	5,057	4,999	2,769	13,540	3,361	3,412	2,200
△*Petersburg-Hopewell-Colonial Heights*		*85,580*	*.0459*		*.0386*	*94*	*112*	*21,537*	*5,851*	*6,225*	*6,811*	*4,175*	*18,178*	*6,077*	*5,276*	*2,747*
7Elizabeth City																
Essex		8,738	.0047	6,241	.0031	82	124	836	271	926	144	135	2,556	816	2,272	221
8Fairfax	156	94,343	.0508	2,809	.0636	101	62	31,691	4,632	4,503	2,956	1,622	18,777	10,938	7,704	4,407
Fauquier		18,759	.0101	3,411	.0160	75	76	3,592	785	1,629	497	468	3,277	1,558	2,841	463
Floyd		5,282	.0029	1,956	.0037	52	41	755	217	1,015	42	187	2,096	321	242	92
Fluvanna		2,476	.0013	1,456	.0023	59	33	430	83	975	...	92	175	274	181	245

1 Albemarle County combined with Charlottesville (Independent City).
2 Alleghany County combined with Clifton Forge (Independent City).
3 Arlington County combined with Alexandria (Independent City).
4 Augusta County combined with Staunton and Waynesboro (Independent Cities).
5 Campbell County combined with Lynchburg (Independent City).
6 Dinwiddie County combined with Petersburg (Independent City).
7 In 1952, the Counties of Elizabeth City and Warwick officially became the Independent Cities of Hampton and Warwick. Since the Independent City of Newport News had been grouped with these counties, we include it with them in a new county called Newport News, to keep the state total additive.
8 Fairfax County combined with Falls Church (independent City).

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NOW SOLIDLY ESTABLISHED AS VIRGINIA'S 5th MARKET!

PETERSBURG HOPEWELL COLONIAL HEIGHTS

VIRGINIA'S Thriving Triangle

... the big, fast-growing

Metropolitan Area

of Petersburg, Hopewell and Colonial Heights

Here are the FACTS!

POPULATION	99,800
FAMILIES	23,500
TOTAL E.B.I.	$124,430,000

RETAIL SALES

FOOD	$23,884,000
GEN. MDSE.	10,299,000
APPAREL	6,273,000
F-H-R	5,039,000
AUTOMOTIVE	18,378,000
GAS STATIONS	7,670,000
LUM.-BLDG.-HDWE.	5,840,000
DRUGS	3,824,000
TOTAL Retail Sales	$96,764,000

National Representatives
JOHNSON, KENT, GAVIN & SINDING, INC.
New York • Chicago • Boston • Atlanta
Greensboro • San Francisco • Los Angeles

What we've known for a long time is now solidly established as FACT for all to see . . . that VIRGINIA'S THRIVING TRIANGLE is Virginia's **5th Market** by every important standard of measurement!

If you want to SELL Virginia . . .
you must sell Virginia's Thriving Triangle!

And to do that, you *must have* the **dominant, intensively local coverage and undivided attention** provided by these **TWO Independently Published Virginia Newspapers.**

ONE LOW COST puts your ad in BOTH!

The Progress-Index — PETERSBURG, VIRGINIA — Evenings and Sunday
and
THE HOPEWELL NEWS — HOPEWELL, VIRGINIA — Evenings except Saturday

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Franklin		13,433	.0073	2,316	.0098	56	48	2,145	721	2,686	390	99	2,701	1,037	953	279
9Frederick		48,455	.0261	5,155	.0198	95	127	8,660	2,927	4,833	2,854	1,224	10,078	4,763	6,522	1,240
Winchester		39,533	.0213		.0125	136	233	5,312	1,920	3,943	2,688	1,164	8,735	2,622	5,478	930
Giles		15,039	.0081	2,949	.0094	71	61	3,445	598	1,556	264	613	4,480	1,106	1,386	578
Gloucester		8,957	.0048	2,898	.0044	69	75	2,223	203	1,585	135	410	1,995	928	859	196
Goochland		2,293	.0012	1,331	.0027	49	22	834	230	471	...	54	493	195	...	54
Grayson		6,017	.0033	1,056	.0072	54	25	1,011	159	1,549	548	357	933	733	242	182
Greene		2,210	.0012	2,009	.0016	57	43	238	37	492	...	...	991	190	...	...
Greensville		13,848	.0074	3,850	.0069	66	71	2,331	870	1,477	794	469	2,908	1,842	890	389
Halifax		24,182	.0130	2,573	.0148	89	82	4,283	520	2,691	1,567	1,848	6,633	2,022	1,448	715
South Boston		15,244	.0082		.0048	123	210	2,770	204	760	1,447	1,505	4,846	625	868	515
Hanover		14,803	.0080	2,887	.0100	70	96	2,921	613	1,779	57	253	4,329	2,030	1,071	365

9 Frederick County combined with Winchester (Independent City).

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Before using these figures, see explanation page 11.

VIRGINIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
10Henrico	117	435,858	.2349	4,870	.2130	110	122	90,506	24,049	94,347	26,110	19,805	69,038	25,398	19,168	14,455
▲Richmond		411,935	.2220		.1790	134	153	81,966	22,149	93,500	25,863	18,717	64,842	22,019	17,616	12,984
11Henry		47,873	.0258	3,711	.0258	80	80	11,591	1,825	5,929	2,984	2,592	10,976	3,550	4,057	1,089
Martinsville		30,869	.0166		.0124	105	141	6,682	913	4,837	1,818	1,710	8,033	1,871	901	870
Highland		1,385	.0008	1,731	.0012	52	35	105	75	284	...	173	232	447	...	...
Isle of Wight		10,314	.0055	2,885	.0064	67	58	2,052	285	828	189	181	2,566	1,126	1,263	211
12James City		17,182	.0093	6,364	.0077	86	103	4,021	2,057	2,114	368	406	3,562	1,348	732	684
King and Queen		2,296	.0012	1,641	.0022	55	30	300	...	455	...	...	321	198	884	...
King George		3,347	.0018	1,859	.0030	68	41	932	237	570	..	22	901	622	30	11
King William		8,714	.0047	4,586	.0037	79	100	2,109	186	888	181	325	2,273	578	1,018	180
Lancaster		10,548	.0057	4,566	.0043	84	112	2,394	132	549	649	479	3,924	552	462	241
Lee		10,610	.0057	1,294	.0104	47	26	2,165	535	2,142	480	70	1,906	1,255	1,161	253
Loudoun		23,040	.0125	4,431	.0109	82	94	4,678	617	1,851	423	568	6,017	1,713	3,163	426
Louisa		8,560	.0046	2,761	.0046	60	60	1,477	171	1,020	...	276	2,081	474	449	242
Lunenburg		8,177	.0044	2,336	.0056	64	80	1,628	182	1,017	447	465	1,303	854	467	264
Madison		2,817	.0015	1,341	.0025	48	29	406	59	548	...	...	632	336	63	134
Mathews		4,798	.0026	2,822	.0027	89	97	869	145	698	83	318	1,405	296	208	103
Mecklenburg		29,309	.0158	3,574	.0151	70	73	4,655	1,103	3,348	1,177	1,071	8,280	4,135	2,307	701
Middlesex		5,596	.0030	2,945	.0028	67	71	1,575	172	892	...	221	921	398	370	331
13Montgomery		35,844	.0193	3,382	.0210	80	73	8,288	1,700	2,863	1,096	1,871	9,571	2,918	2,734	1,241
14Nansemond		36,074	.0195	3,537	.0183	78	81	8,256	1,309	4,146	3,618	2,348	6,189	3,177	2,359	1,150
Suffolk		29,335	.0158		.0098	127	205	6,400	834	3,629	3,350	2,009	5,776	1,881	1,221	1,003
Nelson		4,544	.0024	1,377	.0042	51	29	1,619	202	1,288	...	115	608	355	...	41
New Kent		2,484	.0013	2,464	.0015	60	52	481	200	391	...	...	592	266	823	...
7Newport News	61	184,049	.0992	3,786	.1071	95	88	45,042	10,664	19,590	12,083	13,886	46,139	11,761	8,292	5,376
▲Newport News-Hampton-Warwick		184,049	.0992		.1071	95	88	45,042	10,664	19,590	12,083	13,886	46,139	11,761	8,292	5,376
24▲Newport News		98,913	.0534		.0353	122	185	17,181	4,963	15,052	9,102	9,907	21,050	4,340	4,877	2,687
▲Hampton		58,342	.0314		.0424	90	67	17,503	3,832	3,191	2,545	2,583	15,050	4,031	3,089	1,603
▲Warwick		26,794	.0144		.0294	79	39	10,358	1,847	1,347	436	1,376	4,039	3,390	326	1,086
15Norfolk	100	502,987	.2711	3,709	.2884	100	95	111,846	34,321	48,709	47,057	34,029	97,580	26,331	17,594	15,982
▲Norfolk-Portsmouth-South Norfolk		477,877	.2576		.2703	106	101	101,938	32,641	97,994	46,856	33,104	93,471	25,518	15,904	15,084
24▲Norfolk		332,917	.1902		.1987	110	106	72,722	24,869	53,711	37,234	25,274	63,583	17,004	10,345	11,504
▲Portsmouth		105,631	.0569		.0557	90	90	24,290	7,012	13,019	9,548	7,695	20,404	5,352	3,845	2,963
South Norfolk		19,329	.0104		.0129	82	66	4,920	760	534	74	135	9,484	1,162	1,014	617
Northampton		15,126	.0082	3,288	.0074	70	78	5,033	551	1,557	787	320	2,323	1,459	469	500
Northumberland		5,219	.0028	2,988	.0037	63	47	1,068	91	946	175	168	1,051	508	104	126
Nottoway		15,685	.0084	3,560	.0083	78	79	3,084	967	1,283	826	671	3,578	1,052	882	583
Orange		12,812	.0069	4,004	.0063	79	86	2,667	374	1,563	75	542	2,948	996	1,401	416
Page		9,407	.0051	2,412	.0060	65	55	2,248	596	1,020	280	581	1,246	796	624	272
Patrick		6,223	.0034	1,682	.0051	53	35	1,112	209	1,217	82	189	1,933	568	497	163
16Pittsylvania	193	86,568	.0466	3,125	.0505	75	69	18,707	4,891	12,998	4,746	3,115	17,304	8,199	7,379	2,176
△Danville		67,173	.0362		.0297	104	127	15,077	4,293	9,174	4,319	2,824	13,587	4,616	5,263	1,810
Powhatan		3,826	.0019	2,938	.0023	68	54	407	30	534	52	49	1,736	428	184	...
Prince Edward		10,391	.0089	4,313	.0075	78	93	2,363	461	3,103	818	807	3,398	841	2,026	484
17Prince George	239	31,600	.0170	3,396	.0219	87	67	9,810	1,856	1,770	1,274	2,114	4,639	3,532	1,914	547
△Hopewell		19,161	.0103		.0106	79	77	5,228	685	1,098	1,128	1,094	4,507	1,104	1,658	492
18Princess Anne	100	45,139	.0243	3,071	.0312	86	67	13,181	6,100	2,626	1,312	1,038	8,312	3,673	3,991	1,367
Virginia Beach		21,209	.0114		.0072	144	228	5,724	2,350	1,478	850	701	5,174	1,200	507	875
Prince William		26,212	.0141	4,946	.0137	94	97	5,845	1,503	975	1,225	1,002	4,808	3,899	2,516	1,191
Pulaski		22,011	.0119	2,889	.0132	72	65	5,468	1,195	1,840	1,563	931	5,424	2,266	1,377	639
Pulaski		17,015	.0092		.0065	110	156	4,323	765	1,444	1,119	805	5,096	784	996	537
Rappahannock		2,347	.0013	1,676	.0017	49	37	697	143	383	...	255	538	180	...	...
Richmond		14,298	.0077	10,206	.0040	111	214	1,157	410	1,276	239	536	5,862	540	820	486

7 In 1952, the Counties of Elizabeth City and Warwick officially became the Independent Cities of Hampton and Warwick. Since the Independent City of Newport News had been grouped with these counties, we include it with them in a new county called Newport News, to keep the state total additive.
10 Henrico County combined with Richmond (Independent City).
11 Henry County combined with Martinsville (Independent City).
12 James City County combined with Williamsburg (Independent City).
13 Montgomery County combined with Radford (Independent City).
14 Nansemond County combined with Suffolk (Independent City).
15 Norfolk County combined with Norfolk, Portsmouth and South Norfolk (Independent Cities).
16 Pittsylvania County combined with Danville (Independent City).
17 Prince George County combined with Hopewell (Independent City), and Colonial Heights (Independent City).
18 Princess Anne County combined with Virginia Beach (Independent City).
24 For certain marketing purposes, Newport News may be regarded as included in the Norfolk-Portsmouth area.

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NORFOLKPORTS-MOUTHHAMPTON-WARWICKNEW-PORTNEWS

SPELLS AMERICA'S 27TH MARKET

ADVERTISERS PRONOUNCE IT **WTAR-TV**



Yes, dear reader, the population rank of Norfolk-Portsmouth *is* 41st. But that isn't the WTAR and WTAR-TV market area by a long shot. As this issue of "Survey of Buying Power" says:

"For certain marketing purposes such as radio (and TV) Newport News — Hampton — Warwick would be regarded as belonging in the Norfolk-Portsmouth area."

Put them all together . . . Norfolk, Portsmouth, Hampton, Warwick and Newport News . . . they spell America's 27th Market. The market where dominant WTAR-TV is the one and only "V" Station and where WTAR is the dominant radio outlet.

Your Petry man has additional proof why you need buy only WTAR or WTAR-TV in Tidewater Virginia.

WTAR-TV FACTS:

Total Metropolitan County Area Population. . . 722,500

More than 1,700,000 in effective coverage area

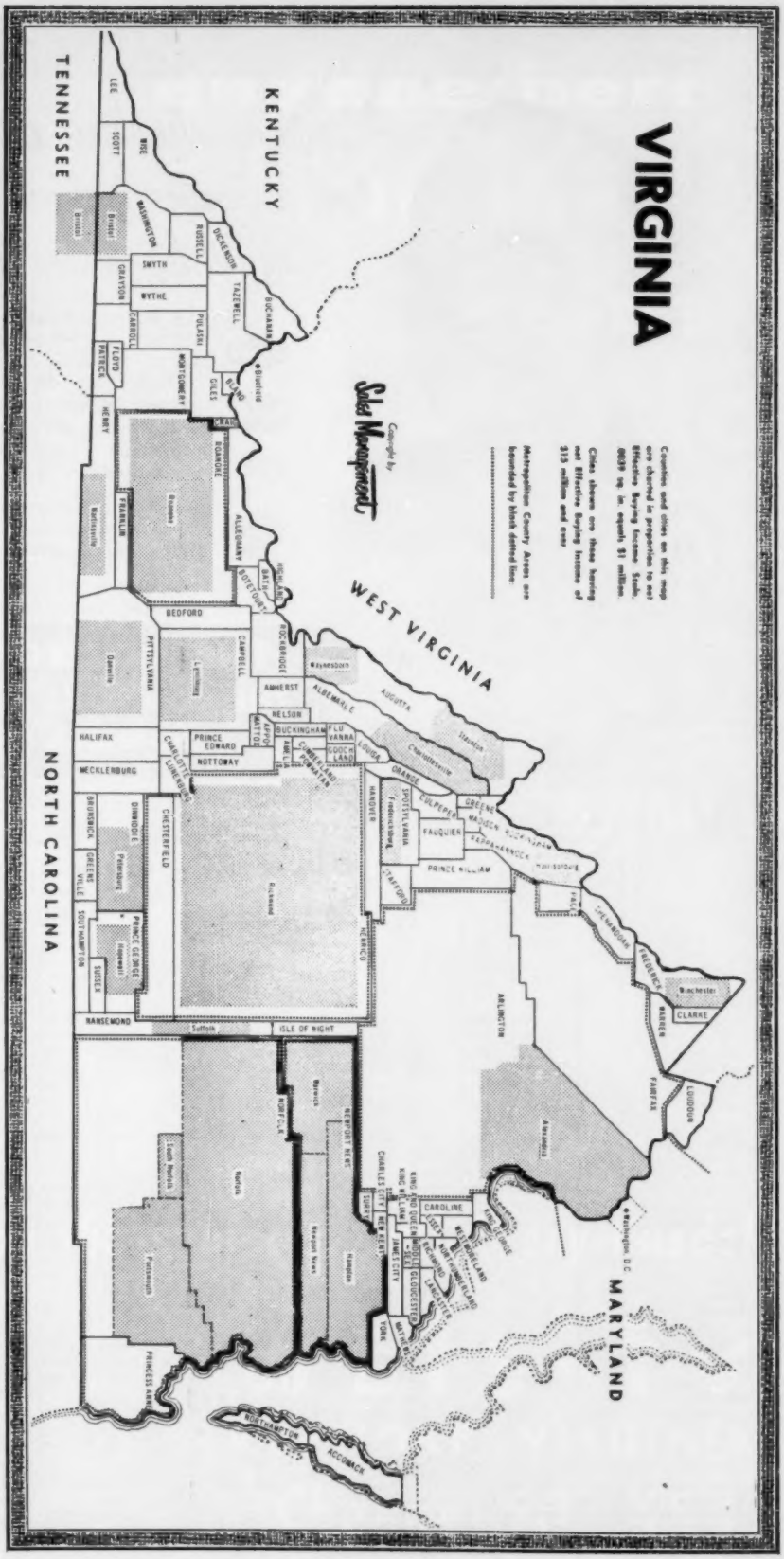
Only "V" Station for FIVE lusty cities

SHARE OF AUDIENCE:
Morning: 81% Afternoon: 84% Night: 77%
(Latest Telepulse Ratings)

WTAR-TV

Channel 3 — Norfolk, Virginia

Represented by Edward Petry & Co., Inc.





Advertising elsewhere doesn't help me!

Only the Roanoke Newspapers cover my market, my retailer customers and their customers.

says Mr. S. F. Hollingsworth (owner and manager), Allied Sales Company, Roanoke, Virginia.

CLAPP'S · Kool-Aid · Wildroot Liquid Cream Shampoo · Red Heart

"There are no two ways about it! We need advertising and merchandising support from the Roanoke newspapers. National brands today must have pre-selling to compete with other advertised brands."

The Roanoke newspapers dominate the entire 16-county Roanoke market area. No other newspapers have significant coverage!



Write for new folder describing the Roanoke Market Development Plan to:
SAWYER, FERGUSON, WALKER COMPANY • National Representatives

THE ROANOKE TIMES
THE ROANOKE WORLD-NEWS
ROANOKE, VIRGINIA

VIRGINIA — Counties and Cities — (Continued)

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RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
19Roanoke	116	170,404	.0918	4,282	.0882	101	105	34,123	9,265	23,967	14 385	10,088	32,762	10,851	7,659	5,733
▲Roanoke		144,365	.0778		.0675	111	123	27,477	6,907	22,603	14,317	9,224	26,351	7,316	6,047	5,062
20Rockbridge		29,730	.0112	2,840	.0137	75	62	4,870	1,626	2,463	818	495	4,143	1,841	1,307	619
21Rockingham		65,786	.0354	5,137	.0272	91	118	6,011	2,131	4,704	1,984	2,259	11,211	3,486	4,445	1,113
Harrisonburg		31,869	.0172		.0102	144	242	3,007	878	3,473	1,797	1,827	6,540	1,643	2,429	864
Russell		8,204	.0044	1,323	.0083	50	26	2,385	71	582	173	426	2,104	693	372	213
Scott		11,905	.0063	1,732	.0069	54	38	2,812	541	1,691	245	625	831	1,262	717	308
Shenandoah		19,197	.0103	3,368	.0094	72	79	2,933	757	2,367	189	635	3,496	1,938	1,827	616
Smyth		22,014	.0119	3,016	.0125	65	62	4,206	980	2,922	1,066	1,477	4,851	1,636	2,500	672
Southampton		19,868	.0107	3,104	.0108	65	64	4,453	572	2,744	488	662	4,316	2,223	1,753	508
22Spotsylvania		43,901	.0237	6,652	.0168	108	152	8,029	1,707	4,616	1,936	2,352	11,405	2,726	4,375	1,255
Fredericksburg		41,065	.0221		.0129	148	254	7,543	1,516	3,780	1,855	2,552	11,405	2,197	4,105	1,255
Stafford		4,109	.0022	1,284	.0048	60	29	1,489	884	514	...	55	...	1,010	176	...
Surry		2,822	.0011	1,348	.0021	53	28	533	15	448	...	...	496	115	219	174
Sussex		9,288	.0050	3,316	.0050	63	83	1,680	432	1,113	167	188	1,918	1,073	1,381	267
Tazewell		28,170	.0152	2,387	.0200	64	49	8,263	1,183	3,544	963	1,055	5,810	1,989	1,546	876
Bluefield (W. Va.)-Bluefield (Va.)		*41,439*	*.0223*		*.0179*	*110*	*137*	*9,069*	*1,484*	*6,277*	*3,589*	*2,744*	*7,891*	*2,498*	*1,917*	*1,176*
Warren		15,580	.0083	3,456	.0085	83	61	3,589	990	1,378	898	670	3,302	1,149	927	477
Front Royal		15,066	.0081		.0062	100	142	3,357	957	1,346	588	670	3,230	1,117	888	477
7Warwick																
23Washington	183	43,651	.0238	3,233	.0238	99	68	10,016	2,447	3,220	2,227	2,854	8,029	4,847	3,593	1,045
△*Bristol (Tenn.)-Bristol (Va.)*		*51,979*	*.0280*		*.0219*	*102*	*150*	*11,618*	*1,712*	*8,328*	*3,868*	*3,758*	*10,845*	*3,751*	*3,055*	*1,411*
△Bristol		23,537	.0127		.0097	93	122	5,393	1,161	2,094	1,764	2,244	4,351	2,329	1,465	554

▲ and △ See end of state for SM Metropolitan County Areas.
19 Roanoke County combined with Roanoke (Independent City).
20 Rockbridge County combined with Buena Vista (Independent City).
21 Rockingham County combined with Harrisonburg (Independent City).
22 Spotsylvania County combined with Fredericksburg (Independent City).
† In 1952, the Counties of Elizabeth City and Warwick officially became the Independent Cities of Hampton and Warwick. Since the Independent City of Newport News had been grouped with these counties, we include it with them in a new county called Newport News, to keep the state total additive.
23 Washington County combined with Bristol (Independent City).

Before using these figures, see explanation page 11.

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anyone here in the dark?



ARB:
"most everyone watches WSLS-TV"
(station's share of sets in use . . . 70.2%)

TELEVISION MAGAZINE:
"WSLS-TV made Roanoke . . .
Virginia's No. 1 TV Market"

OUR ADVERTISERS:
"We're spending our budgets on
the right station for results"

for more light on the subject...call Avery-Knodel

wsls-tv

ROANOKE, VIRGINIA

Channel 10 NBC

*316,000 WATTS

BRISTOL
VIRGINIA-TENNESSEE

A NEW Metropolitan Area and a BIG 2-State Market*

* SALES MANAGEMENT MAGAZINE, 1956

167,500 Population • $198,540,000 Income
$141,265,000 Retail Sales

Recognition of Bristol as a Metropolitan Area market emphasizes the growing importance of Bristol in your advertising plans . . . Your 4th market in Virginia . . . 5th in Tennessee . . . What's more important . . . it has newspaper coverage that can deliver the market—and MORE.

The Herald-Courier and Virginia-Tennesseean cover the metropolitan area thoroughly—open the way to effective selling of a much larger area . . . embracing 213,627 people (ABC) . . . $237,752,000 income . . . $161,074,000 retail sales.



20% OR GREATER COVERAGE BY BRISTOL NEWSPAPERS

For 100 years the Largest Trading Center Between Roanoke, Va. and Knoxville, Tenn.

To Cover the Mid-Appalachians, You Need Roanoke, Knoxville and Bristol!

BRISTOL NEWSPAPER PRINTING CORPORATION

AGENT FOR HERALD COURIER, VIRGINIA-TENNESSEEAN, BRISTOL, Virginia-Tennessee
Rep.: General Advertising Service, New York, Chicago, Atlanta

VIRGINIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Westmoreland		18,819	.0054	3,578	.0048	73	82	1,953	518	1,696	39	63	2,355	153	1,851	264
Wise		33,180	.0179	2,387	.0221	81	49	8,099	1,576	3,701	2,199	2,176	8,070	2,519	1,227	831
Wythe		18,629	.0106	3,157	.0099	67	66	3,524	945	2,531	330	479	4,080	1,800	1,398	408
Wytheville		14,405	.0078		.0044	122	217	2,487	753	1,544	304	447	3,842	1,112	1,190	260
York		8,484	.0048	2,233	.0066	72	50	1,559	569	741	53	93	2,034	864	739	1,091
Total Above Cities		1,970,966	1.0620		.9419	111	125	426,551	107,373	282,337	146,451	113,172	400,491	110,975	98,414	63,332
State Total		3,383,563	1.8236	3.586	1.9427	87	82	753,117	184,797	457,016	189,562	162,362	687,389	249,074	206,419	107,518

VIRGINIA — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Bristol	183	167.5	.1011	42.7	81.4	198,540	.0748	1,185	4,650
△Danville	193	111.8	.0674	27.7	52.4	122,467	.0461	1,095	4,421
Hampton-Newport News-Warwick	61	167.2	.1129	49.0	187.2	290,605	.1094	1,552	5,931
△Lynchburg	222	82.8	.0499	21.8	56.1	108,499	.0409	1,310	4,977
Norfolk-Portsmouth	100	535.3	.3227	147.1	469.0	868,543	.3270	1,623	5,904
△Petersburg-Hopewell	239	99.8	.0601	23.5	71.9	124,430	.0468	1,247	5,295
Richmond	117	362.9	.2189	100.1	297.9	615,199	.2317	1,695	6,146
Roanoke	118	145.3	.0876	39.8	118.1	228,738	.0862	1,574	5,747
Total Above Areas		1,892.6	1.0296	451.7	1,334.0	2,557,021	.9629	1,511	5,661

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955													
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Bristol	183	141,265	.0762	3,309	.0805	80	75	31,931	4,938	18,392	8,821	9,723	28,909	11,243	13,174	3,407
△Danville	193	86,568	.0466	3,125	.0505	75	69	18,707	4,891	12,998	4,746	3,115	17,304	8,199	7,379	2,176
Hampton-Newport News-Warwick	61	184,039	.0992	3,756	.1071	95	88	45,042	10,664	19,990	12,063	13,866	40,139	11,761	8,292	5,376
△Lynchburg	222	93,940	.0506	4,309	.0456	91	101	19,178	4,669	14,558	5,669	7,025	17,557	5,830	6,718	3,345

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Before using these figures, see explanation page 11.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA — SM Metropolitan County Areas — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Norfolk-Portsmouth	100	548,136	.2954	3,726	.3186	98	92	124,727	40,421	71,395	48,369	35,067	105,892	30,004	21,585	17,349
△Petersburg-Hopewell	239	98,784	.0522	4,119	.0611	85	87	23,884	4,867	10,299	6,273	5,039	18,378	7,670	5,840	2,824
Richmond	117	448,213	.2415	4,478	.2320	106	110	93,149	25,447	95,753	26,162	20,388	71,562	27,494	20,000	14,553
Roanoke	118	170,404	.0918	4,282	.0882	101	105	34,123	9,265	23,967	14,995	10,068	32,782	10,851	7,659	5,733
Total Above Areas		1,769,339	.9535	3,917	.9716	95	93	380,741	105,162	266,952	127,008	104,311	332,503	113,052	90,647	54,763

(Other Pacific States: California, Oregon.)

WASHINGTON — Counties and Cities

Map, page 798 City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Aberdeen	Grays Harbor	20.3	331	67	78	20	22	12	26	30	18	7
Auburn	King	7.4	145	22	21	9	9	14	9	22	11	4
Bellingham	Whatcom	35.9	516	119	92	32	55	22	28	50	27	16
Bremerton	Kitsap	32.8	385	63	69	26	31	30	23	41	20	15
Centralia	Lewis	8.7	194	34	35	6	20	12	17	16	14	4
Chehalis	Lewis	5.7	149	34	22	14	9	11	13	10	12	4
Ellensburg	Kittitas	8.8	168	19	25	6	10	11	9	38	18	5
Everett	Snohomish	34.3	578	125	111	35	39	30	41	79	31	18
Hoquiam	Grays Harbor	11.4	137	37	31	9	6	6	5	18	5	5
Kelso	Cowlitz	9.2	162	28	37	7	5	16	6	23	10	4
Kennewick	Benton	14.0	162	24	26	8	8	5	20	20	14	4
Longview	Cowlitz	23.8	271	39	31	30	19	23	20	44	15	14
Mount Vernon	Skagit	7.0	205	19	36	18	24	14	21	19	11	6
Olympia	Thurston	17.3	395	92	63	21	37	22	25	44	21	11
Pasco	Franklin	15.0	160	16	33	10	18	11	11	24	12	5
Port Angeles	Clallam	12.0	239	51	38	25	20	14	14	26	11	6
Pullman	Whitman	11.8	89	15	10	9	5	7	7	11	6	3
Puyallup	Pierce	10.9	199	42	23	13	10	10	14	29	17	6
Renton	King	17.4	231	36	36	15	23	18	18	27	20	5
Richland	Benton	29.0	*	*	*	*	*	*	*	*	*	*
Seattle	King	561.1	6,321	1,298	1386	526	390	371	286	640	312	222
Spokane	Spokane	185.0	2,016	368	368	184	137	122	115	244	95	73
Sunnyside	Yakima	5.8	112	18	14	8	10	5	12	15	15	2
Tacoma	Pierce	157.6	1,887	429	332	166	134	110	101	192	112	46
Vancouver	Clark	42.5	482	79	69	51	27	33	21	95	19	12
Walla Walla	Walla Walla	25.6	357	46	59	33	29	30	20	31	22	12
Wenatchee	Chelan	16.5	273	49	39	27	26	20	20	38	16	9
Yakima	Yakima	43.6	687	127	122	56	43	37	43	105	31	21

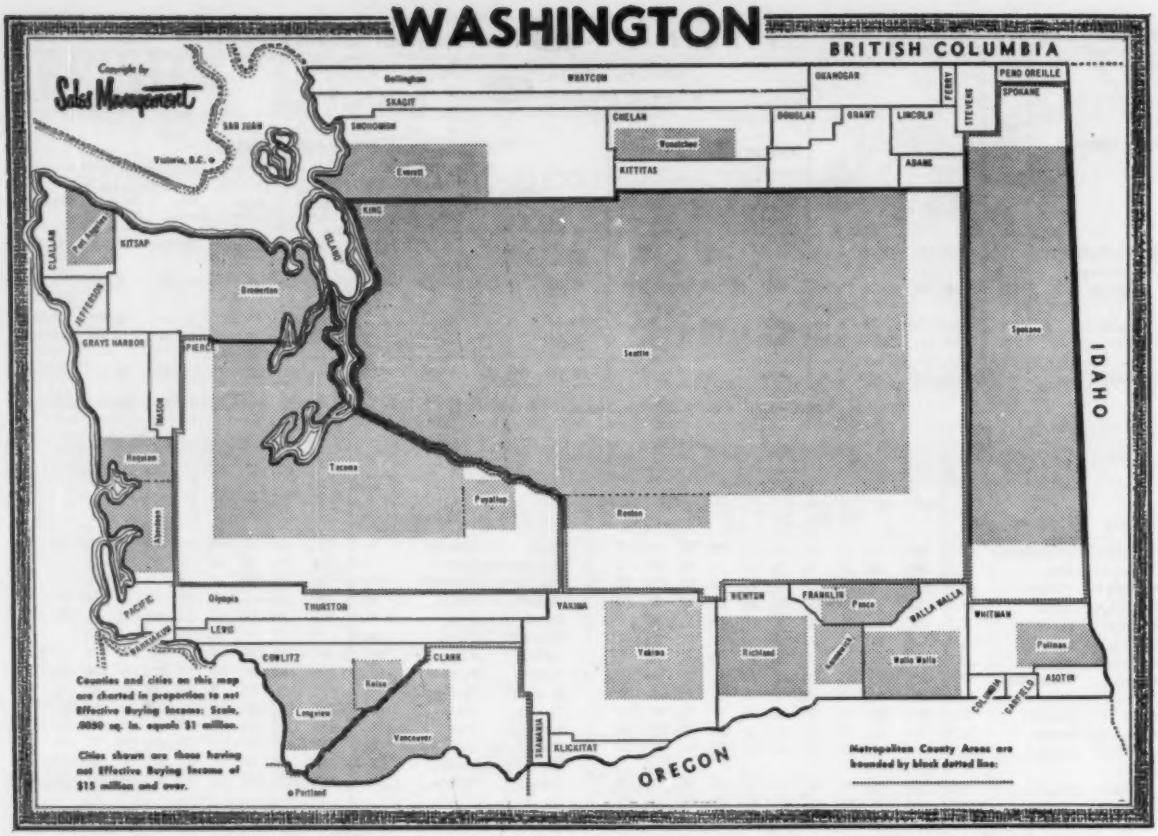
SM POPULATION ESTIMATES, 1/1/56 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Adams		9.8	.0059	3.1		25,428	.0096	2,595	8,203	22,823	3.3	7,650	19.3	3.7	18.4	8.0	35.1	23.7	27.2	64.6
Asotin		12.2	.0073	4.0	6.4	19,874	.0075	1,629	4,969	4,007	4.0	5,024	27.1	7.8	22.6	15.1	35.9	36.9	14.4	40.2
Benton	237	65.1	.0393	20.0	48.4	127,417	.0479	1,957	6,371	13,136	21.1	6,035	13.4	3.2	17.1	9.5	46.2	39.5	23.3	47.8
△*Pasco-Kennewick-Richland*		*58.0*	*.0349*	*16.5*		*17,897*	*.0444*	*#,033*	*#7,145*											
△Richland		29.0	.0175	7.6		62,050	.0234	2,140	8,164		9.3	6,648	8.5	1.8	12.5	6.3	50.9	39.6	28.1	52.3
△Kennewick		14.0	.0084	4.3		24,942	.0094	1,782	5,800		4.5	5,505	17.6	4.6	21.1	12.9	42.6	40.0	18.7	42.5
Chelan		42.5	.0256	14.0	19.2	69,710	.0263	1,604	4,979	23,922	14.7	4,742	25.6	7.8	27.3	19.3	34.5	37.6	12.6	35.3
Wenatchee		16.5	.0100	5.6		31,672	.0119	1,920	5,656		6.3	5,007	25.3	7.3	24.5	16.5	35.7	36.8	14.5	39.4
Clallam		27.7	.0167	8.9	12.0	47,680	.0179	1,721	5,357	4,089	9.5	5,034	24.3	7.0	23.2	15.5	36.8	37.8	15.7	39.7
Port Angeles		12.0	.0072	3.9		23,918	.0090	1,993	6,133		4.4	5,441	22.7	6.0	19.5	12.0	39.0	37.1	18.8	44.9
Clark	111	98.4	.0546	28.7	50.7	138,358	.0521	1,531	4,821	12,987	29.5	4,696	25.0	7.7	23.1	16.5	38.9	42.8	13.0	33.0
Vancouver		42.5	.0256	13.3		69,991	.0264	1,647	5,262		14.5	4,826	22.5	6.7	22.9	16.0	40.9	43.8	13.7	33.5
Columbia		4.7	.0028	1.5	3.0	8,186	.0031	1,742	5,457	9,350	1.6	5,184	30.2	8.5	28.1	16.8	28.8	28.7	14.9	46.0
Cowlitz		59.1	.0356	18.5	33.9	102,912	.0387	1,741	5,563	4,338	19.7	5,236	19.7	5.5	21.6	13.8	42.1	41.6	16.6	39.1
Longview		23.8	.0144	7.5		47,617	.0179	2,001	6,349		8.3	5,764	15.2	3.8	18.9	11.0	46.3	41.5	19.6	43.7
Kelso		9.2	.0055	2.9		17,949	.0068	1,951	6,189		3.7	4,835	22.9	6.9	24.4	16.9	37.5	40.1	15.2	36.1
Douglas		12.7	.0077	3.9		22,737	.0086	1,790	5,830	18,979	3.9	5,678	22.9	5.8	26.3	15.2	32.1	2.88	18.7	50.2
Ferry		4.3	.0026	1.1		5,772	.0022	1,342	5,247	1,635	1.5	3,962	36.9	13.5	26.6	24.1	25.9	35.1	7.6	27.3
Franklin	237	20.7	.0125	6.7	15.0	40,923	.0154	1,977	6,108	7,313	7.4	5,543	19.2	5.0	21.9	13.3	39.2	36.5	19.7	45.2
△Pasco		15.0	.0090	4.6		30,905	.0116	2,060	6,718		5.6	5,488	19.2	5.1	21.8	13.3	39.4	37.1	19.6	44.5
See Pasco-Kennewick-Richland																				
Garfield		3.2	.0019	.9		7,035	.0026	2,198	7,817	8,239	1.1	6,413	22.5	5.1	25.6	13.3	30.0	24.2	21.9	57.4
Grant		41.6	.0251	12.0	17.4	83,974	.0317	2,019	6,998	13,812	15.8	5,328	22.5	6.1	20.5	12.9	39.5	38.3	17.5	42.7
Grays Harbor		55.9	.0337	18.7	31.7	97,881	.0369	1,751	5,234	4,726	20.2	4,844	25.5	7.6	22.3	15.4	38.2	40.8	14.0	36.2
Aberdeen		20.3	.0122	7.0		40,580	.0153	1,999	5,797		7.9	5,150	24.8	7.0	21.0	13.6	38.3	38.4	15.9	41.0
Hoquiam		11.4	.0069	3.7		21,265	.0080	1,865	5,747		4.2	5,044	21.7	6.2	19.8	13.2	42.9	43.9	15.6	36.7
Island		13.3	.0080	4.1		19,109	.0072	1,437	4,661	4,338	5.2	3,673	41.3	16.3	25.7	23.4	25.5	35.9	7.5	24.4

*Not Available.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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WASHINGTON — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Jefferson		9.1	.0035	2.7	5.5	15,048	.0057	1,654	5,573	1,266	3.9	3,870	36.9	13.8	25.8	22.4	29.4	39.2	7.9	24.6
King	134	777.8	.4691	264.2	686.8	1,628,460	.6131	2,094	6,164	27,789	305.2	5,335	23.6	6.4	21.1	13.2	37.1	36.0	18.2	44.4
▲Seattle		561.1	.3384	190.7		1,286,520	.4844	2,293	6,746		241.3	5,333	24.4	6.6	21.2	13.4	36.1	35.0	18.3	45.0
Renton		17.4	.0105	5.3		29,646	.0112	1,704	5,594		5.8	5,070	18.1	5.2	20.6	13.6	45.8	46.7	15.5	34.5
Auburn		7.4	.0045	2.5		13,929	.0052	1,882	5,572		2.7	5,190	23.1	6.4	18.8	12.1	41.2	41.1	16.9	40.4
Kitsap	182	85.4	.0515	28.0	35.2	138,308	.0521	1,619	4,939	3,275	30.7	4,503	26.2	8.5	21.8	16.0	40.2	46.2	11.8	29.3
△Bremerton		32.8	.0198	11.0		59,404	.0224	1,811	5,400		12.0	4,950	20.1	5.9	20.4	13.7	44.8	46.7	14.7	33.7
Kittitas		21.5	.0130	6.5	8.8	39,176	.0132	1,636	5,412	13,854	8.3	4,247	34.3	11.7	23.8	18.7	30.9	37.6	11.0	32.0
Ellensburg		8.8	.0053	2.6		16,587	.0062	1,885	6,380		4.0	4,137	39.2	13.7	20.4	16.5	29.3	36.6	11.1	33.2
Klickitat		12.8	.0077	4.2		19,403	.0073	1,516	4,620	8,566	4.4	4,394	28.4	9.4	27.8	21.2	32.8	38.7	11.0	30.7
Lewis		43.8	.0264	14.4	14.4	62,506	.0238	1,427	4,341	12,103	15.1	4,135	33.0	11.6	26.7	21.6	30.4	38.0	9.9	28.8
Centralia-Chehalis		*14.4*	*.0086*	*4.8*		*24,943*	*.0091*	*1,684*	*5,051*											
Chehalis		5.7	.0034	1.9		9,501	.0037	1,719	5,158		2.1	4,737	30.3	9.3	24.0	17.0	31.2	34.1	14.5	39.6
Centralia		8.7	.0052	2.9		14,442	.0054	1,560	4,980		3.5	4,110	35.7	12.6	25.0	20.4	28.4	35.7	10.9	31.3
Lincoln		11.1	.0067	3.5		29,163	.0110	2,627	8,332	31,166	3.7	7,962	21.6	3.9	20.3	8.5	28.3	18.4	29.8	69.2
Mason		15.4	.0093	4.9	5.2	25,222	.0095	1,638	5,147	983	5.4	4,711	24.8	7.8	21.5	15.4	41.1	45.8	12.6	32.0
Okanogan		29.8	.0180	9.0	6.7	42,004	.0158	1,410	4,667	21,325	9.3	4,512	26.3	8.4	26.9	20.1	34.7	39.7	12.1	31.8
Pacific		16.7	.0100	5.8	4.2	25,535	.0097	1,529	4,403	1,937	5.8	4,412	31.3	10.3	25.0	19.0	31.8	37.2	11.9	33.5
Pend Oreille		8.1	.0049	2.6		10,916	.0041	1,348	4,198	1,516	2.7	4,104	32.2	11.4	22.4	18.2	36.7	46.2	8.7	24.2

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

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1 MARKET

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in the Seattle ABC City Zone.

(More than ONE MILLION people in the Seattle ABC Retail Trading Zone)



2 BUYING POWER

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The Boeing Seattle payroll, alone, will exceed $200 million in 1956. Boeing's backlog, nearly 2¾ billion dollars in orders, will require substantial increases in working force and plant facilities. ($71½ millions in plant expansion for Seattle area already announced.)



MORE SEATTLE BUYING POWER FOR YOUR PRODUCT

3 SATURATION COVERAGE

THE SEATTLE TIMES PROVIDES MASS COVERAGE OF THE SEATTLE MARKET—156,757 OF THE 226,200 HOUSEHOLDS IN THE ABC CITY ZONE. FURTHERMORE, 117,172 OF THESE HOMES ARE REACHED ONLY BY THE SEATTLE TIMES.



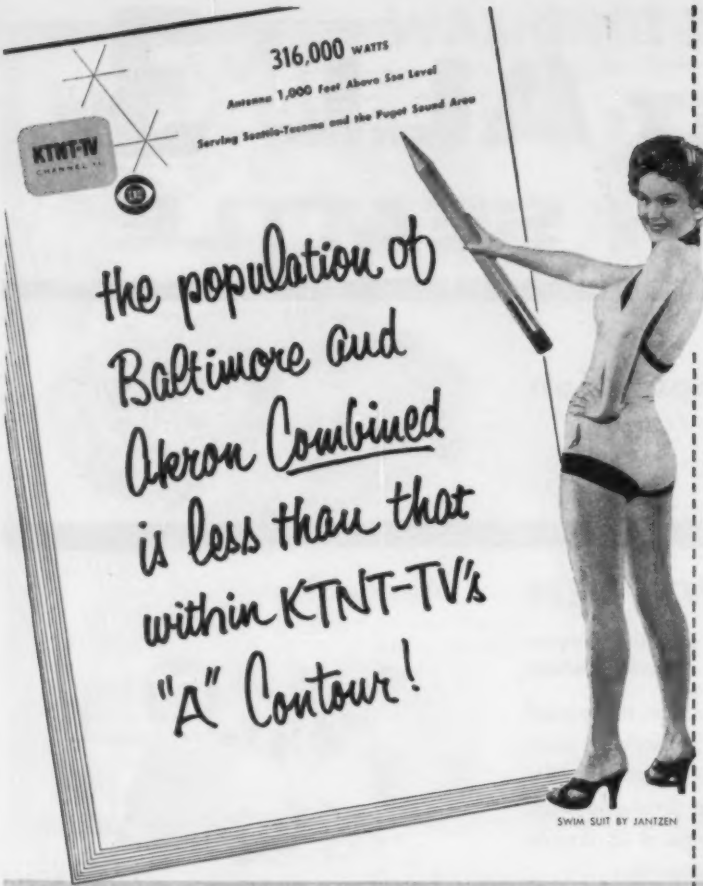
Survey by Dan E. Clark II & Associates



The Seattle Times

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WASHINGTON — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME — SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Pierce	146	304.4	.1836	90.8	205.5	532,019	.2003	1,748	5,859	18,201	124.2	4,283	36.0	12.2	22.2	17.4	30.0	36.2	11.8	34.2
▲Tacoma		157.6	.0950	53.9		281,943	.1062	1,789	5,231		58.5	4,818	27.6	8.3	22.6	15.8	35.3	37.6	14.5	38.1
Puyallup		10.9	.0066	3.7		16,941	.0064	1,554	4,579		3.8	4,435	31.3	10.2	21.2	16.1	35.7	41.6	11.8	32.1
San Juan		3.2	.0019	1.2		4,823	.0018	1,507	4,019	1,107	1.2	3,998	33.2	12.0	34.5	28.9	25.1	32.5	7.2	26.6
Skagit		40.8	.0232	14.9	17.0	65,621	.0247	1,492	4,434	17,197	14.9	4,419	30.8	10.1	25.2	19.1	32.3	37.8	11.7	33.0
Mount Vernon		7.0	.0042	2.0		13,324	.0050	1,903	6,662		2.8	4,784	29.0	8.8	22.7	15.8	34.8	37.6	13.5	37.8
Skamania		5.2	.0032	1.8		7,469	.0028	1,436	4,149	675	1.8	4,064	30.8	11.0	29.5	24.1	30.2	38.3	9.5	26.6
Snohomish	200	133.7	.0808	44.5	58.3	208,226	.0784	1,557	4,679	17,215	46.7	4,456	28.8	9.4	23.6	17.7	38.0	41.8	11.6	31.1
△Everett		34.3	.0207	12.1		61,335	.0231	1,788	5,069		13.3	4,601	28.3	8.9	21.5	15.6	37.8	42.5	12.4	33.0
Spokane	139	261.0	.1574	85.3	219.2	485,789	.1829	1,861	5,695	24,822	96.6	5,031	26.0	7.5	21.9	14.5	36.0	37.0	16.1	41.0
▲Spokane		185.0	.1116	61.9		365,162	.1375	1,974	5,899		71.2	5,126	25.4	7.2	21.6	14.1	36.3	36.6	16.7	42.1
Stevens		29.3	.0123	6.2	3.3	23,430	.0088	1,154	3,779	7,901	6.3	3,694	37.1	14.5	28.3	25.7	27.4	38.4	7.2	21.4

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

The Daily Olympian

Covers 2 BOOMING MARKETS...

OLYMPIA
the Capital
OF
WASHINGTON STATE



SHELTON
the Lumber Capital
OF
WASHINGTON STATE

Member: The Perkins Press Inc. . . . *Leading Northwest Publishers For Over 50 Years*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WASHINGTON — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Thurston		47.4	.0286	16.0	19.9	82,271	.0310	1,738	5,142	5,935	16.7	4,913	25.6	7.5	22.9	15.7	36.8	38.7	14.7	38.1
Olympia		17.3	.0104	6.1		38,999	.0147	2,254	6,393		6.9	5,665	21.4	5.5	21.0	12.4	37.9	34.6	19.7	47.5
Wahkiakum		3.9	.0023	1.0		5,359	.0020	1,374	5,359	1,803	1.3	4,167	29.4	10.2	28.0	22.6	32.2	39.9	10.4	27.3
Walla Walla		42.2	.0255	12.7	29.2	76,578	.0288	1,815	6,030	27,266	15.5	4,946	28.0	8.2	24.6	16.6	33.0	34.5	14.4	40.7
Walla Walla		25.6	.0154	7.6		49,400	.0186	1,930	6,500		9.6	5,170	26.4	7.4	23.0	14.9	34.5	34.5	16.1	43.2
Whatcom	177	70.8	.0427	23.6	35.9	104,030	.0392	1,469	4,408	23,541	25.0	4,161	32.2	11.2	26.1	21.0	31.5	39.1	10.2	28.7
△Bellingham		35.9	.0217	12.4		61,287	.0231	1,707	4,943		14.2	4,306	32.2	10.8	23.8	18.5	33.1	39.7	10.9	31.0
Whitman		32.1	.0193	9.3	15.1	66,362	.0250	2,067	7,136	48,058	13.9	4,779	37.3	11.3	22.3	15.7	25.5	27.5	14.9	45.5
Pullman		11.8	.0071	2.6		25,036	.0094	2,122	9,629		7.1	3,538	50.3	20.6	22.2	21.0	18.7	27.3	8.8	31.1
Yakima	259	148.5	.0896	45.8	71.0	203,204	.0765	1,368	4,437	84,243	46.8	4,342	30.6	10.2	26.7	20.6	31.6	37.6	11.1	31.6
△Yakima		43.6	.0263	14.5		77,113	.0290	1,769	5,318		16.0	4,818	27.6	8.3	23.2	16.1	34.5	37.0	14.7	38.6
Sunnyside		5.8	.0035	1.9		9,992	.0038	1,723	5,259		1.9	5,231	25.9	7.2	21.3	13.6	35.4	35.0	17.4	44.2
Total Above Cities		1,370.4	.8263	456.0		2,801,750	1.0550	2,044	6,144		545.5	5,136	25.1	7.1	21.5	14.0	36.7	36.9	16.7	42.0
State Total		2,614.2	1.5766	844.9	1,678.0	4,713,917	1.7748	1,803	5,579	555,442	963.7	4,891	27.2	8.1	22.5	15.4	35.3	37.3	15.0	39.2

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

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Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

WALLA WALLA
WASHINGTON
THE KEY CITY
in the market area of
SOUTHEASTERN WASHINGTON
and NORTHEASTERN OREGON
★ ★ ★
Inquiries for industrial and business information invited
Chamber of Commerce
P. O. Box 357, Walla Walla



WASHINGTON — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adams		16,535	.0089	5,234	.0067	147	151	2,602	1,148	1,662	379	193	2,621	1,514	3,948	971
Asotin		6,019	.0032	1,905	.0061	84	44	1,765	513	226	233	371	401	555	957	399
Benton	237	68,604	.0370	3,430	.0429	105	94	21,020	4,707	5,167	3,219	3,602	9,230	6,506	5,348	4,148
△Pasco-Kennewick-Richland		33,858	.0459		.0428	125	130	21,580	5,068	7,684	3,785	5,600	18,186	7,470	6,855	5,905
△Richland		20,769	.0112		.0186	106	64	7,157	1,896	1,897	1,547	1,219	1,051	1,985	538	2,070
△Kennewick		27,047	.0146		.0106	129	174	8,159	1,256	1,642	691	1,355	5,881	2,811	2,801	507
Chelan		62,877	.0339	4,491	.0285	111	132	14,123	3,512	7,788	2,978	2,392	12,477	4,992	6,845	2,173
Wenatchee		41,305	.0223		.0146	146	223	9,224	1,781	6,575	2,617	1,730	9,522	2,790	3,596	1,548
Clallam		34,489	.0186	3,575	.0179	107	111	10,036	2,765	3,526	1,429	1,518	5,633	2,427	1,385	934
Port Angeles		25,819	.0139		.0101	140	193	7,014	1,782	3,931	1,186	1,328	5,497	1,614	1,063	590
Clark	111	79,199	.0427	2,760	.0497	91	78	20,507	4,931	6,538	2,661	4,907	15,341	6,404	4,560	2,777
Vancouver		82,841	.0285		.0269	105	111	12,781	3,128	4,888	2,399	4,222	12,874	4,007	1,952	1,988
Columbia		5,087	.0032	4,045	.0031	111	114	1,179	532	93	180	205	440	282	1,888	290
Cowlitz		60,930	.0329	3,294	.0363	102	92	14,280	3,705	6,179	2,461	3,905	11,874	5,377	4,344	2,108
Longview		39,350	.0212		.0182	126	147	8,858	1,622	5,089	2,039	2,336	8,885	2,341	2,073	1,497
Kelso		13,238	.0071		.0066	120	129	3,397	1,086	627	248	1,477	1,430	1,686	1,584	402
Douglas		5,755	.0031	1,483	.0088	88	40	1,513	757	169	218	148	1,015	477	962	198
Ferry		1,866	.0010	1,866	.0019	73	38	352	206	686	44	48	68	191	147	98
Franklin	237	38,685	.0208	5,774	.0165	132	166	6,605	2,094	4,239	1,896	1,035	11,484	2,995	3,992	1,120
△Pasco		36,016	.0194		.0134	149	216	6,204	1,906	4,145	1,647	1,035	11,394	2,674	3,526	1,026
See Pasco-Kennewick-Richland																
Garfield		5,662	.0031	6,291	.0026	137	163	870	291	124	182	302	761	166	1,499	89
Grant		51,423	.0277	4,285	.0292	116	110	10,332	4,516	3,707	2,150	2,172	9,829	4,595	9,377	1,536
Grays Harbor		67,360	.0363	3,802	.0360	107	106	16,914	5,192	7,317	2,439	2,909	14,030	3,904	5,002	1,611
Aberdeen		41,319	.0223		.0168	138	183	9,535	2,584	4,487	1,972	1,968	10,516	1,785	3,046	917
Hoquiam		9,547	.0051		.0069	100	74	3,068	840	1,109	438	575	424	939	741	403
Island		9,188	.0049	2,234	.0067	84	61	2,171	585	979	226	511	1,827	745	827	281
Jefferson		7,392	.0040	2,738	.0051	93	73	2,869	421	445	197	442	922	596	458	293

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

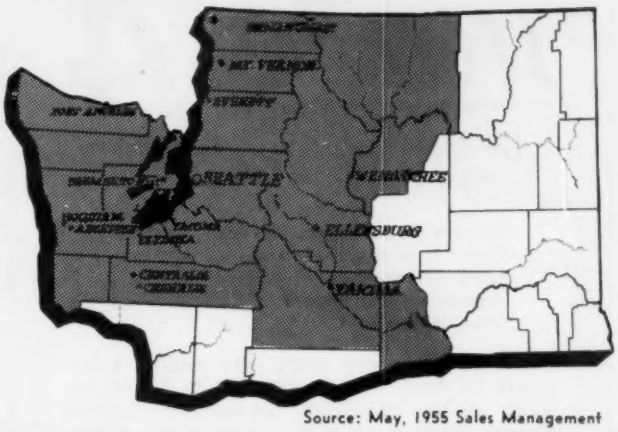
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The Seattle Post-Intelligencer's Daily Coverage In This BIG, SALES-FILLED 20-COUNTY MARKET—

Is BIGGER in Sales Potential *than TWENTY-SIX of our states, including the prosperous states of OREGON, KANSAS, OKLAHOMA and NEBRASKA. The total retail sales of the Seattle 20-County market is over $2 billions.*



DAILY COVERAGE:

47% In the Seattle-ABC City Zone

36% of urban families in the Seattle 20-County Market read the daily P-I

Source: May, 1955 Sales Management

Greatest Morning and Sunday Circulation in the State of Washington

The **SEATTLE POST-INTELLIGENCER**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WASHINGTON — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
King	134	1,071,272	.5774	4,065	.5736	122	123	219,877	84,325	216,567	58,414	48,390	165,873	65,271	54,124	32,967
▲Seattle		874,673	.4714		.4513	133	139	163,641	71,218	206,075	51,691	39,339	127,428	47,524	38,314	25,931
Renton		30,655	.0165		.0127	121	157	6,942	1,774	2,019	1,680	2,108	7,143	2,620	2,793	1,216
Auburn		20,748	.0112		.0060	152	249	4,653	853	899	602	666	7,554	1,145	874	582
Kitsap	182	86,523	.0466	3,090	.0503	98	90	23,132	5,457	9,303	2,955	4,214	15,226	5,425	5,873	3,790
△Bremerton		54,339	.0293		.0340	121	148	10,395	3,388	8,347	2,506	2,824	11,313	2,513	3,536	2,968
Kittitas		26,899	.0144	4,108	.0136	105	111	5,400	2,126	1,462	982	1,082	3,943	3,782	3,107	614
Ellensburg		18,802	.0101		.0072	136	191	3,865	1,127	906	810	939	3,040	2,556	2,551	444
Klickitat		11,487	.0061	2,730	.0070	91	81	2,681	1,157	1,090	53	195	2,214	1,861	1,703	336
Lewis		53,500	.0288	3,715	.0257	97	109	11,885	3,427	4,529	1,848	2,599	9,487	3,625	5,206	1,121
Centralia-Chehalis		*39,494*	*.0212*		*.0197*	*148*	*247*	*7,896*	*1,969*	*3,996*	*1,536*	*2,474*	*7,899*	*2,274*	*5,201*	*819*
Chehalis		20,127	.0108		.0058	171	318	3,598	822	2,642	556	977	4,150	848	2,263	375
Centralia		19,367	.0104		.0069	133	200	4,297	1,130	1,354	979	1,497	3,749	1,426	1,038	444
Lincoln		15,607	.0084	4,459	.0093	139	125	2,259	796	645	252	261	2,809	729	6,584	386
Mason		14,090	.0076	2,878	.0089	96	82	4,379	868	2,032	96	545	2,588	1,169	1,013	165
Okanogan		24,347	.0132	2,705	.0155	96	73	5,639	1,887	2,144	685	1,081	4,879	2,801	1,935	742
Pacific		14,564	.0078	2,511	.0092	92	78	4,470	1,291	1,328	84	535	2,674	1,714	652	512
Pend Oreille		8,131	.0044	3,127	.0043	98	90	2,079	790	663	218	39	1,849	970	431	300

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

IN THE STATE OF WASHINGTON

IT TAKES 4



YAKIMA, Washington's 4th Market BELONGS WITH THE FIRST 3

Washington's 4th Market, Yakima County, is the most isolated and the least affected by Metropolitan newspapers of any county in the states of Washington and Oregon.

Advertisers who buy every metropolitan newspaper in these two states miss 91% of the $203 million spendable income of Yakima County, because all of the metropolitan papers put together reach only 9% of the families in the Yakima market.

If you are a Sunday advertiser in metropolitan papers in Washington and Oregon, YAKIMA is still the "low" metropolitan coverage county.

$172 MILLION BUYING POWER IS MISSED!

Advertising in the "Mets" reaches a bare 9% of the families in Yakima County. This means that $172,000,000 of the total of $203,204,000 spendable income is missed!

$158 MILLION RETAIL SALES

—is beyond the influence of the big paper advertisers in this rich agricultural market.

JUST ONE ADDITIONAL NEWSPAPER BUY—THE YAKIMA DAILIES—brings more than 100% coverage.

Write for the latest analysis of the Yakima market and the ABC breakdown of Metropolitan newspaper circulation. You'll agree that Washington's 4th market BELONGS with the first three for newspaper advertisers.

The Yakima Daily Republic Yakima Morning Herald

WASHINGTON — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Pierce	146	311,786	.1680	3,434	.1373	102	92	73,798	22,475	44,104	13,600	17,418	52,442	21,441	17,790	10,001
▲Tacoma		241,925	.1304		.1112	117	137	53,316	16,984	38,536	12,185	14,723	40,808	13,603	13,777	6,590
Puyallup		21,709	.0117		.0080	121	177	4,641	870	1,674	535	1,087	5,556	1,849	1,554	1,441
San Juan		2,387	.0013	1,999	.0017	89	88	897	151	213	51	82	289	142	386	50
Skagit		72,734	.0392	4,814	.0297	105	139	14,891	4,335	6,878	3,312	3,144	15,099	4,935	7,821	1,760
Mount Vernon		33,145	.0179		.0087	207	426	2,990	1,480	4,524	2,196	1,083	8,857	1,353	3,021	853
Skamania		2,536	.0014	1,437	.0025	78	44	781	315	363	...	84	347	300	137	152
Snohomish	200	138,012	.0744	3,101	.0776	96	92	35,673	8,145	13,470	5,335	6,804	26,855	11,069	12,936	2,902
△Everett		73,235	.0395		.0275	133	191	16,583	3,317	10,514	4,040	3,566	17,266	4,245	5,255	1,574
Spokane	139	338,760	.1815	3,948	.1774	112	115	79,429	20,353	58,581	17,222	16,713	82,018	19,822	19,430	10,058
▲Spokane		292,691	.1577		.1384	124	141	58,497	17,786	57,047	16,684	15,251	51,260	14,795	13,888	8,943
Stevens		16,964	.0091	2,739	.0096	78	74	3,830	826	2,931	228	469	4,135	1,481	1,367	537
Thurston		58,893	.0313	3,631	.0306	107	109	13,807	3,623	3,657	3,792	3,374	10,374	4,084	3,048	5,428
Olympia		47,584	.0256		.0171	164	246	10,144	2,671	3,044	3,715	3,220	9,738	3,098	2,284	5,063
Wahkiakum		1,871	.0011	1,871	.0018	78	48	385	186	442	109	73	58	399	98	40
Walla Walla		48,378	.0260	3,809	.0273	107	102	8,910	3,084	6,378	2,272	3,066	7,964	2,831	6,819	1,431
Walla Walla		45,122	.0243		.0197	128	158	8,251	2,894	5,879	2,272	2,973	7,518	2,428	6,181	1,335
Whatcom	177	78,580	.0424	3,336	.0408	96	99	16,326	5,485	8,562	4,290	3,192	11,943	4,066	7,654	2,028
△Bellingham		56,020	.0302		.0250	115	139	11,848	3,900	7,384	4,042	2,741	7,944	2,814	4,846	1,572
Whitman		41,290	.0222	4,436	.0231	120	115	7,221	1,924	2,122	1,186	1,020	9,140	2,621	9,929	1,426
Pullman		11,737	.0063		.0080	113	89	2,833	730	722	524	747	2,464	904	767	349
Yakima	239	174,206	.0939	3,804	.0843	94	105	37,604	10,324	22,131	5,993	7,859	32,971	10,909	20,095	4,931
△Yakima		105,379	.0568		.0368	140	216	18,574	6,417	18,506	4,190	4,791	22,041	5,879	9,078	3,176
Sunnyside		15,265	.0082		.0051	140	234	3,654	510	1,015	665	1,371	2,396	1,060	2,290	550
Total Above Cities		2,289,774	1.2339		1.0632	129	149	463,242	156,023	404,777	123,606	117,139	407,498	133,292	135,230	74,354
State Total		3,131,817	1.6879	3,707	1.7091	108	107	663,232	219,120	458,450	141,132	146,863	543,128	212,435	239,255	100,640

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

YOU CAN'T SELL THE RICH PUGET SOUND AREA WITH ONE NEWSPAPER



SELL THESE TWO MARKETS AND YOU SELL OVER HALF OF WASHINGTON STATE

- ★ 57.2% of the state's POPULATION in these two markets
- ★ 61% of the state's INCOME in these two markets
- ★ 59.1% of the state's RETAIL SALES in these two markets
- ★ 58.9% of the state's FOOD SALES in these two markets

YOU NEED LOCAL COVERAGE

...here's why

Most of the 413,800 people in the rich Tacoma Market read the Tacoma News Tribune to the exclusion of any other daily newspaper, as shown by the coverage figures listed below. No other daily newspaper, or combination, can provide merchandisable coverage of this market. Therefore, to sell the Puget Sound area, you NEED a leading Seattle newspaper AND the Tacoma News Tribune.

NEWSPAPER COVERAGE IN THE TACOMA MARKET

NEWSPAPER (daily only)	TACOMA CITY ZONE Population, 197,240 Families, 64,970	PIERCE COUNTY Population, 288,300 Families, 84,050	TACOMA and RETAIL TRADING ZONE Population, 413,800 Families, 125,110
	% Coverage	% Coverage	% Coverage
TACOMA NEWS TRIBUNE	91.1%	89.1%	65%
SEATTLE EVENING NEWSPAPER	1.5%	1.9%	4.9%
SEATTLE MORNING NEWSPAPER	13%	12.3%	13.3%



"Tacoma is a separate, distinct market on Puget Sound and must have local coverage . . ." says E. Jack White, Seattle district manager, MORTON SALT COMPANY.



"Seattle promotions have very little effect in the Tacoma Market . . . both a Seattle newspaper and the Tacoma News Tribune must be used . . ." says F. B. Arthur, manager, Pacific Northwest district, KRAFT FOODS COMPANY.



"Sales promotions in the Pacific Northwest without Tacoma would be like a coat without sleeves . . . we always include Tacoma in our plans" says Frank Bathurst, manager, Pacific Northwest district, S & W FINE FOODS.

Tacoma News Tribune

Represented nationally by Lawyer, Ferguson, Walker Company

KOMO-TV

for GREATER influence in SEATTLE and Western Washington



1st: *in the world* with 90 minute COLOR film processing

KOMO-TV chief newsreel cameraman Merle Severn's fast color processing techniques scored an international first in the television industry.

in the nation with local news in COLOR

Top-rated news show "DEADLINE" carries news in color...the day it happens! The Western Washington television audience expects big things from KOMO-TV... *and they get it.*

in the Northwest programming COLOR *local live*

KOMO-TV, the only television station in the big Northwest corner of the nation *fully* equipped for color-casting.

1st *CHOICE* for Greater influence in the Great and Growing Western Washington market.

KOMO-TV *channel* 4

NBC Affiliate — 100,000 Watts

See your NBC SPOT SALES representative

WASHINGTON — SM Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Bellingham	177	70.8	.0427	23.6	35.9	104,030	.0392	1,469	4,408
△Bremerton	182	85.4	.0515	28.0	35.2	138,308	.0521	1,619	4,939
△Everett	200	133.7	.0806	44.5	58.3	208,228	.0784	1,557	4,679
△Pasco-Kennewick-Richland	237	85.8	.0518	26.7	63.4	168,340	.0633	1,962	6,305
Seattle	134	777.8	.4691	264.2	696.8	1,628,460	.6131	2,094	6,164
Spokane	139	261.0	.1574	85.3	219.2	485,789	.1829	1,861	5,695
Tacoma	146	304.4	.1836	90.8	205.5	532,019	.2003	1,748	5,859
△Yakima	259	148.5	.0896	45.8	71.0	203,204	.0765	1,368	4,437
Total Above Areas		1,867.4	1.1263	608.9	1,375.3	3,468,373	1.3058	1,857	5,696

AREAS	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Bellingham	177	76,589	.0424	3,330	.0406	96	99	16,326	5,465	8,562	4,290	3,192	11,943	4,066	7,654	2,028
△Bremerton	182	86,523	.0486	3,000	.0503	98	90	23,132	5,457	9,303	2,958	4,214	15,226	5,425	5,873	3,790
△Everett	200	138,612	.0744	3,101	.0776	96	92	35,673	8,145	13,470	5,335	6,804	26,855	11,069	12,936	2,902
△Pasco-Kennewick-Richland	237	107,298	.0578	4,018	.0694	115	112	27,625	6,801	9,456	4,915	4,637	20,714	9,501	9,338	5,266
Seattle	134	1,071,272	.5774	4,055	.5736	122	123	219,877	84,325	216,567	56,414	48,390	165,873	65,271	64,124	32,967
Spokane	139	336,750	.1815	3,948	.1774	113	115	70,420	20,353	58,581	17,222	16,713	62,018	19,822	19,430	10,059
Tacoma	146	311,768	.1680	3,434	.1873	102	92	73,796	22,475	44,104	13,600	17,418	52,442	21,441	17,790	10,001
△Yakima	259	174,206	.0939	3,804	.0943	94	105	37,604	10,324	22,131	5,593	7,659	32,971	10,909	20,095	4,931
Total Above Areas		2,304,417	1.2420	3,755	1.2507	111	110	504,455	163,385	382,174	110,324	108,227	388,042	147,504	147,240	71,944

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Before using these figures, see explanation page 11.

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Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous co-operation.

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P. O. Box 1509, Huntington 16, W. Va.

(Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia.)

—WEST VIRGINIA— Counties and Cities

Map, page 810 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Beckley	Raleigh	21.3	322	65	43	41	32	25	22	32	9	11
Bluefield	Mercer	21.8	297	55	52	21	33	26	19	23	13	5
Charleston	Kanawha	75.7	1,148	291	213	90	110	65	55	107	43	44
Clarksburg	Harrison	33.0	488	111	102	22	53	34	30	47	12	20
Elkins	Randolph	9.3	150	20	32	8	16	13	11	26	5	4
Fairmont	Marion	30.9	422	98	63	26	34	32	34	41	20	12
Huntington	Cabell	92.4	1,070	292	221	81	80	65	53	92	44	42
Logan	Logan	5.2	173	33	38	15	16	18	10	12	4	4
Martinsburg	Berkeley	15.9	280	87	41	10	32	10	22	24	14	7
Montgomery	Fayette	3.5	71	7	10	7	10	6	8	6	7	3
Morgantown	Monongalia	28.4	396	112	73	19	35	19	21	45	14	9
Moundsville	Marshall	15.0	210	66	44	6	13	8	16	26	13	5
Oak Hill	Fayette	5.2	119	21	14	11	12	10	14	9	3	3
Parkersburg	Wood	42.4	560	132	110	33	47	35	39	59	23	14
Princeton	Mercer	8.9	175	43	33	4	17	10	13	19	8	8
South Charleston	Kanawha	20.7	197	53	37	17	9	19	4	24	12	7
Weirton	Hancock	25.1	281	59	89	14	19	17	15	20	18	9
Welch	McDowell	6.5	137	27	25	13	16	11	16	7	3	3
Wheeling	Ohio	65.6	917	214	248	82	85	36	32	57	32	23
Williamson	Mingo	8.8	141	26	21	14	21	13	10	12	4	4

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)
Barbour		18.6	.0112	4.7	2.4	17,420	.0066	937	3,706	2,075
Berkeley		29.1	.0175	8.2	15.9	37,038	.0139	1,273	4,517	6,130
Martinsburg		15.9	.0096	4.8		23,229	.0087	1,461	4,839	
Boone		33.9	.0205	7.7		34,862	.0131	1,028	4,528	173
Braxton		15.7	.0095	3.8		11,841	.0045	754	3,118	2,038
Brooke	158	25.8	.0155	7.0	14.1	39,228	.0148	1,520	5,604	619
1Weirton										
Cabell	65	111.6	.0673	33.8	88.9	169,011	.0638	1,514	5,000	1,849
2▲Huntington		92.4	.0557	28.3		149,959	.0565	1,623	5,299	
Calhoun		6.8	.0053	2.2		6,254	.0024	711	2,843	966
Clay		14.2	.0086	3.3		11,585	.0043	816	3,511	478
Doddridge		8.2	.0049	2.1		6,998	.0027	853	3,332	1,209
Fayette	25	82.5	.0496	20.3	10.4	92,969	.0350	1,127	4,580	723
Oak Hill		5.2	.0031	1.4		8,563	.0032	1,647	6,116	
3Montgomery		3.5	.0021	1.0		8,664	.0033	2,475	8,664	
Gilmer		8.3	.0050	2.1		7,213	.0027	869	3,435	1,279
Grant		8.1	.0049	2.2		6,201	.0023	766	2,819	5,975
Greenbrier		37.5	.0226	9.4	2.5	41,981	.0158	1,119	4,466	4,789
Hampshire		12.0	.0072	3.0		9,631	.0038	803	3,210	4,513
Hancock	158	34.4	.0208	9.0	30.1	55,896	.0211	1,625	6,211	589
1Weirton		30.1	.0182	8.3		51,685	.0195	1,717	6,227	
Hardy		9.0	.0054	2.2		7,215	.0027	802	3,280	8,714
Harrison	189	81.0	.0489	22.9	36.1	115,336	.0434	1,424	5,037	4,181
△Clarksburg		33.0	.0199	10.6		61,963	.0233	1,878	5,847	
Jackson		14.2	.0085	3.8		11,589	.0044	816	3,219	3,072
Jefferson		16.6	.0100	4.4	3.0	17,443	.0066	1,051	3,964	6,258

Income Breakdown of Consumer Spending Units

COUNTIES CITIES	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Barbour	5.6	3,106	48.4	22.2	32.4	34.3	14.8	24.1	4.4	19.4
Berkeley	9.6	3,857	31.4	11.6	32.6	27.6	28.3	37.2	7.7	23.6
Martinsburg	5.8	3,987	28.9	10.3	31.7	26.1	31.2	39.8	8.2	23.8
Boone	9.0	3,891	28.0	10.2	35.4	30.0	28.2	36.8	8.4	23.0
Braxton	4.2	2,846	52.6	26.3	27.6	31.8	16.3	29.2	3.5	12.7
Brooke	8.4	4,647	24.2	7.4	23.2	16.5	39.9	43.6	12.7	32.5
Cabell	37.8	4,468	28.8	9.2	29.0	21.3	30.0	34.1	12.2	35.4
2▲Huntington	33.1	4,531	28.6	9.0	28.4	20.6	30.3	34.0	12.7	36.4
Calhoun	2.2	2,803	57.6	29.3	25.2	29.5	13.2	23.9	4.0	17.3
Clay	3.5	3,321	44.9	19.3	28.0	27.6	19.3	29.5	7.8	23.6
Doddridge	2.4	2,899	49.7	24.4	28.0	31.8	19.4	34.0	2.9	9.8
Fayette	23.0	4,038	27.2	9.6	36.6	29.7	27.7	34.8	8.5	25.9
Oak Hill	1.8	4,786	19.8	5.9	31.3	21.6	37.0	39.2	11.9	33.3
3Montgomery	1.7	5,127	30.1	8.4	27.2	17.4	25.5	25.3	17.2	48.9
Gilmer	2.7	2,701	54.8	28.9	29.3	35.6	13.1	24.6	2.8	10.9
Grant	2.3	2,726	57.3	30.2	26.5	34.5	10.1	18.7	3.6	16.6
Greenbrier	11.4	3,609	37.0	14.3	33.1	29.5	22.4	30.8	7.5	25.4
Hampshire	3.4	2,837	51.5	25.8	31.8	37.0	13.0	23.2	3.7	14.0
Hancock	10.8	5,336	15.5	4.1	24.0	14.9	42.7	40.6	17.8	40.4
1Weirton	9.5	5,424	15.0	4.0	23.1	14.0	43.5	40.7	18.4	41.3
Hardy	2.6	2,726	55.3	28.9	30.1	36.4	11.7	21.7	2.9	13.0
Harrison	26.2	4,404	26.3	9.2	28.7	21.3	31.6	36.5	11.4	33.0
△Clarksburg	12.4	4,985	24.0	6.9	25.9	17.1	35.1	35.7	15.0	40.3
Jackson	3.9	2,950	52.2	25.2	27.9	31.1	16.4	26.5	4.6	17.2
Jefferson	5.2	3,323	41.4	17.7	32.7	32.4	20.4	31.1	5.5	18.8

1 Weirton is in Brooke and Hancock Counties.
2 Huntington is in Cabell and Wayne Counties.
3 Montgomery is in Fayette and Kanawha Counties.

▲ and △ See end of state for SM Metropolitan County Areas.
Before using these figures, see explanation page 11.

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WEST VIRGINIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Kanawha	25	241.8	.1459	66.6	139.7	377,964	.1423	1,563	5,675	1,977	77.6	4,870	24.0	7.0	25.3	17.1	35.8	37.3	14.9	38.6
Charleston-South Charleston		*96.4*	*.0588*	*30.0*		*183,651*	*.0719*	*2,009*	*6,455*											
▲Charleston		75.7	.0457	23.5		153,288	.0577	2,025	6,523		29.2	5,255	24.8	6.7	24.8	15.5	32.8	31.7	17.6	46.1
South Charleston		20.7	.0125	6.5		40,363	.0152	1,950	6,210		7.3	5,538	16.7	4.3	19.3	11.5	43.5	39.9	20.5	44.3
3Montgomery																				
Lewis		19.2	.0115	4.7	8.3	17,360	.0066	915	3,737	2,597	5.4	3,252	44.9	19.6	30.8	31.1	16.7	29.1	5.6	20.2
Lincoln		21.2	.0128	4.8		16,152	.0061	762	3,365	1,235	5.3	3,030	47.5	22.3	32.5	35.2	15.8	26.5	4.2	16.0
Logan		78.2	.0472	18.0	15.7	93,742	.0352	1,199	5,206	294	21.8	4,292	23.8	7.9	37.6	26.8	28.1	33.2	10.5	30.1
Logan		5.2	.0031	1.4		10,735	.0040	2,064	7,668		1.8	5,828	23.5	5.7	28.1	16.0	28.1	24.4	20.3	53.9
McDowell		92.0	.0555	21.1	15.2	105,071	.0396	1,142	4,980	147	25.5	4,128	25.6	8.8	38.0	30.4	26.9	33.0	9.5	27.8
Welch		6.5	.0039	1.8		13,049	.0049	2,008	7,249		2.6	5,070	28.0	7.9	28.8	18.7	26.3	26.3	16.9	47.1
Marion		69.2	.0417	19.9	34.2	94,976	.0358	1,372	4,773	1,369	22.0	4,313	27.1	9.0	30.1	22.8	31.9	37.6	10.9	30.6
Fairmont		30.9	.0186	9.5		51,433	.0194	1,664	5,414		10.9	4,706	24.8	7.5	28.3	19.8	34.4	36.0	13.5	36.7
Marshall	158	33.6	.0203	9.2	20.1	41,401	.0156	1,232	4,500	3,107	10.4	3,981	30.2	10.8	30.4	25.1	30.4	38.8	9.0	25.3
Moundsville		15.0	.0090	4.0		17,759	.0067	1,184	4,440		4.4	4,009	27.6	9.8	31.5	25.8	31.9	40.4	9.0	24.0
Mason		23.1	.0139	6.1	4.6	21,466	.0080	929	3,519	4,547	6.5	3,291	42.4	18.4	30.3	30.3	21.7	33.4	5.6	17.9
Mercer		74.1	.0447	18.8	32.9	88,864	.0334	1,197	4,716	1,696	22.3	3,978	33.3	11.9	31.7	26.3	25.6	32.7	9.4	29.1
4*Bluefield (W. Va.)-Bluefield (Va.)*		*27.0*	*.0163*	*7.4*		*48,145*	*.0159*	*1,561*	*5,695*											
5Bluefield		21.8	.0131	6.0		35,589	.0134	1,633	5,932		7.7	4,633	30.6	9.4	27.4	19.5	28.4	31.1	13.6	40.0
Princeton		8.9	.0054	2.6		12,983	.0049	1,459	4,993		3.1	4,208	28.4	9.6	31.6	24.6	29.4	35.5	10.6	30.3
Mineral		21.0	.0127	5.8	8.8	22,037	.0083	1,049	3,799	1,735	6.4	3,424	37.9	15.8	31.4	30.1	26.0	38.6	4.7	15.5
Mingo		48.0	.0289	11.1	8.8	44,777	.0169	933	4,034	112	12.6	3,546	34.6	13.9	37.2	34.4	21.8	31.3	6.4	20.4
Williamson		8.8	.0053	2.6		12,291	.0046	1,397	4,727		3.1	4,019	30.7	10.9	31.5	25.8	28.7	36.2	9.1	27.1
Monongalia		60.2	.0363	16.1	32.7	84,610	.0318	1,405	5,255	2,270	21.9	3,856	36.2	13.4	28.6	24.3	26.4	34.7	8.8	27.6
Morgantown		28.4	.0171	7.8		50,596	.0190	1,782	6,487		13.1	3,868	39.4	14.5	25.8	22.0	25.6	33.6	9.2	29.9
Monroe		12.4	.0075	3.0		10,187	.0039	822	3,396	3,612	3.4	2,964	51.1	24.6	28.1	31.1	16.5	28.2	4.3	16.1
Morgan		7.8	.0047	2.3		7,026	.0026	901	3,055	1,491	2.3	3,106	40.8	18.7	35.1	37.2	20.8	34.0	3.3	10.1
Nicholas		27.9	.0168	6.6	5.4	26,238	.0098	940	3,975	1,032	7.4	3,539	35.0	14.1	36.0	33.5	23.1	33.1	5.9	18.3
Ohio	168	76.4	.0461	23.0	60.1	132,480	.0499	1,734	5,759	2,339	28.0	4,728	26.1	7.9	28.7	19.9	31.9	34.3	13.3	37.9
▲Wheeling		65.6	.0396	20.6		117,254	.0441	1,787	5,692		24.7	4,739	26.3	7.9	28.6	19.8	31.7	34.0	13.4	38.3
Pendleton		5.5	.0051	2.0		5,809	.0021	960	2,805	6,752	2.2	2,507	59.0	33.5	30.5	40.1	8.4	16.9	2.1	9.5
Pleasants		5.8	.0035	1.6		5,364	.0020	925	3,353	555	1.6	3,391	43.2	18.1	28.3	27.5	21.9	32.8	6.6	21.6
Pocahontas		11.4	.0069	2.8		9,196	.0035	807	3,284	2,400	3.2	2,877	44.4	22.0	38.5	43.9	14.6	25.8	2.5	8.3
Preston		30.9	.0186	7.6		28,128	.0105	910	3,701	2,733	8.6	3,278	39.4	17.1	34.3	34.4	21.8	33.8	4.5	14.7
Putnam		20.8	.0126	5.1	1.4	19,572	.0074	941	3,838	1,837	5.4	3,595	35.0	13.9	29.8	27.3	28.7	40.5	6.5	18.3
Raleigh		96.4	.0575	23.4	24.0	106,144	.0400	1,113	4,536	995	25.9	4,106	26.9	9.3	36.9	29.6	27.0	33.4	9.2	27.7
Beckley		21.3	.0128	6.4		36,103	.0136	1,695	5,641		7.1	5,073	24.8	7.0	29.1	18.8	30.1	30.1	16.0	44.1
Randolph		29.3	.0177	7.2	9.3	27,799	.0104	949	3,861	2,200	8.2	3,386	42.6	17.9	32.2	31.3	19.3	28.9	5.9	21.9
Elkins		9.3	.0056	2.8		13,032	.0049	1,401	4,654		3.4	3,819	39.6	14.7	29.0	25.1	22.8	30.3	8.6	29.9
Ritchie		10.9	.0066	3.0		10,894	.0041	981	3,565	346	3.5	3,058	46.9	21.9	31.1	33.4	17.9	29.7	4.1	15.0
Roane		16.6	.0100	3.9	2.4	13,190	.0049	795	3,382	3,106	4.5	2,936	48.1	23.3	30.2	33.8	18.7	32.4	3.0	10.5
Summers		17.6	.0106	4.4	5.4	15,967	.0060	907	3,629	1,117	4.8	3,296	44.3	19.1	27.6	27.6	21.7	33.4	6.4	19.9
Taylor		16.8	.0101	4.5	6.9	17,984	.0068	1,070	3,996	1,155	5.0	3,579	36.4	14.5	28.3	25.9	28.7	40.7	6.6	18.9
Tucker		9.3	.0056	2.4		7,988	.0030	859	3,328	562	2.8	2,861	48.5	24.2	33.8	38.8	15.0	26.6	2.7	10.4
Tyler		9.1	.0055	2.8	.6	9,154	.0035	1,006	3,521	1,177	2.9	3,131	45.8	20.8	29.7	31.3	19.5	31.6	5.0	16.3
Upshur		18.6	.0112	4.9	5.9	18,713	.0070	1,006	3,819	1,759	6.2	3,035	50.5	23.7	28.6	31.0	16.2	27.1	4.7	18.2
Wayne	65	40.7	.0246	8.4	12.0	37,591	.0142	924	4,475	1,876	10.6	3,554	39.4	15.8	28.9	28.8	24.4	34.8	7.3	22.6
2▲Huntington																				
Webster		16.8	.0101	4.0		14,742	.0055	878	3,686	345	4.5	3,281	39.4	17.1	37.1	37.2	18.0	27.9	5.5	17.8
Wetzel		18.1	.0109	4.8	5.8	18,972	.0072	1,048	3,953	1,268	5.4	3,495	40.3	16.4	29.1	27.4	23.7	34.5	6.9	21.7
Wirt		4.8	.0027	1.2		3,390	.0012	753	2,825	960	1.3	2,870	57.2	31.7	26.9	36.9	11.5	22.8	2.4	8.6
Wood		66.6	.0414	20.5	48.7	91,626	.0345	1,336	4,470	2,736	22.1	4,148	28.4	9.8	30.3	24.0	31.8	38.9	9.5	27.3
Parkersburg		42.4	.0256	14.1		66,545	.0251	1,569	4,720		15.4	4,319	28.4	9.4	28.3	21.5	32.4	38.1	10.9	31.0
Wyoming		40.3	.0243	9.0	3.7	41,527	.0157	1,030	4,614	285	10.5	3,939	25.5	9.2	38.9	32.6	27.6	35.5	8.0	22.7
Total Above Cities		540.6	.3259	164.0		935,103	.3520	1,730	5,702		198.2	4,718	26.9	8.1	27.2	19.0	32.1	34.5	13.8	38.4
State Total		1,965.6	1.1854	512.3	715.2	2,387,393	.8869	1,218	4,660	119,367	592.2	4,031	32.0	11.3	31.0	25.2	27.5	34.7	9.5	28.8

2 Huntington is in Cabell and Wayne Counties.
3 Montgomery is in Fayette and Kanawha Counties.
4 Bluefield is in Mercer County, W. Va., and Tazewell County, Va.

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5 West Virginia portion only.
▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

Table of Contents on pages 1, 3 and 5

What Is a 100,000 + City?

WHAT is a 100,000-plus city?

For years Charleston, W. Va., has been by-passed on newspaper schedules because close corporation limits hold the city's population under 100,000. When the 1954 Census of Business made its appearance recently and figures became available for all Metropolitan Area Markets, we made some comparisons.

We took a dozen other cities all safely and solidly above the 100,000 mark and examined them in several categories. The only criteria for inclusion in the list of twelve was to be firmly established and listed in all the usual reference books as above the 100,000 mark in the 1950 census.

The 1950 corporate limits population and the metropolitan area populations are shown side by side.

In the far right column, the categories have been lumped to find an aggregate ranking. Notice, will you, that while Charleston is 13th on the list city population-wise and the only one below the coveted 100,000 corporate limits, Charleston ranks a substantial 3rd when evaluated on the basis of all seven U. S. Census sales categories.

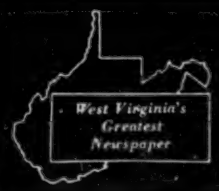
On the left is Sales Management's Dollar Volume Ranking based on their 1954 estimates. By that yardstick Charleston ranks 4th.

If you are a sales manager or media buyer and are faced with that old arbitrary "100,000-plus" line, these figures should soundly convince you that Charleston **belongs** above it.

CITY COMPARISONS FROM THE 1954 CENSUS OF BUSINESS*

CITY	Dollar Volume Ranking x in Nation	1950 Corp. Population	Metropolitan Population	Total Retail Sales a	Food Group	Eating & Drinking	General Mdse.	Furniture Home Furn.	Automotive Group	Drug and Proprietary	Aggregate Rank q
Charlotte	97	First 134,042	Tenth 197,052	Eighth 267,595	Eleventh 43,601	Fifth 19,831	Fourth 38,109	Eleventh 11,606	Tenth 43,790	First 14,895	7
Chattanooga	83	Second 131,041	Seventh 246,453	Seventh 268,765	Seventh 64,988	Eleventh 15,551	Seventh 33,169	Fifth 15,208	Ninth 43,817	Eighth 7,544	8
Duluth	82	Tenth 104,511	Sixth 255,740	Fifth 276,716	Fifth 70,956	Third 22,586	Eighth 32,122	Eighth 13,860	Seventh 48,498	Fifth 7,981	5
Erie	85	Third 130,803	Eighth 219,388	Ninth 252,702	Eighth 60,293	Eighth 17,013	Ninth 29,383	Ninth 13,357	Fourth 50,721	Eleventh 6,241	10
Evansville	111	Fourth 128,636	Twelfth 160,422	Twelfth 184,993	Twelfth 43,057	Tenth 15,871	Tenth 24,460	Tenth 12,159	Thirteenth 27,435	Tenth 7,153	12
Knoxville	73	Fifth 124,769	First 337,105	Second 341,980	First 83,045	Sixth 19,526	First 51,457	Fourth 15,494	First 63,707	Third 10,649	2
Little Rock	100	Eleventh 102,213	Eleventh 196,685	Eleventh 224, 068	Tenth 47,082	Twelfth 15,423	Fifth 36,062	Twelfth 10,497	Eighth 47,571	Ninth 7,348	11
Montgomery	148	Ninth 106,525	Thirteenth 139,965	Thirteenth 151,542	Thirteenth 29,063	Thirteenth 8,750	Thirteenth 19,902	Thirteenth 8,251	Twelfth 32,774	Thirteenth 4,352	13
Reading	78	Eighth 109,320	Fifth 257,396	Sixth 271,684	Sixth 67,324	Fourth 20,704	Twelfth 23,238	Third 15,557	Fifth 49,768	Twelfth 5,764	6
South Bend	81	Sixth 115,911	Ninth 205,058	Tenth 247,145	Ninth 54,225	Seventh 19,376	Sixth 33,376	Sixth 15,167	Eleventh 42,492	Sixth 7,971	9
Utica	74	Twelfth 101,531	Third 284,262	Third 305,357	Fourth 76,411	Second 24,450	Eleventh 24,293	Second 15,699	Sixth 49,713	Seventh 7,837	4
Wilmington	53	Seventh 110,356	Fourth 268,387	First 378,641	Second 81,769	First 25,178	Third 41,924	First 22,543	Third 51,504	Second 11,611	1
CHARLESTON	77	Thirteenth 73,501	Second 322,072	Fourth 292,038	Third 76,728	Ninth 16,334	Second 46,427	Seventh 14,358	Second 57,157	Fourth 8,246	3

SOURCES: *1954 Census of Business via Advertising Age 2/20/56
x Sales Management's 1954 Dollar Volume Ranking of Metropolitan Areas
a $000's omitted here and in next 6 columns to right
q Arrived at by dividing 7 U. S. Census of Business Categories (to right of line) listed here



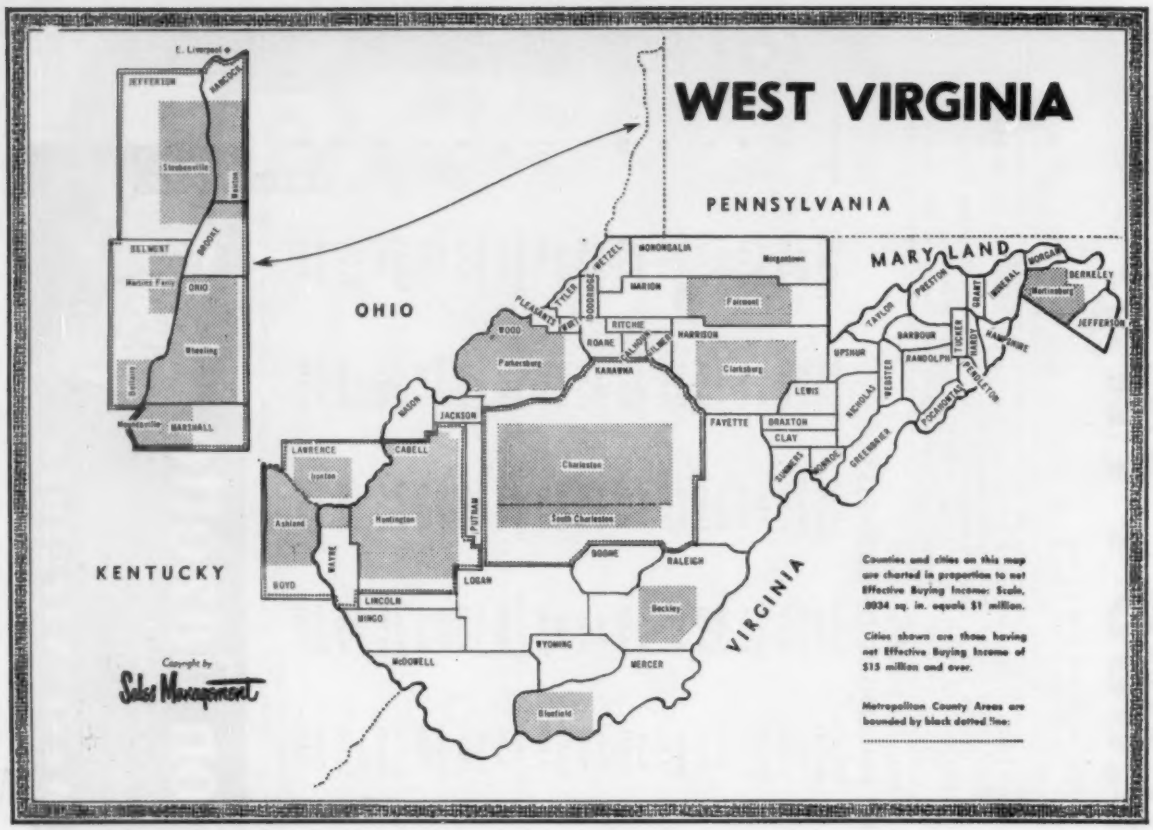
The Charleston Gazette

"Largest Circulation • Lowest Milline in West Virginia"

NATIONAL REPRESENTATIVES: JOHNSON • KENT • GAVIN AND SINBING, INC.
NEW YORK • CHICAGO • BOSTON • ATLANTA • GREENSBORO • LOS ANGELES • SAN FRANCISCO

Charleston 30, West Virginia





WEST VIRGINIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1955														
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Barbour		7,487	.0040	1,593	.0067	60	36	2,157	293	913	126	333	1,738	882	162	187
Berkeley		29,229	.0158	3,564	.0152	87	90	7,494	1,447	2,481	2,680	1,060	5,456	2,314	2,311	1,059
Martinsburg		26,200	.0141		.0105	109	147	6,181	1,108	1,916	2,080	1,060	5,323	1,951	2,091	1,059
Boone		16,949	.0091	2,291	.0134	65	44	5,331	792	2,141	1,202	645	3,684	1,315	850	206
Braxton		8,844	.0048	2,327	.0056	59	51	1,909	448	1,407	178	497	2,109	779	863	157
Brooke	158	18,004	.0097	2,572	.0134	88	83	4,459	1,066	945	817	701	5,614	1,418	2,091	379
1Weirton																
Cabell	65	130,159	.0701	3,851	.0663	99	104	27,850	6,936	23,147	10,588	8,288	23,206	6,333	10,579	3,925
2▲Huntington		125,961	.0679		.0598	107	122	26,710	6,506	21,948	10,588	8,226	23,375	5,855	9,620	3,859
Calhoun		2,677	.0016	1,308	.0027	51	30	639	101	937	191	49	492	103	167	63
Clay		4,026	.0021	1,229	.0045	52	24	1,335	200	1,281	30	60	244	572	...	42
Doddridge		3,556	.0029	1,694	.0030	61	41	1,067	47	182	66	178	1,131	285	247	90
Fayette	25	46,900	.0252	2,305	.0350	70	51	14,240	1,874	7,293	2,065	2,337	9,780	3,585	1,203	1,096
Oak Hill		12,811	.0069		.0043	139	223	4,106	319	1,348	646	1,182	2,892	570	392	376
3Montgomery		10,750	.0058		.0038	181	276	3,372	340	1,647	681	583	2,545	350	184	430
Gilmer		2,916	.0016	1,389	.0028	56	32	710	92	842	46	51	393	280	273	65
Grant		5,558	.0029	2,526	.0030	61	59	1,031	419	595	68	148	1,467	636	46	182
Greenbrier		30,490	.0165	3,244	.0174	77	73	6,547	1,552	4,311	1,258	1,042	5,741	3,010	1,358	678
Hampshire		7,016	.0038	2,339	.0044	61	53	1,306	216	329	99	70	2,298	328	510	91
Hancock	158	26,559	.0143	2,951	.0190	91	69	5,470	2,940	2,412	2,241	2,031	3,394	2,158	2,969	876
1Weirton		23,855	.0129		.0173	95	71	4,195	2,256	1,760	1,884	2,129	4,644	1,644	3,288	651
Hardy		7,458	.0040	3,398	.0036	67	74	947	300	902	65	72	1,510	299	259	98
Harrison	189	78,844	.0425	3,443	.0442	90	87	18,831	3,710	9,752	6,434	3,788	15,242	5,284	5,650	3,343
△Clarksburg		58,613	.0316		.0251	126	159	13,046	2,630	8,188	6,161	3,336	10,183	2,694	4,275	2,737
Jackson		9,071	.0049	2,520	.0054	64	56	1,915	406	1,152	173	342	2,115	396	848	123
Jefferson		15,498	.0083	3,522	.0078	78	83	3,640	815	2,383	608	525	2,739	1,229	1,127	314

1 Weirton is in Brooke and Hancock Counties.
2 Huntington is in Cabell and Wayne Counties.
3 Montgomery is in Fayette and Kanawha Counties.

▲ and △ See end of state for SM Metropolitan County Areas.
Before using these figures, see explanation page 11.
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also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston: Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.—represented nationally by The Katz Agency.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WEST VIRGINIA — Counties and Cities — (Continued)

RETAIL SALES—SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Kanawha	25	**261,699**	**.1411**	**3,929**	**.1427**	**98**	**97**	**63,395**	**14,508**	**43,360**	**16,053**	**13,020**	**56,867**	**15,529**	**14,237**	**7,306**
Charleston-South Charleston		*200,667*	*.1082*		*.0805*	*138*	*186*	*41,700*	*10,708*	*37,554*	*15,358*	*10,478*	*48,581*	*8,658*	*8,089*	*5,716*
▲Charleston		176,405	.0951		.0665	146	208	34,467	9,805	35,108	14,853	8,858	42,832	7,038	6,075	4,748
South Charleston		24,252	.0131		.0140	112	105	7,233	897	2,246	499	1,620	5,749	1,620	2,014	968
3Montgomery																
Lewis		**11,928**	**.0064**	**2,538**	**.0075**	**65**	**56**	**3,007**	**499**	**1,238**	**884**	**806**	**2,491**	**860**	**655**	**393**
Lincoln		**7,659**	**.0041**	**1,596**	**.0068**	**53**	**32**	**1,732**	**622**	**2,353**	**100**	**211**	**1,616**	**820**	**61**	**44**
Logan		**44,080**	**.0238**	**2,449**	**.0342**	**72**	**50**	**12,765**	**2,143**	**7,162**	**2,540**	**2,350**	**8,760**	**3,354**	**1,809**	**1,105**
Logan		20,411	.0110		.0059	190	355	5,263	1,002	3,144	1,900	2,146	3,227	718	888	741
McDowell		**56,027**	**.0302**	**2,655**	**.0400**	**72**	**54**	**16,547**	**2,193**	**14,522**	**1,938**	**2,451**	**10,286**	**3,662**	**823**	**906**
Welch		21,124	.0114		.0067	172	292	4,651	837	2,959	1,183	846	7,276	1,329	419	436
Marion		**58,358**	**.0314**	**2,933**	**.0356**	**85**	**75**	**16,212**	**2,461**	**8,746**	**3,379**	**3,268**	**10,147**	**4,102**	**3,873**	**1,493**
Fairmont		44,130	.0238		.0206	111	128	11,570	1,812	6,619	3,130	2,363	8,295	2,319	3,226	1,222
Marshall	158	**20,436**	**.0111**	**2,222**	**.0152**	**75**	**55**	**7,375**	**1,686**	**1,224**	**825**	**807**	**3,386**	**1,617**	**1,506**	**621**
Moundsville		13,405	.0072		.0073	81	80	5,213	846	755	618	620	2,003	1,073	961	387
Mason		**13,857**	**.0074**	**2,273**	**.0090**	**65**	**53**	**4,139**	**760**	**1,121**	**850**	**622**	**2,395**	**982**	**1,550**	**383**
Mercer		**64,627**	**.0349**	**3,438**	**.0361**	**81**	**78**	**15,156**	**3,034**	**8,745**	**4,914**	**3,326**	**12,978**	**5,515**	**2,625**	**1,786**
4*Bluefield (W. Va.)*-*Bluefield (Va.)*		*41,439*	*.0223*		*.0179*	*110*	*137*	*9,069*	*1,484*	*6,277*	*3,599*	*2,744*	*7,891*	*2,426*	*1,917*	*1,176*
5Bluefield		37,436	.0202		.0154	118	154	7,446	1,312	6,212	3,468	2,329	7,641	2,090	1,487	957
Princeton		16,672	.0090		.0062	115	167	4,336	709	1,090	1,335	831	3,555	1,468	853	693
Mineral		**12,525**	**.0067**	**2,159**	**.0087**	**69**	**53**	**3,171**	**660**	**1,350**	**690**	**1,007**	**2,590**	**1,077**	**459**	**386**
Mingo		**35,167**	**.0190**	**3,168**	**.0199**	**69**	**66**	**8,388**	**1,083**	**5,499**	**2,154**	**1,922**	**6,903**	**1,733**	**2,203**	**915**
Williamson		19,805	.0107		.0066	125	202	3,842	612	2,752	1,775	1,683	4,822	609	881	564
Monongalia		**49,955**	**.0269**	**3,103**	**.0313**	**86**	**74**	**12,913**	**2,440**	**6,844**	**3,911**	**2,253**	**9,325**	**3,716**	**2,509**	**1,535**
Morgantown		41,620	.0224		.0196	115	131	10,364	1,717	5,841	3,726	2,158	8,491	2,651	1,409	1,387

3 Montgomery is in Fayette and Kanawha Counties.
4 Bluefield is in Mercer County, W. Va., and Tazewell County, Va.
5 West Virginia portion only.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

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BECKLEY

★

West Virginia's

FIFTH LARGEST

Sales Market

★

Beckley is located on a broad and fertile plateau, 2,500 feet high in the Allegheny Mountains of Southern West Virginia. It is the County Seat of Raleigh County and the buying center of a retail trading area that includes all or part of nine counties in which there are 315 towns and communities. Fifth largest sales market in the State, the Beckley Market has a population of 251,200—60,900 families—and a total buying power of $269,131,000. The *only* newspapers that give adequate coverage of this responsive and profitable market are the *Beckley Post-Herald* and *The Raleigh Register*, published morning and evening, and with a *Combined Edition* on Saturday and Sunday. When you make up your schedule for West Virginia, the logical place to start is Beckley—the first city listed.

BECKLEY POST-HERALD

Represented by Story, Brooks & Finley, Inc.

THE RALEIGH REGISTER

WEST VIRGINIA — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Monroe		5,297	.0028	1,798	.0043	57	37	933	55	499	107	193	2,318	413	294	79
Morgan		3,775	.0021	1,641	.0028	60	45	1,073	342	253	33	73	387	377	855	45
Nicholas		16,032	.0086	2,429	.0109	65	51	4,452	630	2,824	858	787	2,956	1,544	1,328	218
Ohio	156	111,417	.0601	4,844	.0522	113	130	18,992	9,461	29,530	9,840	8,296	16,286	4,497	5,418	2,658
▲Wheeling		106,461	.0574		.0472	119	145	18,027	7,090	28,627	9,700	8,269	16,075	3,399	5,199	2,601
Pendleton		4,019	.0021	2,010	.0027	53	41	379	132	507	...	104	1,827	305	357	61
Pleasants		5,212	.0028	3,258	.0026	74	80	1,330	288	317	149	344	1,218	393	528	191
Pocahontas		6,269	.0034	2,239	.0041	59	49	1,514	220	1,097	89	302	1,099	672	34	48
Preston		12,952	.0070	1,704	.0111	60	38	3,558	662	1,754	116	249	2,857	1,246	960	347
Putnam		8,943	.0048	1,754	.0076	60	38	2,152	808	1,458	108	171	1,989	1,216	814	28
Raleigh		53,431	.0288	2,283	.0402	70	80	14,919	2,280	10,300	2,896	1,719	9,939	4,662	2,078	1,273
Beckley		37,840	.0204		.0155	121	159	10,798	1,343	6,610	2,842	1,308	8,197	1,923	1,024	1,130
Randolph		23,262	.0125	3,231	.0125	71	71	5,030	1,105	4,519	926	1,389	4,922	1,812	1,035	531
Elkins		16,908	.0091		.0063	113	163	3,720	899	2,559	926	1,118	3,895	1,201	681	531
Ritchie		6,206	.0034	2,069	.0044	67	52	1,363	356	1,106	33	291	1,825	467	277	166
Roane		7,979	.0043	2,046	.0057	57	43	1,992	402	1,208	125	509	2,059	517	232	252
Summers		9,189	.0049	2,088	.0066	62	46	2,496	408	1,130	623	426	2,249	611	497	202
Taylor		10,290	.0055	2,267	.0071	70	54	2,948	527	1,007	366	590	2,043	735	751	276
Tucker		4,402	.0024	1,834	.0033	59	43	1,368	163	279	93	142	1,507	317	73	85
Tyler		6,479	.0035	2,492	.0039	71	64	2,356	208	746	222	235	1,159	573	284	139
Upshur		12,695	.0069	2,591	.0078	70	62	3,043	639	1,128	614	545	3,378	1,433	883	321
Wayne	65	13,252	.0071	1,578	.0142	58	29	4,450	1,063	1,467	125	784	3,427	1,230	161	212
2▲Huntington																
Webster		7,412	.0040	1,853	.0059	58	40	2,553	285	1,516	100	98	1,273	798	257	60
Wetzel		15,270	.0082	3,181	.0083	76	75	3,817	1,016	1,235	692	655	4,196	1,016	1,837	304
Wirt		1,277	.0007	1,064	.0013	48	26	30	66	591	...	32	145	254	...	41
Wood		67,298	.0363	3,283	.0354	88	88	15,845	3,626	13,007	4,458	4,378	11,531	4,105	3,470	1,954
Parkersburg		62,662	.0338		.0278	109	132	13,836	3,110	12,605	4,458	3,992	11,531	3,585	3,130	1,851
Wyoming		20,822	.0112	2,314	.0161	66	45	5,709	465	6,164	380	782	4,698	1,112	506	327
Total Above Cities		897,344	.4838		.3864	119	148	198,376	45,150	153,934	72,453	54,657	182,551	44,087	48,097	27,328
State Total		1,520,762	.8196	2,968	.9324	79	69	373,978	79,910	249,211	89,328	77,358	301,363	104,748	86,516	39,659

WEST VIRGINIA — SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Charleston	25	324.3	.1957	86.9	150.1	470,933	.1773	1,452	5,419

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Clarksburg	169	81.0	.0489	22.9	36.1	115,336	.0434	1,424	5,037

2 Huntington is in Cabell and Wayne Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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PULSE Proves WWVA the Best Buy in the Heart of Industrial America



FIRST IN LISTENING AUDIENCE in this 43-county survey; FIRST IN EACH of 504 PROGRAM PERIODS, morning, noon and night, 7 days a week! FIRST in the Wheeling Metropolitan Market—lusty with buying power!

WWVA Supreme Where 5 Million People Spend 5½ Billion Dollars

*PULSE NOV.-DEC. 1955	MONDAY THRU FRIDAY			SATURDAY			SUNDAY		
	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE
WWVA	35	35	40	33	32	36	36	37	43
'B'	10	10	11	10	9	9	7	9	9
'C'	5	7	5	5	7	12	4	6	6

National Sales Representative
JOHN BLAIR
AND COMPANY

WWVA

WHEELING, WEST VIRGINIA
50,000 WATTS—CBS RADIO
A STORER STATION

WEST VIRGINIA— SM Metropolitan County Areas — (Continued)

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
Huntington-Ashland	65	261.8	.1579	72.6	163.9	346,550	.1305	1,324	4,773
Wheeling-Steubenville	158	357.9	.2159	103.0	230.0	553,248	.2084	1,546	5,371
Total Above Areas		1,025.0	.6184	285.4	580.1	1,486,067	.5596	1,450	5,207

AREAS	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production
Charleston	25	308,499	.1663	3,550	.1777	91	85
△Clarksburg	189	78,844	.0425	3,443	.0442	90	87
Huntington-Ashland	65	242,913	.1308	3,346	.1361	86	83
Wheeling-Steubenville	158	366,572	.1977	3,559	.2067	98	92
Total Above Areas		996,828	.5373	3,493	.5647	91	87

AREAS	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Charleston	77,635	16,392	50,653	18,118	15,357	66,647	19,114	15,440	8,404
△Clarksburg	18,831	3,710	9,752	6,434	3,788	15,242	5,284	5,650	3,343
Huntington-Ashland	58,914	13,268	37,222	16,097	14,269	48,302	15,137	16,019	6,644
Wheeling-Steubenville	95,016	26,369	59,400	22,336	20,241	59,533	22,090	28,828	8,706
Total Above Areas	250,398	59,729	157,027	62,985	53,655	189,724	61,625	65,937	27,099

(Other East North Central States: Illinois, Michigan, Ohio.)

—WISCONSIN—Counties and Cities

Map, page 824

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Antigo	Langlade	10.2	221	34	63	9	18	18	10	26	14	4
Appleton	Outagamie	41.7	545	85	109	42	49	46	29	53	38	12
Ashland	Ashland	10.6	214	35	57	11	18	17	10	17	14	5
Baraboo	Sauk	8.0	182	33	37	25	10	15	19	21	16	3
Beaver Dam	Dodge	12.7	231	28	63	22	19	19	15	20	14	4
Beloit	Rock	31.5	410	65	88	28	44	34	21	40	20	17
Burlington	Racine	4.9	159	27	30	16	15	10	9	12	16	3
Chippewa Falls	Chippewa	11.6	259	43	63	21	18	15	10	21	19	5
Cudahy	Milwaukee	15.7	202	39	74	5	12	6	8	19	8	4
Eau Claire	Eau Claire	38.1	513	86	105	37	57	29	31	60	28	12
Fond Du Lac	Fond Du Lac	31.5	540	97	134	44	42	29	29	49	28	11
Green Bay	Brown	66.8	928	142	236	74	89	66	30	86	48	32
Janesville	Rock	28.1	426	57	97	34	35	32	21	45	25	8
Kenosha	Kenosha	58.1	832	182	200	54	61	56	36	61	38	24
La Crosse	La Crosse	49.8	791	143	227	50	69	41	34	69	50	14
Madison	Dane	117.1	1,235	207	268	91	122	91	47	138	61	39
Manitowoc	Manitowoc	29.1	472	96	135	21	36	29	26	38	29	8
Marinette	Marinette	14.5	233	50	72	17	18	5	12	22	8	4
Marshfield	Wood	13.6	221	20	62	18	14	14	20	19	18	6
Menasha	Winnebago	13.6	172	26	50	10	10	13	8	14	13	4
Menomonie	Dunn	8.7	176	20	41	19	13	15	14	17	11	3
Merrill	Lincoln	9.0	224	36	66	14	18	11	15	21	17	5
Milwaukee	Milwaukee	715.0	8,507	1,713	2569	596	609	429	240	702	281	288
Monroe	Green	7.8	180	20	33	14	15	16	15	17	21	4
Neenah	Winnebago	13.7	200	39	49	4	19	14	9	17	16	5
Oshkosh	Winnebago	43.4	620	125	158	41	52	43	31	53	34	13

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Before using these figures, see explanation page 11.



For 31 Years—TOP STATION In The MADISON, WIS. Market!

1925 . . . 1956

- WIBA's (20-county BMB) 250,100 families
- 1955 effective buying income of $1,375,992,000
- 1955 Gross Cash Farm Income $373,110,000



WIBA

The Badger Broadcasting Company, Madison, Wis.

Represented Nationally by AVERY-KNODEL, INC.

WISCONSIN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Portage	Columbia	7.4	149	19	32	9	12	17	9	12	16	5
Racine	Racine	78.5	1,021	196	254	57	96	51	45	91	41	39
Rhinelander	Oneida	8.9	232	41	67	10	18	13	16	30	11	6
Rice Lake	Barron	8.1	157	19	32	15	8	8	10	25	16	4
Richland Center	Richland	4.9	144	32	16	15	14	7	11	11	21	3
Shawano	Shawano	8.4	210	38	60	16	13	12	9	23	17	4
Sheboygan	Sheboygan	44.1	643	124	180	39	40	33	34	65	30	19
Shorewood	Milwaukee	17.5	100	20	7	9	10	4	2	20	2	9
South Milwaukee	Milwaukee	15.3	174	34	52	10	10	8	8	21	7	5
Stevens Point	Portage	17.5	318	46	95	17	29	18	19	26	29	7
Sturgeon Bay	Door	8.0	181	30	51	9	8	9	12	14	18	5
Superior	Douglas	35.8	505	138	132	20	32	26	20	48	24	16
Two Rivers	Manitowoc	10.1	194	46	56	19	13	12	9	14	10	3
Watertown	Jefferson	12.9	244	33	66	19	19	18	14	22	28	5
Waukesha	Waukesha	22.7	334	56	72	24	21	17	17	40	24	8
Wausau	Marathon	32.1	479	71	109	43	37	26	30	47	38	12
Wauwatosa	Milwaukee	54.1	280	50	45	18	19	20	7	44	16	16
West Allis	Milwaukee	65.7	586	119	183	28	27	19	24	80	20	20
West Bend	Washington	7.7	178	26	55	15	13	7	14	14	12	3
Whitefish Bay	Milwaukee	18.3	65	12	2	10	10	5	1	6	4	5
Wisconsin Rapids	Wood	15.4	269	60	63	12	20	16	13	28	17	8

COUNTIES / CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME—ESTIMATES, 1955: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Adams		8.0	.0048	2.5		8,559	.0032	1,070	3,424	2,938	2.7	3,210	44.6	19.7	28.9	29.3	21.1	33.2	5.4	17.8
Ashland		19.5	.0118	5.5	10.8	21,815	.0082	1,119	3,966	2,319	6.3	3,441	40.0	16.4	30.0	28.6	24.2	35.4	5.8	19.6
Ashland		10.6	.0064	3.1		14,049	.0053	1,325	4,532		3.6	3,866	32.7	12.0	29.2	24.6	30.6	40.0	7.5	23.4
Barron		36.3	.0219	10.6	8.1	40,402	.0152	1,198	3,812	20,339	11.5	3,514	37.2	15.0	34.0	31.8	22.6	32.4	6.2	21.0
Rice Lake		8.1	.0049	2.4		10,749	.0040	1,327	4,479		2.8	3,869	31.5	11.5	34.0	28.7	27.3	35.6	7.2	24.2
Bayfield		13.0	.0078	3.8		12,192	.0046	938	3,208	4,062	4.0	3,018	42.6	20.0	33.9	36.6	20.7	34.7	2.8	8.7
Brown	57	107.5	.0649	29.4	77.8	165,440	.0623	1,539	5,627	17,050	33.8	4,899	22.7	6.6	23.6	15.7	39.0	40.1	14.7	37.6
▲Green Bay		56.8	.0343	16.6		97,751	.0368	1,721	5,889		19.6	4,983	21.2	6.0	22.8	15.0	40.8	41.3	15.2	37.7
Buffalo		15.1	.0091	4.3		14,598	.0055	967	3,395	11,549	4.7	3,127	42.1	19.0	33.4	35.1	20.1	32.3	4.4	13.6
Burnett		9.7	.0058	2.9		8,742	.0033	901	3,014	4,293	3.1	2,845	48.5	24.1	32.6	37.5	15.8	28.0	3.1	10.4
Calumet		19.8	.0120	5.4		24,670	.0093	1,246	4,569	13,407	5.9	4,177	29.4	10.0	31.9	24.9	28.9	34.9	9.8	30.2
Chippewa	195	44.7	.0269	11.8	15.1	50,070	.0188	1,120	4,243	16,630	12.9	3,892	30.8	11.2	31.4	26.4	29.5	38.2	8.3	24.2
Chippewa Falls		11.6	.0070	3.4		16,732	.0063	1,442	4,921		4.0	4,211	26.8	9.0	29.8	23.1	33.2	39.8	10.2	28.1
1△Eau Claire																				
Clark		32.1	.0194	9.0	2.7	33,908	.0128	1,056	3,768	22,544	9.6	3,516	40.2	16.2	31.2	29.0	20.9	29.9	7.7	24.9
Columbia		35.1	.0212	10.6	11.1	50,099	.0189	1,427	4,726	23,654	11.8	4,263	29.7	9.9	30.1	23.0	29.5	34.9	10.7	32.2
Portage		7.4	.0045	2.4		12,252	.0046	1,656	5,105		2.7	4,601	24.1	7.4	27.2	19.4	37.0	40.5	11.7	32.7
Crawford		18.0	.0108	4.9	5.5	18,751	.0070	1,042	3,827	10,017	5.4	3,456	37.0	15.1	34.0	32.1	22.9	33.5	6.1	19.3
Dane	87	184.7	.1114	52.2	127.4	352,783	.1328	1,910	6,758	48,590	72.2	4,888	29.5	8.6	24.0	16.0	30.4	31.3	16.1	44.1
▲Madison		117.1	.0706	32.6		260,977	.0983	2,229	8,005		53.8	4,851	30.9	9.0	23.4	15.7	29.6	30.8	16.1	44.5
Dodge		60.3	.0364	17.2	27.0	82,706	.0312	1,372	4,808	36,262	18.6	4,437	26.0	8.3	29.8	22.0	32.8	37.2	11.4	32.5
Beaver Dam		12.7	.0077	3.9		19,978	.0075	1,573	5,123		4.4	4,537	23.5	7.3	28.6	20.7	36.1	40.1	11.8	31.9
2Watertown																				

1 Eau Claire is in Chippewa and Eau Claire Counties.
2 Watertown is in Dodge and Jefferson Counties.

© SM, 1956.

▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

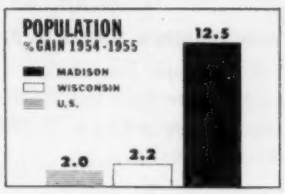
MADISON

Wisconsin's fastest growing major market

a sales potential that's really on the up and up!

Has been - and still is - fastest growing major market in Wis!

POPULATION UP 12.5% (1954-1955)

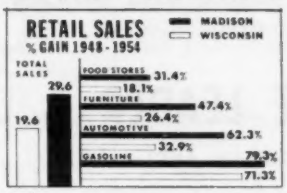


Yes, Madison (Dane County) was the 2nd fastest growing county in Wisconsin, according to the U. S. Census of 1950—and the pace is faster now! 1940-1950* Madison gain was 28,609 but the 1950-1955* gain was 20,300! If you have fast growing sales plans put them in action in fast-growing Madison.

Sales Management
U. S. Census

Had - and still has - highest per family buying income in Wisconsin!

BUYING INCOME UP 13.7% (1954-1955)

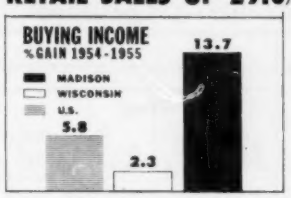


Madison had the highest per family income in '54 in Wisconsin with $7915—still has with $8005 in 1955. Total buying income increased from $229 to $261 million—a 14% increase. Put your sales plans in action in the plus-income Madison market.

Sales Management

Total retail sales (Dane County) reach $241,000,000 in 1955! - according to Sales Management

RETAIL SALES UP 29.6% (1948-1954)

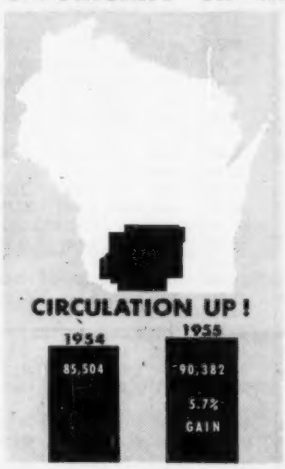


Preliminary figures of the U.S. Census for 1954 show Madison's gains above the average for Wisconsin. Madison was a high spot city for 9 months of 1955. Put your promotion dollars where sales are growing fast.

U. S. Census of Business

- and - newspapers provide (only) economical one-medium coverage!

OPPORTUNITY ON THE UP AND UP



Madison serves a large 9-county area with a population of 381,300*. Its record high income is remarkably well diversified in commerce, agriculture, government, and industry. Its broad base and good growth justify big plans. And, The Capital Times and the Wisconsin State Journal provide the perfect means of reaching 100% of the city zone and 70% of the Trade Zone with circulation growth that exceeds our March 31, 1955 ABC statement by 4,878 or 5.7%. Here's economical one-medium coverage of the Madison Market.

ABC March 31, 1955
Publisher Figures

For further information * *call, wire, or write*

*Madison Newspapers, Inc.

The Capital Times, AFTERNOON *Wisconsin State Journal, MORNING and SUNDAY*

* REPRESENTATIVES: JANN & KELLEY, INC. New York Atlanta Chicago Detroit San Francisco Los Angeles

WISCONSIN'S NEWEST METROPOLITAN AREA
IS 5th LARGEST IN STATE

METROPOLITAN
EAU CLAIRE

103,200
POPULATION
•
29,000
FAMILIES
•
$143,333,000
INCOME
•
$113,700,000
RETAIL SALES

METROPOLITAN MARKET with This BIG PLUS

Wisconsin's 5th largest market is even larger! Eau Claire's attraction for shoppers extends beyond the metropolitan boundaries—embraces a 6-county market with more than $181,000,000 retail sales. There is no larger city within 90 miles of Eau Claire.

WISCONSIN'S BIGGEST PAY CHECKS

For 10 years, Eau Claire's average industrial wage has topped all Wisconsin cities. (Wisconsin Industrial Commission.) Industrial payrolls and prosperous farm income add up to more than $220,000,000 buying power in the Eau Claire 6-county market.

EFFECTIVE COVERAGE

The Leader and Telegram provide 98% coverage of the Eau Claire City Zone—intensive, highly merchandisable penetration in the 50-mile wide 6-county market.

The EAU CLAIRE LEADER & DAILY TELEGRAM

(MORNING & SUNDAY ABC) (EVENING)

Represented by SHANNON & ASSOCIATES, INC.

WISCONSIN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Door		21.6	.0130	6.5	8.0	25,599	.0096	1,185	3,938	9,600	6.8	3,778	32.9	12.3	32.5	28.2	26.7	35.6	7.9	23.9
Sturgeon Bay		8.0	.0048	2.6		10,581	.0040	1,323	4,070		2.7	3,970	29.2	10.4	33.1	27.3	28.5	36.2	9.2	26.1
Douglas	43	46.9	.0283	14.1	36.2	69,709	.0283	1,486	4,944	3,594	16.6	4,211	27.8	9.4	27.2	21.0	35.2	42.2	9.8	27.4
▲Superior		35.8	.0216	10.9		57,612	.0217	1,609	5,286		13.2	4,358	25.9	8.4	26.1	19.6	37.5	43.4	10.5	28.6
Dunn		27.5	.0186	7.7	8.7	30,728	.0115	1,117	3,991	17,390	9.2	3,345	41.9	17.7	30.7	30.1	21.5	32.4	5.9	19.8
Menomonie		8.7	.0052	2.6		12,582	.0047	1,446	4,839		3.6	3,516	41.1	16.5	28.5	26.5	23.7	34.0	6.7	23.0
Eau Claire	195	58.5	.0352	17.2	38.8	93,263	.0351	1,594	5,422	8,502	20.3	4,591	25.2	7.8	23.7	16.8	38.3	42.1	12.8	33.3
1△Eau Claire		38.1	.0230	11.6		66,653	.0251	1,749	5,746		13.8	4,815	23.3	6.8	21.9	14.8	40.4	42.4	14.4	36.0
Florence		3.7	.0023	1.2		3,033	.0012	820	2,528	830	1.0	3,009	48.1	21.7	34.2	37.2	16.2	27.1	3.5	14.0
Fond du Lac		71.5	.0431	20.4	40.3	107,978	.0406	1,510	5,293	29,360	24.1	4,473	28.3	8.9	25.2	18.4	34.1	38.5	12.4	34.2
Fond du Lac		31.5	.0190	9.4		52,896	.0199	1,679	5,627		11.1	4,747	25.7	7.6	22.7	15.7	37.3	39.6	14.3	37.1
Forest		8.7	.0052	2.3		8,638	.0033	993	3,756	1,367	2.7	3,232	42.7	18.7	32.5	32.8	19.5	30.5	5.3	18.0
Grant		43.0	.0260	12.4	9.5	55,904	.0210	1,300	4,508	30,988	14.3	3,912	38.3	13.9	29.9	24.9	21.8	28.1	10.0	33.1
Green		24.6	.0148	7.5	7.8	43,043	.0162	1,750	5,739	23,900	8.8	4,874	29.1	8.5	27.6	18.4	28.0	29.0	15.3	44.1
Monroe		7.8	.0047	2.7		16,269	.0061	2,086	6,026		3.3	5,003	28.7	8.1	24.9	16.3	30.4	30.7	16.0	44.9
Green Lake		15.4	.0093	4.6	4.9	19,609	.0074	1,273	4,263	9,519	5.2	3,806	35.9	13.4	31.6	27.1	24.2	32.1	8.3	27.4
Iowa		19.6	.0118	5.6	2.8	21,912	.0083	1,118	3,913	19,508	6.1	3,579	38.6	14.5	33.3	30.4	22.9	42.2	7.2	22.9
Iron		8.2	.0050	2.5	3.0	10,016	.0037	1,221	4,008	847	2.7	3,665	33.8	13.0	29.5	28.4	29.9	41.2	6.8	19.4
Jackson		16.2	.0097	4.8	2.9	16,021	.0061	989	3,338	8,943	5.0	3,178	45.3	20.2	32.4	33.3	16.9	28.9	5.4	19.6
Jefferson		45.8	.0277	13.4	23.4	64,807	.0244	1,415	4,836	21,275	15.1	4,302	27.7	9.1	29.5	22.4	31.4	36.8	11.4	31.7
2Watertown		12.9	.0078	3.9		19,537	.0074	1,514	5,009		4.5	4,364	26.2	8.5	28.1	21.0	34.9	40.4	10.8	30.1
Juneau		18.9	.0114	5.4	3.2	21,682	.0081	1,147	4,018	6,552	6.0	3,629	38.3	14.9	29.7	26.7	25.0	34.8	7.0	23.6
Kenosha	73	83.1	.0501	25.1	61.1	148,362	.0559	1,785	5,911	11,134	27.2	5,445	15.8	4.1	21.5	12.9	44.8	41.5	17.9	41.5
▲Kenosha		58.1	.0350	17.5		111,385	.0419	1,917	6,365		20.9	5,559	14.9	3.8	20.7	12.2	45.9	41.6	18.5	42.4
Kewaunee		17.8	.0107	4.7	6.2	18,994	.0072	1,067	4,041	10,234	5.2	3,680	33.2	12.8	30.4	32.2	23.8	32.7	6.6	22.3

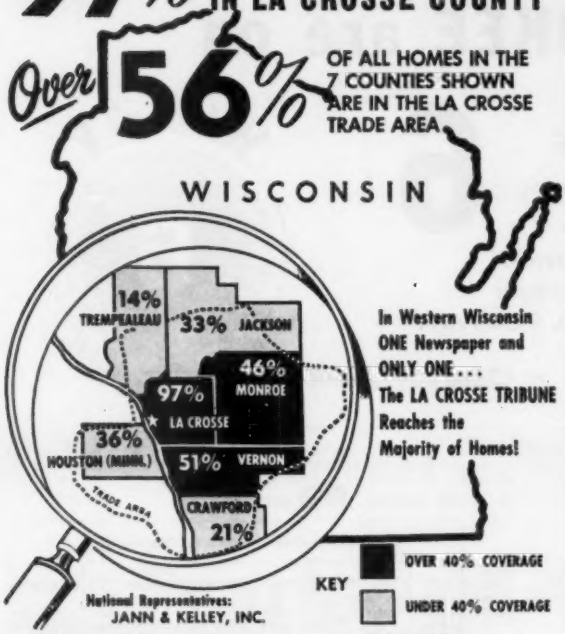
1 Eau Claire is in Chippewa and Eau Claire Counties.
2 Watertown is in Dodge and Jefferson Counties.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

97% COVERAGE IN LA CROSSE COUNTY

Over 56% OF ALL HOMES IN THE 7 COUNTIES SHOWN ARE IN THE LA CROSSE TRADE AREA



The La Crosse Tribune

Getting Better All the Time

EVERY TIME IS "CLASS A" TIME

on

WKBT

(Serving 110,000 TV Families
In The Prosperous La Crosse,
Wisconsin Area)

1. In Most Markets, Ratings In The High 20's Are Achieved Only By High-Budget Shows Scheduled at Key Evening Hours!

2. AFTERNOON PERIODS ON WKBT HAVE RATINGS IN THE 20's, 30's AND EVEN 40's! (Telepulse, December, 1955)

3. RATINGS ARE SYNONYMOUS WITH SETS IN USE . . . IN WKBT'S "CAPTIVE MARKET."

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La Crosse, Wisconsin

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
La Crosse	214	72.9	.0440	21.0	54.8	115,128	.0433	1,579	5,482	10,113	24.6	4,687	25.0	7.5	25.4	17.8	35.9	38.6	13.7	36.1
△La Crosse		49.8	.0300	14.7		83,005	.0324	1,727	5,851		18.0	4,767	24.7	7.3	24.7	17.0	36.2	38.3	14.4	37.4
Lafayette		18.1	.0109	5.2		20,033	.0075	1,107	3,853	21,896	5.5	3,648	36.6	14.2	31.5	28.3	24.5	33.8	7.4	23.7
Langlade		21.8	.0131	6.0	10.2	26,313	.0099	1,207	4,388	9,835	6.8	3,975	33.3	11.8	30.6	25.3	27.0	34.2	9.1	28.7
Antigo		10.2	.0062	3.1		14,466	.0054	1,418	4,666		3.6	4,113	30.7	10.6	29.7	23.5	30.4	37.3	9.2	28.6
Lincoln		22.4	.0135	6.5	12.8	25,576	.0097	1,142	3,935	6,052	6.8	3,755	33.0	12.4	31.7	27.6	27.6	37.1	7.7	22.9
Merrill		9.0	.0054	2.7		11,776	.0044	1,308	4,361		2.9	4,041	27.4	9.6	32.3	26.2	31.0	35.7	9.3	25.5

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

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Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous co-operation.

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On Lake Winnebago, in second largest, most diversified industrial area of state; offers profitable and pleasant operating conditions for manufacturers.

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Controlled Industrial Area of 300 Acres on 3 Railroads, half mile of New Super Highway. Will Build Any size plant for desirable tenant.

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For rates, options and additional availabilities, write, wire or phone Sales Manager
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WISCONSIN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Manitowoc	223	70.1	.0423	20.4	39.2	100,332	.0396	1,503	5,163	20,074	23.5	4,492	25.3	8.0	28.3	20.5	35.0	39.3	11.4	32.2
△*Manitowoc-Two Rivers*		*39.2*	*.0237*	*11.7*		*67,649*	*.0255*	*1,726*	*5,782*											
△Manitowoc		29.1	.0176	8.8		49,860	.0188	1,713	5,666		10.3	4,819	22.3	6.5	26.3	17.9	38.1	39.9	13.3	35.7
△Two Rivers		10.1	.0061	2.9		17,789	.0067	1,761	6,134		3.8	4,731	17.8	5.3	30.5	21.4	38.9	41.4	12.5	31.9
Marathon		83.8	.0506	22.9	35.1	107,561	.0405	1,284	4,697	29,759	25.2	4,271	27.3	9.0	31.0	23.7	31.4	37.1	10.3	30.2
Wausau		32.1	.0194	9.6		51,088	.0192	1,592	5,322		10.8	4,748	23.8	7.1	27.3	18.7	35.6	37.9	13.3	36.3
Marinette		35.9	.0216	10.4	14.5	41,676	.0157	1,161	4,007	8,026	10.6	3,934	31.1	11.2	31.4	26.1	29.4	37.7	8.1	25.0
Marinette		14.5	.0087	4.3		19,918	.0075	1,374	4,632		4.8	4,184	26.5	9.0	31.5	24.6	32.7	39.4	9.3	27.0
Marquette		9.2	.0056	2.7		9,867	.0037	1,073	3,654	4,666	3.3	3,013	46.1	21.6	33.1	35.9	16.6	27.8	4.2	14.7
Milwaukee	91	985.7	.5824	288.1	920.9	1,913,081	.7293	1,981	6,640	8,392	336.6	5,683	17.6	4.4	19.9	11.5	42.2	37.4	20.3	46.7
▲Milwaukee		715.0	.4312	222.3		1,385,969	.5218	1,938	6,235		260.6	5,318	18.8	5.0	21.1	13.0	42.2	40.0	17.9	42.0
West Allis		65.7	.0396	19.8		125,553	.0473	1,911	6,439		21.2	5,934	11.6	2.8	17.9	9.8	48.4	41.1	22.1	46.3
Wauwatosa		54.1	.0326	14.5		153,698	.0579	2,841	10,600		17.3	8,899	12.4	2.0	13.2	4.8	34.9	19.8	39.5	73.4
Cudahy		15.7	.0095	4.4		26,758	.0101	1,704	6,081		4.8	5,547	14.5	3.7	19.7	11.6	46.6	42.4	19.2	42.3
Shorewood		17.5	.0106	5.7		59,719	.0225	3,413	10,477		6.2	9,651	13.1	1.9	12.7	4.3	32.5	17.0	41.7	76.8
South Milwaukee		15.3	.0092	4.5		28,196	.0106	1,843	6,266		4.8	5,834	12.5	3.0	16.6	9.4	49.4	42.7	21.5	44.9
Whitefish Bay		18.3	.0110	5.2		62,893	.0237	3,437	12,095		5.6	11,283	11.9	1.5	10.2	2.9	39.2	13.5	47.7	82.1
Monroe		33.0	.0199	8.7	11.4	34,910	.0132	1,058	4,013	14,631	9.6	3,647	35.5	13.8	32.6	29.2	24.5	33.9	7.4	23.1
Oconto		25.9	.0156	7.3	5.1	26,020	.0098	1,005	3,564	12,437	7.7	3,387	37.5	15.6	34.5	33.4	22.5	33.5	5.5	17.5
Oneida		21.6	.0130	6.5	8.9	26,810	.0101	1,241	4,125	2,504	6.7	4,004	30.0	10.6	29.8	24.3	32.0	40.3	8.2	24.8
Rhinelander		8.9	.0054	2.6		12,562	.0047	1,411	4,832		2.9	4,354	25.3	8.2	27.7	20.8	37.5	43.5	9.5	27.5

▲ and △ See end of state for SM Metropolitan County Areas.

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the BUYING CENTER of Northcentral Wis.

92 miles from any comparable or larger city.

Retail sales activity 48% above par—compared with 33% average for all Wisconsin cities.

WAUSAU

Wausau's income is above the Wisconsin per capita . . . its total retail sales $2.1 million above total income—an indication of full scale buying by Wausau residents and the far-flung drawing power of Wausau's stores. Wausau stands by itself as a market in Wisconsin . . . big name manufacturing plants with steady high wages . . . a trading area with a multi-million farm income—these are just some of the reasons why advertisers include Wausau on the "100,000" schedules. The Record-Herald has better than 100% coverage of the city . . . 79% of Marathon County, plus substantial penetration of neighboring counties.

WAUSAU DAILY RECORD-HERALD

For more information on *"THE WAUSAU STORY"* contact this newspaper or BURKE, KUIPERS & MAHONEY.



for Maximum Sales in Wisconsin

There's a way of getting maximum effectiveness for your advertising program in Wisconsin. A way that means more sales, because you cover more people more intensively.

It's just as simple as this: In Wisconsin there's only one big city, only two big daily newspapers. Either will give effective coverage of 20% or more in eleven Wisconsin counties. But when you use both, you get 20% coverage in 31 counties and eight large cities in other counties.

In this 20% area shaded on the map, is 61.1% of the state's population, but better than 66% of its Effective Buying Income. And here's a state that has retail sales in excess of $4 billion, and a total Effective Buying Income of $5,802,022,000.

So, no matter what your product, when you're thinking of Maximum Sales in Wisconsin, remember

you'll need the Milwaukee Sentinel

REPRESENTED BY HEARST ADVERTISING SERVICE



RACINE WOMEN LISTEN TO 7

. . . and that audience makes WRJN well qualified to sell the women of Racine . . . the ones who buy!

Effective Buying Income **$228,644,000**

METROPOLITAN AREA RADIO HOMES **35,220**



Solidly Wisconsin's Third Market Covered by:

WRJN-AM plus **FM** Racine, Wisconsin

ABC and Wisconsin Networks—Represented by the Walker Co.

WISCONSIN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Outagamie	172	89.2	.0538	24.8	56.4	138,282	.0513	1,528	5,495	22,216	28.0	4,875	24.4	7.1	26.5	17.8	34.3	35.5	14.8	39.6
See Appleton-Neenah-Menasha																				
△Appleton		41.7	.0251	12.6		77,002	.0290	1,847	6,111		15.1	5,100	24.1	6.7	24.5	15.6	35.0	34.7	16.4	43.0
Ozaukee		26.1	.0158	7.5	8.8	45,389	.0170	1,738	6,049	8,774	8.2	5,507	18.5	4.8	22.2	13.1	40.6	37.2	18.7	44.9
Pepin		7.5	.0045	2.1		7,906	.0030	1,054	3,765	4,642	2.4	3,282	39.8	17.2	32.4	32.3	22.6	34.7	5.2	15.8
Pierce		21.6	.0130	6.2	3.5	26,395	.0100	1,222	4,257	14,153	7.7	3,415	40.9	17.0	31.7	30.3	20.9	30.8	6.5	21.9
Polk		24.6	.0148	7.4		27,221	.0102	1,107	3,679	16,101	7.8	3,497	38.2	15.4	32.0	29.9	23.6	34.1	6.2	20.6
Portage		35.2	.0213	9.2	17.5	46,815	.0176	1,330	5,089	9,983	11.4	4,098	34.3	11.8	26.1	20.8	26.6	35.2	11.0	32.2
Stevens Point		17.5	.0106	4.7		27,898	.0105	1,594	5,936		6.3	4,419	29.2	9.4	25.3	18.6	32.5	37.1	13.0	34.9
Price		15.6	.0094	4.6	2.9	16,347	.0062	1,048	3,554	4,990	5.1	3,209	43.3	19.1	33.2	33.7	18.2	28.7	5.3	18.5
Racine	114	119.4	.0720	35.6	89.9	226,644	.0861	1,915	6,423	14,973	39.4	5,804	15.9	3.9	18.8	10.5	44.1	38.4	21.2	47.2
▲Racine		78.5	.0473	23.9		161,799	.0609	2,061	6,770		27.5	5,892	15.0	3.6	17.9	10.0	45.1	38.6	22.0	47.8
Burlington		4.9	.0030	1.6		8,861	.0033	1,808	5,538		1.6	5,591	22.4	5.7	20.1	11.7	39.0	35.2	18.5	47.4
Richland		19.7	.0119	5.4	4.9	21,871	.0082	1,110	4,050	13,907	6.2	3,507	39.9	16.1	32.8	30.6	20.3	29.2	7.0	24.1
Richland Center		4.9	.0030	1.5		6,879	.0026	1,404	4,586		1.8	3,820	35.1	13.0	33.4	28.6	23.0	30.4	8.5	28.0

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.



ONE PAPER DOES IT!

With the near saturation coverage of Racine County's 35,600 families, and a City Zone of over 101,000, it automatically gives you your share of an effective buying income of $228,644,000.

RACINE IS . . .

2nd In Wisconsin for per capita income . . . ranks 23rd nationally

3rd In Wisconsin for per family income . . . ranks 20th nationally

Growing, internationally known, Racine industries with full employment keep the people buying at a $143 million clip.

ONLY ONE PAPER COVERS THIS MARKET — Selling and Serving Racine Homes for 100 Years

The **RACINE JOURNAL-TIMES & Sunday Bulletin**

RACINE, WISCONSIN

Represented by Allan-Klapp Co.



only with the

You can reach this Southern Wisconsin $183 MILLION MARKET

1. Population—
131,750 consumers — 39,950 families, all in the Gazette's own Southern Wisconsin highly productive market.

2. Effective Buying Power—
$237,250,000, or a high of $5,933 per family for total market. Janesville's per capita E.B.I. $6,355.

3. Coverage—
This 111 year old daily is "home town newspaper" to over 23,000 families in this high-point market. Both urban and rural served nightly.

4. Retail Sales—
$182,850,000 and $4,570 per family. Food sales $40,200,000; drug $4,283,000. Aggressive retailers. Gazette also effectively merchandises schedules.

5. Employment—Farms—
201 established industries in market. 8,580 top notch farms in heart of Swiss cheese and dairy center of United States.

The Janesville Daily Gazette

Ph. PL. 4-3311 **JANESVILLE, WISCONSIN** *Gen. Adv. Mgr.*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Rock		100.8	.0608	30.6	70.5	177,585	.0869	1,762	5,803	28,942	35.6	4,991	21.5	6.1	23.3	15.3	39.3	39.7	15.9	38.9
Beloit		31.5	.0190	9.5	-	60,001	.0226	1,905	6,316		12.3	4,864	22.7	6.6	22.9	15.4	38.9	40.3	15.5	37.7
Janesville		28.1	.0169	8.6	-	54,657	.0206	1,945	6,355		10.3	5,328	18.7	5.0	20.9	12.8	42.4	40.1	18.0	42.1
Rusk		16.4	.0099	4.5	4.0	18,464	.0069	1,126	4,103	7,719	5.1	3,650	38.1	14.8	31.2	27.9	23.1	31.9	7.6	25.4
St. Croix		27.1	.0163	7.7	7.2	35,161	.0133	1,297	4,566	17,050	8.3	4,215	33.2	11.1	29.4	23.1	25.9	31.0	11.2	34.8
Sauk		40.7	.0245	11.9	12.3	53,915	.0203	1,325	4,531	19,274	13.4	4,016	32.7	11.5	30.6	24.9	27.6	34.7	9.1	28.9
Baraboo		8.0	.0048	2.6	-	12,933	.0049	1,617	4,974		2.9	4,478	29.2	9.2	27.5	20.0	32.3	36.4	11.0	34.4
Sawyer		9.9	.0060	2.9		10,019	.0037	1,012	3,455	2,073	3.3	3,003	48.7	23.0	30.6	33.2	16.8	28.3	3.9	15.5
Shawano		35.8	.0215	9.6	6.4	39,581	.0149	1,112	4,123	18,673	10.8	3,648	34.7	13.5	36.6	32.7	21.2	29.3	7.5	24.5
Shawano		6.4	.0039	1.8		9,706	.0037	1,517	5,392		2.4	4,113	27.1	9.3	35.0	27.9	28.2	34.6	9.7	28.2
Sheboygan	250	83.8	.0505	25.3	53.3	136,331	.0514	1,627	5,389	20,144	27.5	4,954	20.6	5.9	25.4	16.7	39.4	40.1	14.6	37.3
△Sheboygan		44.1	.0266	13.7		77,403	.0291	1,755	5,650		14.9	5,205	18.0	4.9	23.8	15.0	42.3	41.0	15.9	39.1
Taylor		17.9	.0103	4.7	2.8	17,556	.0066	981	3,735	10,285	5.3	3,330	41.0	17.4	32.2	31.7	21.3	32.2	5.5	18.7
Trempealeau		24.2	.0146	6.8		23,516	.0088	972	3,458	15,081	7.1	3,298	42.2	18.1	30.6	30.3	21.1	32.3	6.1	19.3

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.



COMBINATION: 15% DISC.
MUTUAL NET. FULL TIME STATIONS

OF WISCONSIN'S "HOT CORNER"

Biggest 5 year industrial and population growth in history. Employment and payrolls at all-time high. Home of Chevrolet-Fisher Body, Fairbanks Morse, Freeman Shoe and others.

BELOIT-JANESVILLE ROCK CO. METROPOLITAN AREA

Population	100,800
EBI	$177,585,000
Ret. Sales	130,866,000
Farm Inc.	28,943,000
Food	25,314,000
Eat-Drink	10,255,000
Hsld-Radio-TV	7,036,000
Automotive	25,391,000
Gas Stations	7,079,000
Drugs	3,280,000

WCLO-WGEZ COUNTY COVERAGE

	000's
Population	327,503
EBI	$573,949
Retail Sales	439,868
Food	85,850
Eat-Drink	38,151
Hsld-Radio-TV	23,160
Automotive	90,384
Gas Stations	26,109
Drugs	11,372

MAJOR — LOCAL SPORTS
Milw. Braves, World Series, Packers, U. W. Football, Local High Schools, Beloit College

WGEZ Beloit

WCLO Janesville

REPRESENTED BY
Everett-McKinney, Inc.
New York — Chicago

at lowest cost per 1000 TV sets

WFRV-TV

100,000 WATTS

WILL DELIVER YOUR GOODS TO WISCONSIN'S 2nd LARGEST MARKET
—WITH NORTHERN MICHIGAN THROWN IN FOR A BONUS-BUY

PROGRAMS FROM ABC CBS

CHANNEL 5 GREEN BAY, WIS.

REPRESENTED BY HEADLEY-REED

DON C. WIRTH, General Manager

WISCONSIN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Vernon		27.2	.0164	7.7	3.8	28,390	.0107	1,044	3,687	19,875	8.5	3,335	40.9	17.3	32.3	31.7	21.5	32.5	5.3	18.5
Vilas		9.9	.0060	2.9		10,097	.0038	1,020	3,482	467	3.0	3,352	37.9	16.0	38.7	37.7	17.7	28.7	5.7	19.6
Walworth		46.9	.0283	14.4	18.8	71,759	.0270	1,530	4,983	22,905	15.8	4,538	28.6	8.9	28.2	20.4	29.6	32.9	13.6	37.8
Washburn		11.2	.0067	3.2	2.6	11,671	.0044	1,042	3,647	3,815	3.6	3,274	43.4	18.7	31.9	31.9	19.1	29.5	5.6	19.9
Washington		37.5	.0226	10.7	12.9	55,484	.0209	1,480	5,185	15,174	11.7	4,738	22.4	6.7	27.0	18.7	37.5	39.9	13.1	34.7
West Bend		7.7	.0046	2.2		14,366	.0054	1,866	6,530		2.8	5,194	18.7	5.1	24.0	15.1	41.1	40.0	16.2	39.8
Waukesha		102.8	.0620	28.9	35.4	173,260	.0653	1,685	5,995	21,170	32.4	5,353	19.6	5.2	21.6	13.2	40.9	38.5	17.9	43.1
Waukesha		22.7	.0137	6.4		42,118	.0159	1,855	6,581		7.8	5,374	20.0	5.3	20.7	12.6	41.0	38.5	18.3	43.6
Waupaca		35.8	.0216	10.5	12.7	42,734	.0160	1,194	4,070	16,529	11.6	3,689	33.9	13.1	31.7	28.3	27.3	37.5	7.1	21.1
Waushara		13.9	.0084	4.2		12,588	.0048	906	2,997	7,773	4.3	2,909	48.3	23.5	32.2	36.2	16.2	28.1	3.3	12.2
Winnebago	235	98.1	.0592	29.0	70.7	156,256	.0588	1,593	5,388	14,935	32.2	4,855	22.3	6.5	26.9	18.1	36.6	38.1	14.2	37.3
△Oshkosh		43.4	.0262	13.2		72,066	.0271	1,661	5,460		15.3	4,709	24.3	7.3	27.7	19.2	34.5	37.0	13.5	36.5
Appleton-Neenah-Menasha		*69.0*	*.0416*	*20.7*		*124,609*	*.0470*	*1,806*	*6,020*											
Neenah		13.7	.0083	4.2		26,752	.0101	1,953	6,370		4.8	5,580	15.7	4.0	22.2	13.0	43.6	39.4	18.5	43.6
Menasha		13.6	.0082	3.9		20,855	.0079	1,533	5,347		4.0	5,220	16.9	4.6	25.9	16.2	41.2	39.8	16.0	39.4
Wood		54.7	.0330	15.1	29.0	74,487	.0281	1,362	4,933	11,483	16.7	4,469	25.4	8.0	28.3	20.8	35.0	39.5	11.3	31.7
Marshfield		13.6	.0082	3.8		20,294	.0076	1,492	5,341		4.4	4,563	24.8	7.7	30.2	21.6	33.8	37.4	11.2	33.3
Wisconsin Rapids		15.4	.0093	4.5		26,416	.0099	1,715	5,870		5.2	5,053	20.0	5.6	23.2	14.9	41.4	41.4	15.4	38.1
Total Above Cities		1,886.2	1.1377	569.1		3,606,259	1.3577	1,912	6,337		679.9	5,304	20.8	5.6	22.2	13.7	39.4	37.4	17.6	43.3
State Total		3,668.5	2.2125	1,064.6	2,180.8	5,802,022	2.1845	1,582	5,450	978,770	1,217.9	4,764	25.7	7.6	25.4	17.4	34.6	38.7	14.3	38.3

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



"Smoke Signals" from Chief Oshkosh...

OSHKOSH, WISCONSIN

with 44% of the total population of Winnebago County

SELLS

62%	of the COUNTY TOTAL SALES of	$112,145,000
58%	of the TOTAL FOOD SALES of	$ 24,661,000
86%	of the TOTAL GENERAL MERCHANDISE SALES of	$ 18,643,000
60%	of the TOTAL FURNITURE, HOUSEHOLD SALES of	$ 6,421,000
67%	of the TOTAL AUTOMOTIVE SALES of	$ 16,631,000
65%	of the TOTAL DRUG SALES of	$ 2,690,000

Source — 1956 Sales Management

Reach the Largest Percentage of this Rich Market through the

OSHKOSH DAILY NORTHWESTERN

Oshkosh, Wisconsin

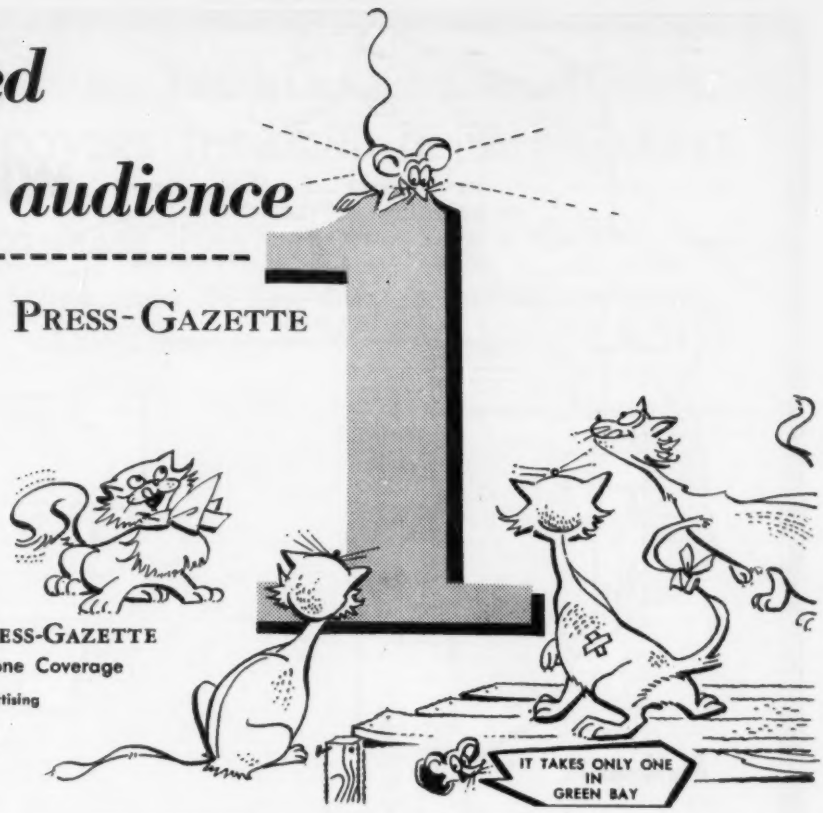
Offering Retail Dealer Helps • Campaign Bulletins • Distribution Checks

Represented By Johnson, Kent, Gavin & Sinding, Inc.

undivided

faithful audience

is yours in the PRESS-GAZETTE



THE GREEN BAY PRESS-GAZETTE
delivers 100% Daily City Zone Coverage

Phil Mc Closky, Mgr. General Advertising
Green Bay, Wisconsin

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
					Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Adams		5,778	.0031	2,311	.0035	73	65	943	630	726	117	...	1,390	451	489	122
Ashland		20,916	.0113	3,903	.0098	83	96	4,707	2,018	2,029	967	1,250	4,857	1,144	1,495	588
Ashland		16,867	.0091		.0067	105	142	3,271	1,430	1,988	938	1,219	3,828	901	1,072	434
Barron		38,801	.0209	3,660	.0183	84	85	5,531	2,894	7,123	981	1,504	6,978	3,102	5,482	906
Rice Lake		16,370	.0088		.0056	114	180	1,774	1,245	3,238	736	440	3,718	1,067	2,112	377
Bayfield		7,214	.0039	1,896	.0050	64	50	1,658	1,241	1,642	98	98	825	459	780	225
Brown	57	134,102	.0723	4,561	.0658	101	111	27,346	11,706	19,602	8,879	7,718	22,977	6,359	10,180	3,182
▲Green Bay		102,167	.0551		.0418	122	161	20,008	8,344	18,086	8,149	6,874	15,849	4,478	6,364	2,644
Buffalo		10,795	.0058	2,510	.0063	69	64	1,488	1,453	953	100	172	2,575	526	2,056	246
Burnett		6,440	.0035	2,221	.0039	67	60	1,561	902	712	56	222	956	552	1,187	126
Calumet		16,349	.0088	3,026	.0097	81	73	2,320	1,987	651	292	496	3,067	1,572	2,237	334
Chippewa	195	50,483	.0272	4,278	.0229	85	101	8,401	3,518	5,287	5,040	1,607	10,438	2,522	5,723	1,246
Chippewa Falls		26,836	.0145		.0089	127	207	4,164	1,330	1,559	4,785	1,095	5,239	1,209	2,442	563
1△Eau Claire																
Clark		24,933	.0134	2,770	.0143	74	60	3,752	2,586	2,449	449	240	3,715	1,441	4,078	601
Columbia		47,403	.0256	4,472	.0214	101	121	8,029	4,541	3,892	1,280	1,645	9,749	3,470	7,411	1,303
Portage		16,140	.0087		.0058	129	193	2,068	1,041	2,586	753	913	5,049	943	1,343	578
Crawford		13,586	.0073	2,773	.0079	73	68	3,265	1,834	643	706	520	1,623	1,027	1,886	152

1 Eau Claire is in Chippewa and Eau Claire Counties.
▲ and △ See end of state for SM Metropolitan County Areas.

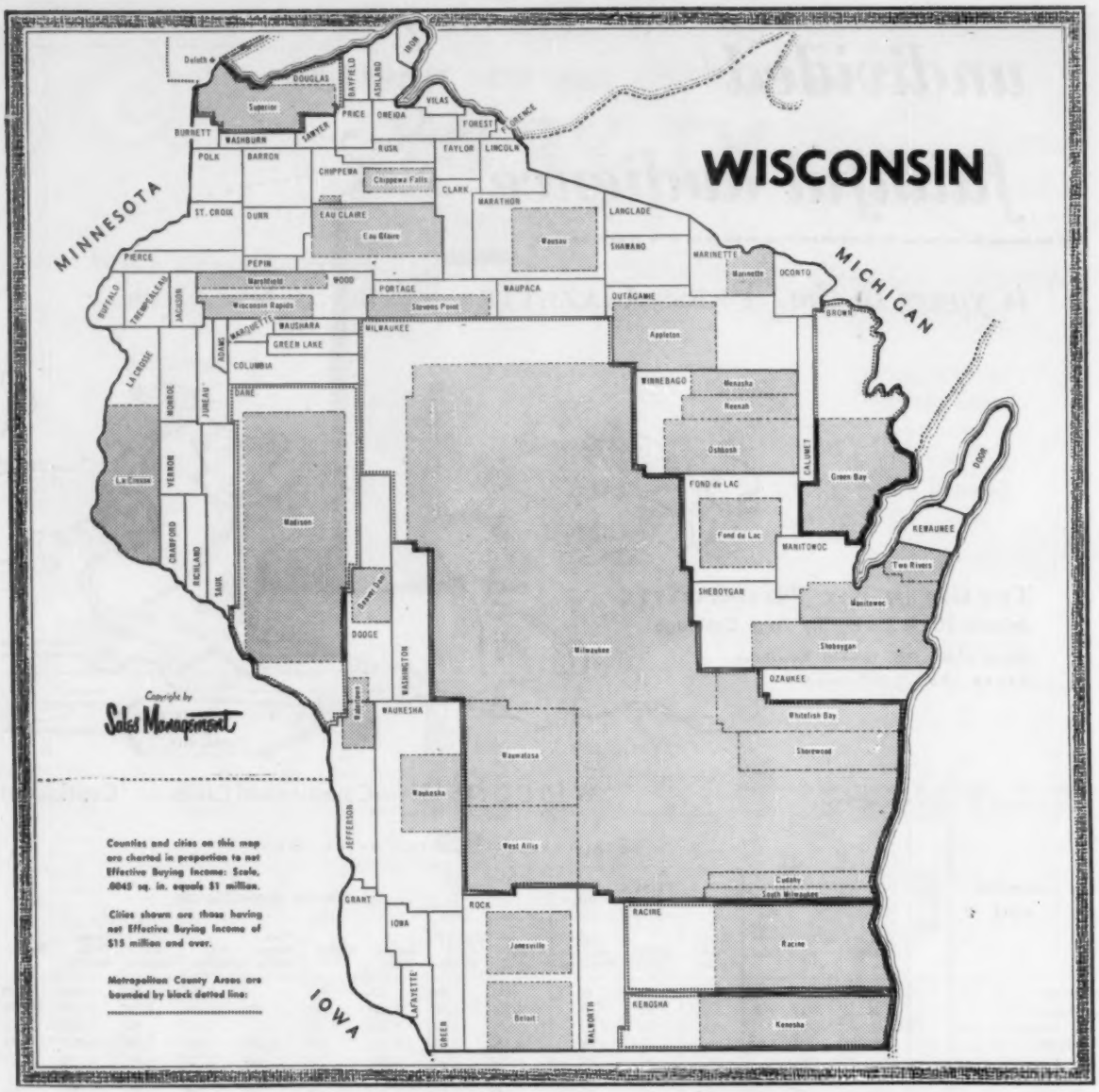
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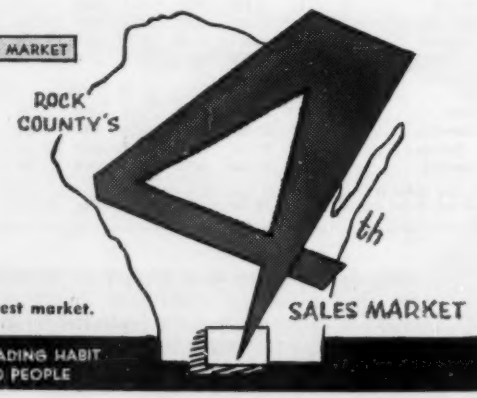
BELOIT LARGEST CITY IN WISCONSIN'S 4th SALES MARKET

First in Total Retail Sales

$48,696,000

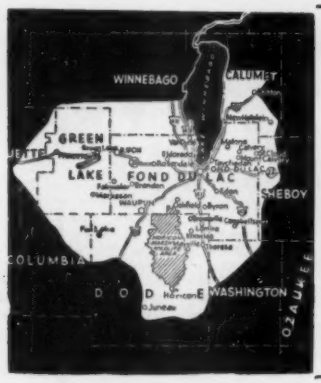
1st DRUG SALES
1st FURNITURE SALES
1st AUTOMOTIVE SALES
1st FOOD SALES
1st GENERAL MERCHANDISE SALES

Beloit's 42,000 population makes this Southern Wisconsin's number 1 test market.



THE BELOIT DAILY NEWS

DAILY READING HABIT OF 70,000 PEOPLE



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COMPARE our 88% coverage with 22%, the next largest daily newspaper circulation in Fond du Lac County.

The Fond du Lac Commonwealth Reporter

Fond du Lac, Wisconsin

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Dane	87	241,153	.1300	4,620	.1276	115	117	46,507	21,626	25,628	16,623	11,830	45,725	14,644	29,280	5,411
▲Madison		176,450	.0951		.0918	130	135	32,960	14,107	22,035	15,498	9,928	35,830	10,106	15,210	4,084
Dodge		54,212	.0292	3,152	.0317	87	80	10,421	5,815	3,973	1,957	2,730	9,335	3,825	9,563	1,124
Beaver Dam		20,584	.0111		.0095	112	144	4,134	1,534	1,834	1,210	1,623	4,258	1,139	2,220	533
2Watertown																
Door		26,795	.0144	4,122	.0117	90	111	5,347	3,147	2,207	769	663	5,119	1,338	4,084	510
Sturgeon Bay		17,758	.0096		.0058	121	200	3,927	1,361	1,325	769	444	3,991	764	1,752	510
Douglas	43	45,545	.0246	3,230	.0262	93	87	12,472	5,320	4,162	2,296	2,351	9,381	3,047	2,462	1,437
▲Superior		40,470	.0218		.0217	100	101	10,980	4,075	3,759	2,255	2,312	9,120	2,420	1,808	1,404
Dunn		25,996	.0140	3,378	.0133	80	84	3,116	2,174	3,815	758	911	4,819	2,210	2,995	512
Menomonie		16,731	.0090		.0061	117	173	1,998	1,167	2,332	726	778	3,823	1,435	1,421	392
Eau Claire	195	63,136	.0340	3,671	.0347	99	97	11,509	5,232	11,316	4,052	3,060	11,051	5,508	4,077	1,338
1△Eau Claire		55,956	.0302		.0262	114	131	10,279	3,775	10,834	3,986	2,969	9,990	4,766	3,417	1,356
Florence		2,339	.0013	1,949	.0015	65	57	360	823	186	73	...	◤348	290	128	42
Fond du Lac		83,619	.0450	4,099	.0424	98	104	16,851	7,706	7,053	4,539	3,797	17,174	5,409	9,794	2,330
Fond du Lac		50,527	.0272		.0219	115	143	11,042	4,534	5,605	3,911	2,879	9,265	2,962	4,381	1,857
Forest		6,914	.0038	3,008	.0038	73	73	1,997	683	461	226	137	1,318	601	1,234	158
Grant		42,888	.0231	3,459	.0227	87	89	7,454	3,672	3,864	1,306	1,734	7,567	2,718	9,257	1,010
Green		38,542	.0208	5,139	.0173	117	141	5,837	2,710	3,062	1,264	1,446	7,918	1,762	7,311	793
Monroe		20,061	.0108		.0072	153	230	3,325	1,320	1,652	1,033	1,281	4,939	895	2,361	398
Green Lake		19,890	.0107	4,324	.0087	94	115	3,825	1,480	1,196	722	835	4,179	1,194	4,443	358
Iowa		16,540	.0089	2,954	.0092	78	75	2,651	1,498	937	251	644	3,568	1,619	3,221	295
Iron		7,623	.0041	3,049	.0041	82	82	2,326	1,715	393	348	177	320	463	1,196	191
Jackson		14,486	.0078	3,018	.0073	75	80	2,530	1,637	1,240	400	166	3,357	1,180	2,081	240
Jefferson		58,394	.0315	4,358	.0272	98	114	11,720	5,318	4,301	2,099	2,403	12,158	3,510	8,536	1,323
2Watertown		22,733	.0123		.0090	115	158	4,778	1,650	2,545	996	1,141	4,891	1,390	3,043	569
Juneau		20,013	.0108	3,706	.0096	84	95	3,219	2,238	859	510	638	5,389	1,740	2,264	388
Kenosha	73	96,845	.0522	3,858	.0538	107	104	24,804	9,085	7,673	6,173	5,029	16,647	6,414	9,020	2,986
▲Kenosha		83,861	.0452		.0415	119	129	21,886	6,305	6,524	6,112	4,943	15,749	5,546	6,437	2,895
Kewaunee		14,477	.0078	3,080	.0081	76	73	2,377	1,337	1,351	394	752	2,748	734	2,378	267
La Crosse	214	90,820	.0489	4,325	.0451	103	111	18,417	8,457	13,079	6,046	4,696	15,297	4,969	8,858	1,666
△La Crosse		78,735	.0424		.0349	116	141	16,295	6,942	11,586	5,873	4,352	12,844	4,107	5,536	1,476
Lafayette		16,814	.0091	3,233	.0067	80	83	2,772	1,348	919	223	231	3,756	1,072	4,069	183
Langlade		21,145	.0114	3,524	.0110	84	87	5,216	2,290	2,445	809	856	3,380	1,754	2,192	384
Antigo		17,506	.0094		.0068	110	152	4,352	1,346	2,274	809	807	2,663	1,389	1,829	330
Lincoln		24,030	.0129	3,697	.0114	84	96	5,673	2,538	1,528	598	612	5,389	1,997	2,628	651
Merrill		15,578	.0084		.0058	107	156	3,845	1,179	1,046	379	393	3,767	1,005	1,693	380
Manitowoc	223	77,221	.0416	3,785	.0407	96	96	16,537	7,119	8,473	2,819	4,193	14,787	3,959	7,266	1,157
△*Manitowoc-Two Rivers*		*66,871*	*.0306*		*.0267*	*113*	*129*	*13,736*	*4,770*	*7,473*	*2,668*	*3,924*	*11,286*	*2,780*	*3,886*	*989*
△Manitowoc		43,104	.0232		.0199	113	132	10,169	3,603	5,952	2,132	3,146	8,806	2,018	2,940	577
△Two Rivers		13,767	.0074		.0068	111	121	3,567	1,167	1,521	530	778	2,420	702	886	412
Marathon		81,522	.0440	3,560	.0436	86	87	16,545	7,081	10,209	3,207	4,248	15,906	4,800	8,681	1,567
Wausau		53,190	.0287		.0221	114	148	10,339	3,089	9,086	3,056	3,817	11,461	2,449	4,817	1,268
Marinette		35,593	.0192	3,422	.0179	83	89	8,419	4,240	5,838	1,437	1,067	8,072	2,503	3,808	479
Marinette		21,987	.0119		.0091	105	137	5,657	1,628	5,025	1,348	632	4,146	1,236	1,077	309
Marquette		8,385	.0045	3,106	.0044	79	80	1,770	1,054	656	31	42	1,338	601	1,125	145

1 Eau Claire is in Chippewa and Eau Claire Counties.
2 Watertown is in Dodge and Jefferson Counties.

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▲ and △ See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

WISCONSIN — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

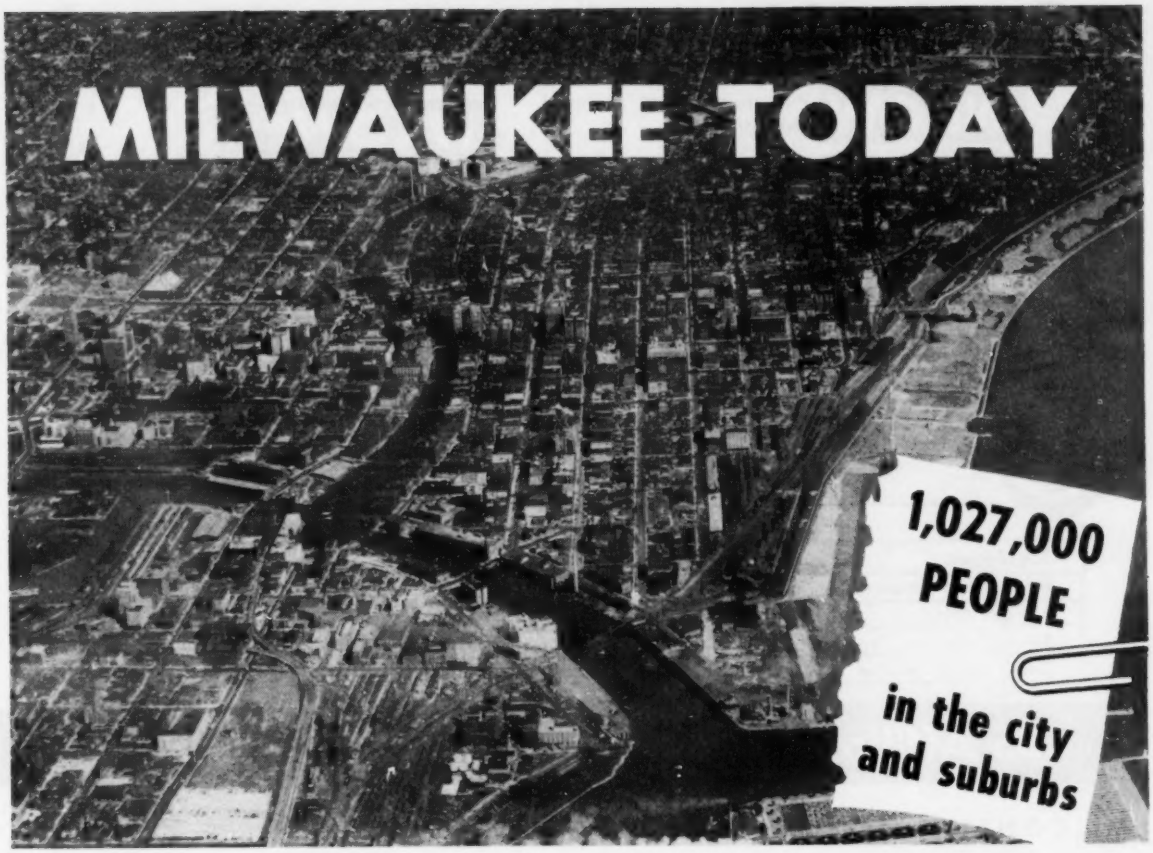
RETAIL SALES — SM ESTIMATES, 1955

COUNTIES CITIES	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Milwaukee	91	1,241,748	.6882	4,310	.6773	116	115	277,036	113,816	209,289	78,588	63,536	216,440	69,323	62,729	35,962
▲Milwaukee		1,007,795	.5432		.5101	118	126	212,073	95,475	200,607	69,068	58,398	168,915	48,154	48,677	28,740
West Allis		97,557	.0526		.0474	120	133	21,846	6,554	4,374	2,731	1,645	22,230	29,065	3,034	1,799
Wauwatosa		43,697	.0236		.0426	131	72	12,947	2,475	674	2,721	1,010	8,387	3,244	7,760	1,851
Cudahy		15,204	.0082		.0094	99	86	4,498	1,930	630	475	209	2,910	1,314	1,404	221
Shorewood		15,132	.0082		.0158	149	77	6,765	396	230	818	233	2,770	1,661	285	1,338
South Milwaukee		16,023	.0086		.0097	105	93	4,125	1,502	532	491	565	5,308	1,074	645	436
Whitefish Bay		10,862	.0059		.0158	144	54	4,697	47	241	1,417	403	918	752	316	924
Monroe		29,348	.0158	3,373	.0154	77	79	6,370	3,045	2,176	1,020	1,000	4,168	2,482	4,174	701
Oconto		21,848	.0118	2,983	.0115	74	76	3,931	2,568	1,965	776	829	4,035	1,833	3,700	354
Oneida		29,181	.0157	4,489	.0124	95	121	7,478	3,345	2,520	1,922	1,513	5,357	2,393	2,670	809
Rhinelander		15,579	.0100		.0064	119	185	4,864	1,288	2,037	1,548	1,385	3,399	1,383	1,270	507
Outagamie	172	109,114	.0589	4,400	.0541	101	109	21,809	6,598	18,494	4,938	6,456	20,167	5,574	9,789	2,580
See Appleton-Neenah-Menasha																
△Appleton		73,145	.0394		.0313	125	157	14,834	3,598	16,436	4,339	5,569	11,928	2,764	4,985	1,660
Ozaukee		31,124	.0167	4,150	.0106	105	106	5,653	4,244	1,370	533	1,245	7,545	2,857	4,614	882
Pepin		8,874	.0048	4,226	.0039	87	107	1,432	774	189	257	215	2,113	485	2,111	244
Pierce		21,691	.0117	3,499	.0111	95	90	3,932	2,244	1,022	410	732	5,540	1,525	3,008	540
Polk		26,055	.0140	3,521	.0122	82	95	3,490	1,900	2,299	463	337	5,496	1,909	5,693	659
Portage		32,072	.0173	3,486	.0183	98	81	7,139	3,186	2,878	2,512	1,923	6,405	1,649	2,948	1,072
Stevens Point		24,479	.0132		.0113	107	125	5,580	1,993	2,280	2,434	1,887	5,077	1,403	1,625	1,008
Price		14,408	.0078	3,132	.0073	78	83	3,299	1,463	855	710	543	3,785	963	1,765	352
Racine	114	148,775	.0791	4,123	.0612	113	110	35,137	11,113	12,049	8,343	8,753	26,248	9,583	14,819	4,983
▲Racine		109,214	.0589		.0576	122	125	27,307	7,817	9,656	7,364	7,635	21,053	7,285	6,910	4,381
Burlington		19,363	.0104		.0054	180	347	3,492	857	1,353	942	781	3,123	972	3,240	271
Richland		20,572	.0111	3,810	.0096	82	93	3,652	1,128	1,669	439	742	4,348	1,387	3,769	414
Richland Center		15,960	.0086		.0045	150	287	2,831	492	1,438	489	700	3,472	855	2,444	341
Rock		130,866	.0705	4,277	.0688	116	116	25,314	10,255	14,313	7,649	7,036	25,391	7,079	13,893	3,280
Beloit		53,199	.0287		.0237	125	151	10,907	3,309	6,257	3,959	3,258	11,240	2,767	4,899	1,646
Janesville		47,837	.0258		.0214	127	153	9,692	3,566	6,529	2,892	2,989	9,058	2,684	3,899	1,150
Rusk		12,261	.0066	2,725	.0074	75	87	2,188	1,051	1,740	182	389	2,413	704	1,882	261
St. Croix		27,355	.0148	3,553	.0143	88	91	5,087	3,428	1,668	578	427	5,052	1,433	5,052	681
Sauk		44,465	.0239	3,737	.0222	91	96	8,885	4,898	3,504	1,150	1,779	9,041	2,686	5,557	917
Baraboo		15,346	.0083		.0059	123	173	3,698	1,097	1,338	668	966	3,490	1,028	1,844	305
Sawyer		9,815	.0053	3,384	.0047	78	88	2,518	1,087	1,020	124	244	1,891	810	1,017	262
Shawano		29,650	.0160	3,089	.0185	77	74	5,572	3,016	4,116	716	1,099	5,411	1,559	4,668	518
Shawano		15,359	.0083		.0051	131	213	3,252	1,194	1,751	618	682	2,988	891	2,365	353
Sheboygan	250	91,923	.0496	3,633	.0507	100	98	20,089	7,800	15,778	3,037	3,844	14,434	5,985	10,057	2,112
△Sheboygan		64,130	.0346		.0303	114	130	14,383	5,191	13,781	2,738	2,828	9,534	4,314	5,102	1,641
Taylor		13,341	.0072	2,839	.0076	70	87	2,802	1,597	597	533	482	2,482	1,072	1,879	240
Trempealeau		22,484	.0122	3,309	.0110	75	84	3,650	2,167	2,082	309	894	3,778	1,647	3,910	399
Vernon		20,718	.0111	2,691	.0119	73	68	4,387	1,587	1,297	1,049	729	2,743	1,758	3,580	573
Vilas		13,482	.0073	4,642	.0053	86	122	3,563	2,116	867	377	256	2,180	941	1,620	241
Walworth		64,816	.0349	4,501	.0297	105	123	12,958	7,406	4,029	1,969	1,825	15,059	4,465	9,485	1,603
Washburn		13,364	.0072	4,176	.0057	85	107	2,202	1,307	1,274	291	320	4,061	1,182	1,553	373
Washington		42,417	.0229	3,964	.0218	96	101	9,246	5,060	3,597	1,291	2,260	6,032	2,919	6,265	674
West Bend		16,386	.0088		.0065	137	191	3,519	2,050	1,822	733	917	2,827	1,072	1,139	251
Waukesha		107,672	.0580	3,726	.0625	101	94	24,923	9,928	5,648	4,067	3,752	24,821	7,718	14,382	3,071
Waukesha		42,253	.0228		.0175	128	166	10,168	2,581	3,039	2,499	1,732	11,019	2,341	4,390	1,175
Waupaca		39,263	.0212	3,739	.0186	86	98	7,255	3,423	2,856	1,596	1,645	8,061	2,829	6,163	882
Waushara		15,306	.0082	3,644	.0066	79	98	2,256	1,421	971	260	506	4,549	1,211	2,739	282
Winnebago	235	112,145	.0605	3,867	.0594	100	102	24,661	10,367	18,843	5,104	6,421	16,631	6,240	9,333	2,690
△Oshkosh		69,205	.0373		.0300	115	142	14,275	5,362	16,091	3,667	3,659	11,189	3,389	2,941	1,736
Appleton-Neenah-Menasha		*104,695*	*.0564*		*.0487*	*117*	*136*	*22,973*	*8,194*	*18,014*	*5,837*	*7,929*	*16,508*	*5,150*	*9,640*	*2,584*
Neenah		19,634	.0106		.0099	119	128	5,837	1,181	1,114	996	1,369	3,071	732	2,840	559
Menasha		11,816	.0064		.0075	91	78	2,302	1,415	464	502	938	1,509	1,654	1,815	305
Wood		62,208	.0335	4,129	.0307	93	102	12,992	4,658	7,433	2,178	3,092	12,437	4,472	6,515	1,729
Marshfield		25,296	.0136		.0095	116	166	4,548	1,622	3,712	1,243	1,393	5,419	1,768	2,356	790
Wisconsin Rapids		24,437	.0132		.0108	116	142	5,786	1,607	3,335	851	1,061	4,779	1,658	2,504	743
Total Above Cities		2,799,289	1.5091		1.3592	119	133	605,044	226,771	422,120	182,127	155,215	517,259	177,121	190,910	77,477
State Total		4,218,078	2.2734	3,982	2.2168	100	103	880,619	390,672	520,532	212,282	195,592	781,628	281,119	423,448	106,074

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



10 reasons why it should be picked among your first 10 markets

(Based on Milwaukee's rank among the 25 largest Metropolitan Areas)

1. Median Income Per Family (U. S. Census), 5th
2. Effective Buying Income Per Family (SM 1955) 5th
3. % Families With Incomes Over $4,000 (SM 1955) 3rd
4. Median Value of Dwelling Units (U. S. Census) (Single units–owner occupied) 4th
5. Median Monthly Rental (U. S. Census) ... 2nd
6. Retail Sales Per Family (U. S. Census and SM 1955) 3rd
7. Food Store Sales Per Family 5th
8. Furniture-Household-Radio Store Sales Per Family 5th
9. Automotive Sales Per Family 6th
10. % Family Coverage by One Newspaper .... 1st (excluding combinations)

In only six cities can you reach more people with one newspaper (excluding combinations). And Milwaukee people are the kind you want to sell. They are covered completely (over 90%) by The Milwaukee Journal—*and in no other way.*

THE MILWAUKEE JOURNAL

Represented by O'Mara & Ormsbee, Inc. New York Chicago Detroit Los Angeles San Francisco

For a fast delivery of a big league market !

WKOW Wisconsin's most powerful radio station

WKOW TV



First on the air, July, 1953
First in audience, ARB, Pulse

Madison, Wisconsin's second market, has a per family average income of over $8,000 per year. Since 1940, population has increased over 88%. Growing rapidly, too, is Madison's influence as a trading and service center for the 10 county TV market and 51 county radio market which it serves.

	51 counties—RADIO	10 counties—TV	Madison Metro. Area
Population	2,341,400	549,400	184,700
Eff. Buying Income	$3,464,934,000	$888,734,000	$352,763,000
EBI per family	$5,165	$5,568	$6,758
Retail Sales	$2,610,556,000	$668,961,000	$241,153,000
Gross Farm Income	$846,227,000	$257,208,000	$48,590,000

CBS Affiliates Represented by Headley-Reed

WISCONSIN— SM Metropolitan County Areas

AREAS	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Appleton	172	89.2	.0538	24.8	56.4	136,262	.0513	1,528	5,495
Duluth-Superior	43	264.2	.1593	81.2	201.6	411,543	.1550	1,558	5,068
△Eau Claire	195	103.2	.0621	29.0	53.9	143,333	.0539	1,389	4,943
Green Bay	57	107.5	.0649	29.4	77.9	165,440	.0623	1,539	5,627
Kenosha	73	83.1	.0501	25.1	61.1	148,362	.0559	1,785	5,911
△La Crosse	214	72.9	.0440	21.0	54.8	115,126	.0433	1,579	5,482
Madison	87	184.7	.1114	62.2	127.4	352,763	.1328	1,910	6,756
△Manitowoc-Two Rivers	223	70.1	.0423	20.4	39.2	105,332	.0396	1,503	5,163
Milwaukee	91	965.7	.5824	268.1	920.9	1,913,081	.7203	1,981	6,640
△Oshkosh	235	98.1	.0592	29.0	70.7	156,256	.0588	1,593	5,388
Racine	114	119.4	.0720	35.6	89.9	228,644	.0861	1,915	6,423
△Sheboygan	250	83.8	.0505	25.3	53.3	136,331	.0514	1,627	5,389
Total Above Areas		2,241.9	1.3520	661.1	1807.0	4,012,493	1.5107	1,790	6,069

▲ and △ See end of state for SM Metropolitan County Areas. © SM, 1956. Before using these figures, see explanation page 11.

KENOSHA . . . STANDARD Metropolitan Area

Fabulous Income Picture—High Sales Level

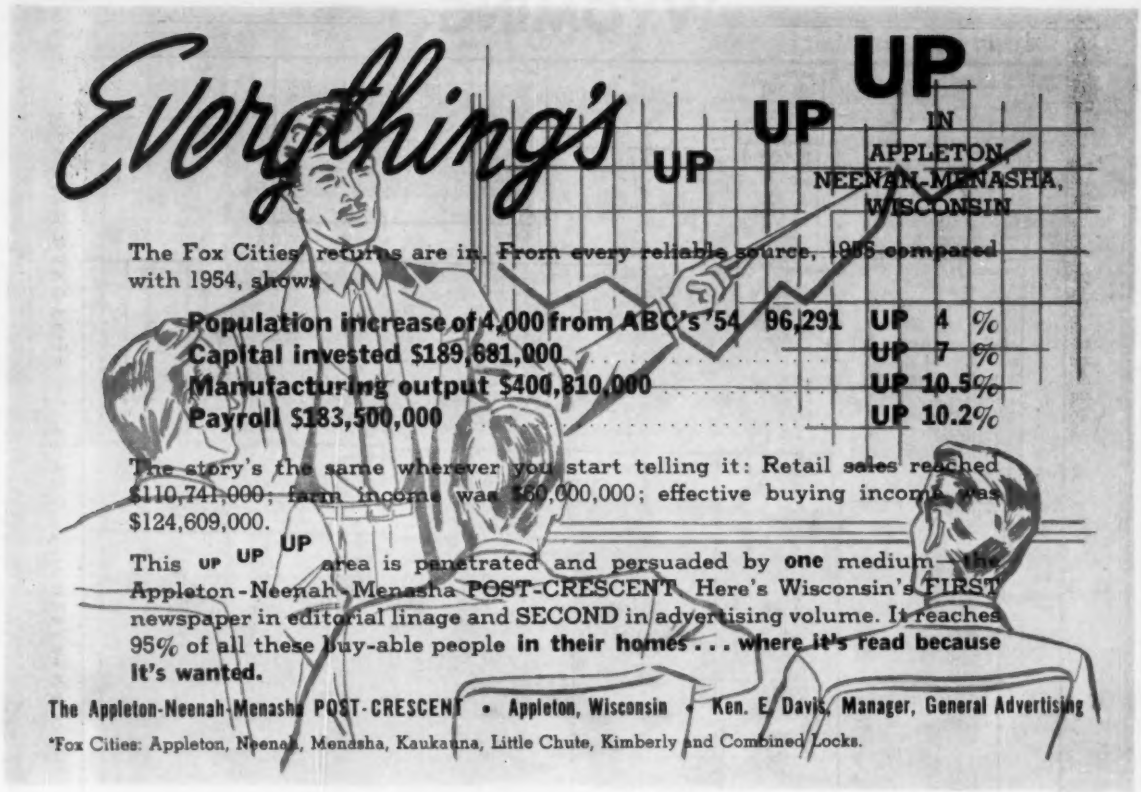
• Almost two-thirds of the consumer spending units in Metropolitan Kenosha earn over $4,000. (64.4% in the city; 62.7% in the county . . . compared with 45.2% for the U.S.). Famous industrial plants . . . giving Kenosha one of the highest weekly payroll averages in all Wisconsin . . . makes this fabulous picture possible. Metropolitan Kenosha's income is up 46% since 1950, compared with 33% for the nation.

• 87% of the metropolitan area sales are made in the city of Kenosha—where sales production is 29% above the U.S. index. Even at that level, Metropolitan Kenosha offers advertisers a still higher potential . . . spending only 65% of its buying power for retail goods, against 70% spent nationally.

• **And the KENOSHA NEWS makes this higher goal . . . this EXTRA PLUS . . . possible—with city zone saturation and 82% coverage of the metropolitan market. A.B.C. metropolitan circulation: 20,839.**

The KENOSHA NEWS

National Representatives: JANN & KELLEY, INC.



WISCONSIN — SM Metropolitan County Areas — (Continued)

RETAIL SALES — SM ESTIMATES, 1955

AREAS	Metropolitan Area	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Appleton	172	109,114	.0589	4,400	.0541	101	109	21,809	6,596	18,494	4,938	6,456	20,679	5,574	9,789	2,580
Duluth-Superior	43	293,262	.1581	3,612	.1568	98	99	72,209	22,805	42,152	19,971	14,927	56,866	17,800	16,425	8,193
△Eau Claire	195	113,619	.0612	3,918	.0576	93	99	19,910	8,750	16,503	9,092	4,687	21,489	8,030	9,800	2,582
Green Bay	57	134,102	.0723	4,561	.0658	101	111	27,346	11,706	19,602	8,879	7,718	22,977	6,359	10,180	3,162
Kenosha	73	96,845	.0522	3,858	.0536	107	104	24,804	9,085	7,673	6,173	5,029	16,647	6,414	9,020	2,986
△La Crosse	214	90,820	.0489	4,325	.0451	103	111	18,417	8,457	13,079	6,048	4,698	15,297	4,969	6,956	1,666
Madison	87	241,153	.1300	4,620	.1276	115	117	46,507	21,628	25,628	16,623	11,830	45,725	14,644	29,280	5,411
△Manitowoc-Two Rivers	223	77,221	.0416	3,785	.0407	96	98	16,537	7,119	8,473	2,819	4,193	14,787	3,959	7,266	1,157
Milwaukee	91	1,241,748	.6692	4,310	.6773	116	115	277,038	113,816	209,269	78,568	63,538	216,440	89,323	62,729	35,952
△Oshkosh	235	112,145	.0605	3,867	.0594	100	102	24,661	10,367	18,643	5,104	6,421	16,631	6,240	9,333	2,690
Racine	114	148,775	.0791	4,123	.0812	113	110	35,137	11,113	12,049	8,343	8,753	26,248	9,583	14,819	4,983
△Sheboygan	250	91,923	.0495	3,633	.0507	100	98	20,088	7,800	15,776	3,037	3,844	14,434	5,985	10,057	2,112
Total Above Areas		2,748,727	1.4815	4,158	1.4699	109	110	604,462	239,242	407,443	189,593	142,090	487,708	178,880	195,554	73,474

(Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah.)

— WYOMING — Counties and Cities

Map, page 830

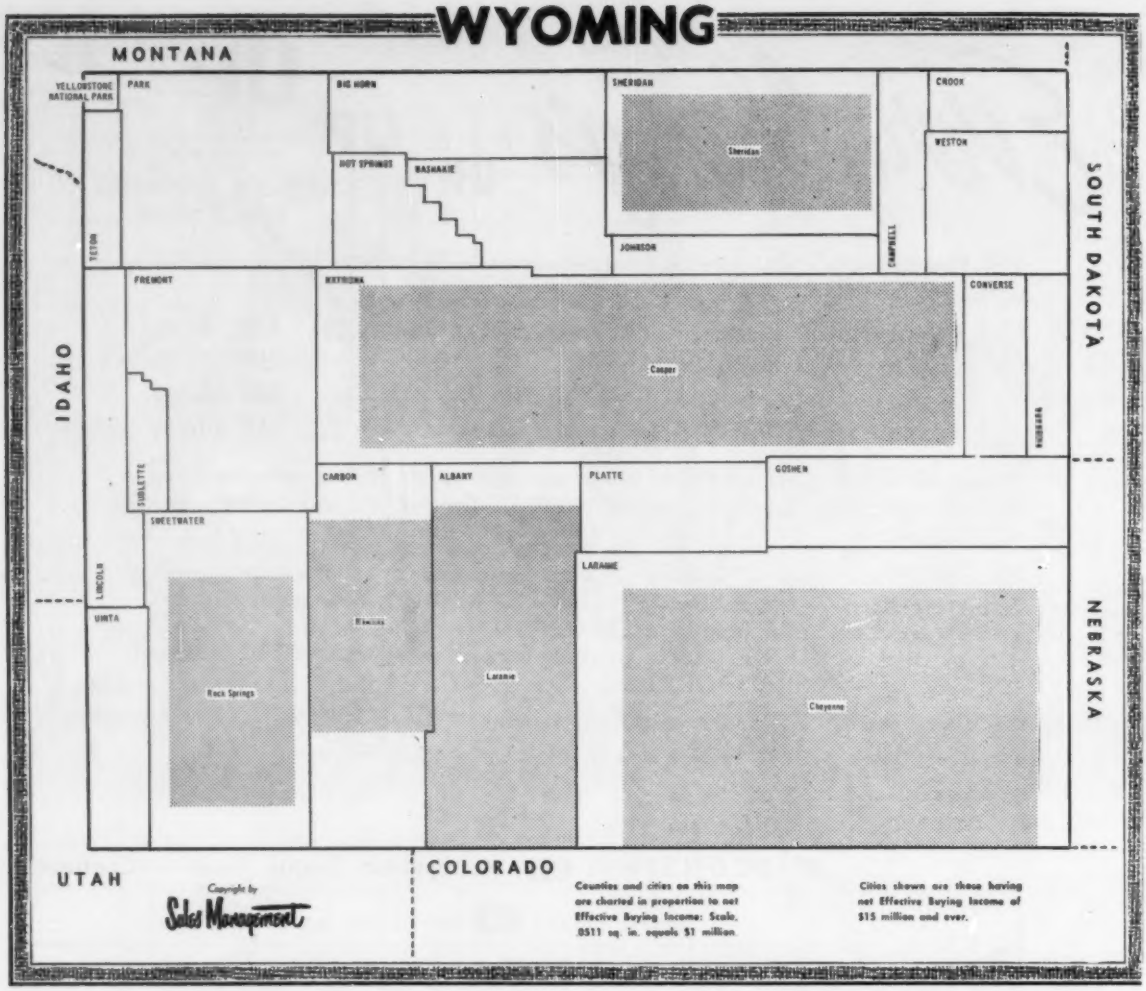
City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-R	Auto.	Gas Sta.	L-B-H	Drugs
Casper	Natrona	32.9	344	40	45	29	24	28	38	53	19	14
Cheyenne	Laramie	37.8	455	63	77	26	54	31	37	43	21	14
Cody	Park	5.0	99	9	17	6	7	7	7	11	5	3
Laramie	Albany	18.6	203	29	44	5	21	13	10	28	12	5
Rawlins	Carbon	8.3	118	10	29	6	7	4	10	22	8	6
Rock Springs	Sweetwater	11.5	161	23	45	7	15	5	15	25	2	7
Sheridan	Sheridan	11.8	208	30	31	16	12	11	18	23	19	8

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

WYOMING



WYOMING — Counties and Cities — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955					Income Breakdown of Consumer Spending Units								
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Albany		22.3	.0134	6.7	15.6	40,660	.0153	1,823	6,069	4,688	9.6	4,220	33.6	11.2	21.5	16.5	31.2	37.1	13.7	35.2
Laramie		18.6	.0112	5.2		35,791	.0135	1,924	6,883		8.4	4,252	33.8	11.2	20.7	15.9	31.4	37.0	14.1	35.9
Big Horn		13.3	.0080	3.7	2.6	15,941	.0060	1,199	4,308	7,834	3.8	4,198	28.2	9.4	25.7	19.9	34.9	41.7	11.2	29.0
Campbell		4.3	.0026	1.4		6,254	.0023	1,454	4,467	6,603	1.5	4,313	29.9	9.8	31.7	23.8	27.0	31.4	11.4	35.0
Carbon		16.9	.0102	5.1	8.3	30,718	.0116	1,818	6,023	8,630	6.4	4,786	23.4	6.9	20.0	13.5	39.2	41.1	17.4	38.5
Rawlins		8.3	.0050	2.6		15,259	.0057	1,838	5,869		3.0	5,171	19.6	5.3	18.2	11.4	41.2	40.0	21.0	43.3
Converse		5.7	.0035	1.7	2.5	7,481	.0028	1,312	4,401	4,466	1.7	4,324	27.3	8.9	26.0	19.4	33.9	39.4	12.8	32.3
Crook		4.2	.0025	1.2		5,527	.0021	1,316	4,606	5,460	1.3	4,235	33.3	11.1	33.4	25.5	21.0	24.9	12.3	38.5
Fremont		20.8	.0125	6.1	8.1	28,114	.0106	1,352	4,639	7,811	6.5	4,357	29.1	9.4	23.7	17.7	33.8	38.9	13.4	34.0
Goshen		12.8	.0078	3.7	3.4	18,596	.0070	1,453	5,026	15,845	4.0	4,622	32.7	10.0	28.1	19.7	23.4	25.4	15.8	44.9
Hot Springs		5.7	.0034	1.8	3.2	8,228	.0031	1,444	4,571	2,503	1.9	4,367	27.2	8.8	24.4	18.2	35.9	41.2	12.5	31.8
Johnson		4.7	.0028	1.4	2.7	6,942	.0026	1,477	4,959	4,512	1.7	4,202	39.0	13.1	25.0	19.4	22.4	26.7	13.6	40.8
Laramie	188	58.1	.0351	16.5	37.8	102,012	.0384	1,756	6,183	9,465	24.5	4,165	35.3	11.9	20.8	16.3	30.8	37.0	13.1	34.8
△Cheyenne		37.8	.0228	11.9		62,946	.0237	1,665	5,290		13.3	4,735	24.5	7.3	21.9	15.0	37.2	39.4	16.4	38.3
Lincoln		8.2	.0049	2.4		9,976	.0037	1,217	4,157	5,143	2.5	3,986	27.8	9.8	32.6	26.6	30.4	38.2	9.2	25.4
Natrona		40.0	.0241	13.1	32.9	82,523	.0311	2,063	6,299	4,672	14.8	5,572	19.3	4.9	17.6	10.3	40.5	36.4	22.6	48.4
Casper		32.9	.0198	10.8		71,765	.0270	2,181	6,645		12.8	5,602	19.3	4.8	17.3	10.2	40.4	36.1	23.0	48.9

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

WYOMING — Counties and Cities — (Continued)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955															
											Income Breakdown of Consumer Spending Units										
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Gross Cash Farm (add 000)	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
Niobrara		3.9	.0024	1.2		4,737	.0018	1,215	3,948	3,931	1.2	3,934	33.1	11.8	23.3	19.2	33.7	43.0	9.9	26.0
Park		18.7	.0113	5.8	9.7	28,937	.0109	1,547	4,989	7,684	6.1	4,743	23.2	6.9	21.6	14.7	39.1	41.4	16.1	37.0
Cody		5.0	.0030	1.6		10,205	.0038	2,041	6,378		1.9	5,408	20.1	5.2	16.8	10.1	41.5	38.5	21.6	46.2
Platte		7.7	.0046	2.4		11,311	.0043	1,469	4,713	7,876	2.7	4,130	30.4	10.4	30.2	23.7	29.3	35.6	10.1	30.3
Sheridan		19.7	.0119	6.4	11.9	27,670	.0104	1,415	4,355	7,388	6.3	4,437	29.4	9.3	24.6	18.0	32.1	36.3	13.9	36.4
Sheridan		11.8	.0071	4.0		19,537	.0074	1,656	4,884		4.3	4,595	27.6	8.5	23.5	16.5	34.1	37.2	14.8	37.8
Sublette		2.8	.0017	.9		3,928	.0015	1,403	4,364	3,551	1.0	4,004	37.0	13.0	25.7	20.9	24.7	30.9	12.6	35.2
Sweetwater		22.4	.0135	6.5	14.6	34,273	.0129	1,530	5,273	1,935	7.6	4,497	23.4	7.3	21.0	15.1	43.6	48.7	12.0	28.9
Rock Springs		11.5	.0069	3.4		19,322	.0073	1,680	5,683		4.3	4,518	26.1	8.1	19.6	14.1	40.8	45.3	13.5	32.5
Teton		2.6	.0016	.8		3,985	.0015	1,533	4,981	1,195	.9	4,570	28.4	8.8	33.8	24.0	23.2	25.4	14.6	41.8
Uinta		6.8	.0041	1.7	3.6	9,512	.0036	1,399	5,595	2,906	2.1	4,633	24.0	7.3	23.0	16.2	37.3	40.3	15.7	36.2
Washakie		7.8	.0047	2.1	4.6	11,873	.0045	1,522	5,654	4,244	2.5	4,682	23.5	7.1	25.2	17.5	36.0	38.5	15.3	36.9
Weston		7.2	.0043	2.2	3.6	12,366	.0046	1,718	5,621	2,556	2.4	5,099	23.9	6.6	24.3	15.5	33.4	32.9	18.4	45.0
Yellowstone National Park		.4	.0003	.1		830	.0004	2,075	8,300		.2	5,092	6.7	1.8	38.1	24.3	38.0	37.5	17.2	36.4
Total Above Cities		125.9	.0758	39.5		234,825	.0884	1,865	5,945		47.9	4,904	24.7	7.1	20.0	13.3	37.5	38.3	17.8	41.3
State Total		317.0	.1912	94.9	168.0	512,594	.1930	1,617	5,401	130,898	113.1	4,531	28.5	8.9	22.7	16.1	34.0	37.7	14.8	37.3

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955															
					SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)									
		Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs	
Albany		25,858	.0139	3,859	.0145	108	104	5,962	2,741	1,571	1,308	1,824	4,425	2,742	1,986	633	
Laramie		24,438	.0132		.0130	116	118	5,694	2,513	1,482	1,308	1,541	4,425	2,419	1,557	633	
Big Horn		11,498	.0062	3,108	.0064	80	78	2,439	851	989	406	392	2,592	805	2,216	486	
Campbell		6,218	.0034	4,441	.0027	104	131	1,258	483	139	486	145	1,790	884	727	104	
Carbon		21,329	.0115	4,182	.0113	111	113	4,149	2,888	2,119	819	550	3,799	3,278	1,678	836	
Rawlins		15,502	.0084		.0064	128	168	2,898	2,071	1,830	771	550	3,191	1,937	1,061	626	
Converse		8,028	.0043	4,722	.0034	97	123	1,501	671	327	262	113	2,189	814	1,241	263	
Crook		3,710	.0020	3,092	.0021	84	80	679	283	303	...	...	523	492	1,229	52	
Fremont		26,252	.0141	4,304	.0121	97	113	4,436	1,968	2,268	628	545	8,314	2,018	2,924	802	
Goshen		14,524	.0079	3,925	.0074	95	101	3,098	778	812	372	545	2,921	1,222	2,391	483	
Hot Springs		7,236	.0039	4,020	.0034	100	115	1,317	768	479	344	99	1,817	591	922	351	
Johnson		5,809	.0031	4,149	.0028	100	111	1,313	538	331	299	47	1,409	489	764	203	
Laramie	188	71,283	.0384	4,320	.0377	107	109	14,675	6,431	5,135	4,859	4,388	17,473	4,474	5,391	2,284	
△Cheyenne		65,678	.0354		.0270	118	155	13,275	5,686	4,899	4,806	3,820	16,606	3,951	4,607	2,241	
Lincoln		10,817	.0058	4,507	.0046	94	118	1,951	898	1,046	262	318	2,731	1,039	506	350	
Natrona		70,872	.0382	5,410	.0318	132	159	14,397	4,080	6,974	2,609	3,378	22,026	4,326	5,429	2,216	
Casper		66,969	.0361		.0283	143	182	13,155	3,014	6,930	2,609	3,340	22,026	3,439	5,213	2,073	
Niobrara		5,666	.0031	4,722	.0023	96	129	1,067	802	292	156	...	1,201	697	978	67	
Park		19,914	.0107	3,433	.0110	97	95	3,327	1,321	2,309	998	660	5,365	1,555	2,433	600	
Cody		10,523	.0057		.0042	140	190	1,535	796	1,140	394	310	3,262	1,045	767	321	
Platte		10,561	.0057	4,400	.0047	102	124	1,884	745	762	37	266	2,220	1,178	965	549	
Sheridan		25,097	.0135	3,921	.0117	98	113	4,739	1,957	2,889	1,101	1,157	5,663	1,797	2,262	749	
Sheridan		23,544	.0127		.0099	125	179	4,290	1,506	2,869	1,101	1,114	5,663	1,577	1,896	749	
Sublette		2,854	.0016	3,171	.0015	88	94	533	334	347	121	...	338	262	601	183	
Sweetwater		20,384	.0110	3,133	.0125	93	81	5,155	2,748	2,050	811	531	4,039	2,649	901	971	
Rock Springs		15,915	.0086		.0076	110	125	4,062	1,817	1,445	749	463	3,874	1,661	402	748	
Teton		6,038	.0032	7,548	.0020	125	200	1,430	1,133	223	155	168	1,309	689	389	200	
Uinta		8,570	.0046	5,041	.0040	98	112	1,849	913	585	213	123	2,487	886	910	286	
Washakie		11,365	.0062	5,412	.0051	109	132	1,853	840	501	645	736	2,432	1,021	2,051	381	
Weston		11,996	.0064	5,453	.0051	119	149	2,116	1,351	606	468	15	3,279	1,467	997	407	
Yellowstone National Park		6,461	.0038	64,610	.0013	433	1,200	...	...	611	3,506	...	36	...	1,061	...	...
Total Above Cities		222,569	.1201		.0954	126	158	44,909	17,403	20,595	11,738	11,138	59,047	16,029	15,503	7,391	
State Total		412,320	.2223	4,345	.2014	105	116	81,128	36,133	36,543	16,959	15,836	100,342	36,216	39,571	13,436	

▲ and △ See end of state for SM Metropolitan County Areas.

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WYOMING— SM Metropolitan County Area

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREA	Area No.	POPULATION SM ESTIMATES 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urbanized Population (thousands)	EFFECTIVE BUYING INCOME SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family
△Cheyenne	188	58.1	.0351	16.5	37.8	102,012	.0384	1,756	6,183
Total Above Area		58.1	.0351	16.5	37.8	102,012	.0384	1,756	6,183

AREA	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1955 Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000) Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
△Cheyenne	188	71,283	.0384	4,320	.0377	107	109	14,675	6,431	5,135	4,859	4,388	17,473	4,474	5,391	2,284
Total Above Area		71,283	.0384	4,320	.0377	107	109	14,675	6,431	5,135	4,859	4,388	17,473	4,474	5,391	2,284

Economic and Market Highlights Of Hawaii, Alaska and Puerto Rico

Our territorial possessions—Alaska, Puerto Rico, and Hawaii—have one important marketing characteristic in common: they are all almost completely dependent on the United States for the supply of commodities entering into their retail trade. In this respect they represent favored markets for United States manufacturers seeking overseas markets without running into customs barriers. However, in all other respects, the marketing characteristics of each territory are uniquely different from each other, and from the mainland. Americans interested in new markets here must understand the problems that are peculiar to each of the territories.

HAWAII

The Hawaiian Islands are situated about midway between America and Asia, with Honolulu about 2,400 miles from San Francisco. This enormous distance from the mainland has nowadays been narrowed by regular airline traffic, but this fact still is a dominant market characteristic of the territory. Thus, the relatively high freight cost on mainland goods gives rise to a high price and wage structure. Indeed, it will be noted that Hawaiian per family income and per family sales ratios rank favorably with those of the mainland.

Another explanation for the high per family income and sales ratios is to be found in the extremely high ratio of persons per family. Non-Caucasians, making up about five-sixths of the total population, have an average family size of about five persons. The climate is extremely mild, with a temperature ranging between 58 and 74 degrees in the winter, and between 64 and 80 degrees in the summer.

The population of Hawaii is predominantly island-born. While 89% are American citizens, more than one-third are of Japanese origin, somewhat less than a third are Caucasian, and the remaining third are, in order of their numbers, Filipino, Chinese, Hawaiian, Puerto Rican and Korean.

HAWAII — Counties and Cities

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	SM POPULATION ESTIMATES, 1/1/56 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
HAWAII																		
Honolulu	410.6	.2476	97.1	312.5	654,948	.2468	1,595	6,745	134.2	4,880	34.6	10.0	22.4	14.9	28.1	28.8	16.9	48.3
Honolulu	271.6	.1638	68.9		476,515	.1794	1,754	6,916	83.6	5,700	26.0	6.4	22.5	12.9	30.1	26.4	21.4	54.3
Hawaii	67.6	.0408	18.3	30.0	83,311	.0314	1,232	4,553	20.1	4,145	34.5	11.7	33.9	26.7	20.3	24.6	11.3	37.0
Hilo	29.0	.0175	6.5		38,763	.0146	1,337	5,964	8.2	4,727	34.3	10.2	27.7	19.1	22.5	21.3	15.2	49.4
Maui	46.4	.0280	13.2	23.1	56,664	.0213	1,221	4,293	13.2	4,293	25.4	8.3	30.9	30.2	23.2	27.1	11.5	34.4
Kauai	29.7	.0179	8.7	7.1	36,848	.0139	1,241	4,235	8.9	4,140	25.8	8.8	42.4	33.3	21.4	25.9	10.4	32.0
Kalawao	.3	.0002	.1		...	...	...	...	...	...	...	...	...	...	...	...	...	...
Total Above Cities	300.6	.1813	75.4		515,278	.1940	1,714	6,834	91.8	5,613	26.7	6.7	23.0	13.3	29.4	26.3	20.9	53.7
Territory Total	554.6	.3345	137.4	372.7	821,789	.3132	1,482	5,981	176.4	4,659	33.5	10.0	26.0	17.9	25.0	26.6	15.5	45.5

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



HAVE YOU DISCOVERED THE SANDWICH ISLANDS?

It's time you did. They're called Hawaii today and they comprise one of America's great markets—with a greater population than Seattle, Kansas City or Newark and a net effective buying income per family that outranks all but three states and all but three metropolitan county areas.

Honolulu County alone ranked 68th last year (1954) among all U. S. counties in size of urban population, 74th in total retail sales, 66th in retail sales per family, 54th in food store sales, 63rd in general merchandise sales, 86th in furniture-household-radio sales, 99th in automotive store sales, 70th in drug store sales.

To *reach* and *sell* this prime U. S. market *requires* The Honolulu Advertiser—Hawaii's *only* morning and Sunday newspaper.

The Honolulu Advertiser
Hawaii's Territorial Newspaper

1856—Our 100th Year—1956

Get the facts from THE KATZ AGENCY

° Captain Cook was first—in 1778.

This wide range of racial backgrounds gives the Hawaiian market and economy special characteristics. When Hawaii became a Territory in 1900, wages were comparable to Oriental rather than American levels because the labor force was largely composed of immigrants from the Far East. Wages in Hawaii today are close to, or even above, the mainland.

Along with the rise in wages there has been a shift from Oriental to American modes of living, effecting great changes in the consumption pattern for food and other products.

Other important marketing characteristics flow from the extraordinary youthfulness of the population. Because of a high birth rate and heavy outmigration since 1945, half of the population today is under 25 years of age. Another key fact is the Islands' dependence on the mainland for the import of the full range of commodities and services that go into a modern standard of living.

The Hawaiian economy is predominantly agricultural, with intensive cultivation possible because of the excellent water supply and climate. With the help of the airlines, tourism is the most rapidly growing industry; over 100,000 vacationers visited the islands in 1955, as compared with 25,000 in 1940. The result is a continuing construction boom, particularly in the Waikiki district of Honolulu, with a rapid increase in hotel and other tourist facilities.

Population, which boomed tremendously during the war, is now declining somewhat, reflecting some outmigration in excess of the extremely high birth rate. Economic activity in 1955, however, reached record levels with respect to both sales and income. The income of Hawaii is now greater than that of five of the United States, there-

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

HAWAII — Counties and Cities — (Continued)

RETAIL SALES— SM ESTIMATES, 1955

COUNTIES CITIES	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)							
				Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
Honolulu	356,233	.1920	3,669	.2304	93	78	86,623	39,887	53,872	22,866	20,299	63,664	23,428	8,563	11,710
Honolulu	301,956	.1627		.1713	105	99	68,895	35,358	43,986	21,345	19,218	52,098	18,149	6,324	11,425
Hawaii	49,962	.0269	2,730	.0319	78	86	14,656	2,685	8,184	2,469	1,671	12,204	3,888	640	732
Hilo	35,643	.0192		.0166	95	110	9,333	1,848	3,181	2,165	1,415	11,801	2,147	517	699
Maui	29,050	.0157	2,201	.0210	75	56	9,050	1,559	5,168	1,164	1,317	5,708	2,230	403	652
Kauai	19,393	.0105	2,229	.0137	77	59	5,229	1,421	4,251	525	385	5,339	1,023	58	57
Total Above Cities	337,599	.1819		.1879	104	100	78,228	37,206	47,167	23,510	20,633	63,899	20,296	6,841	12,124
Territory Total	454,644	.2451	3,309	.2970	89	73	115,558	45,552	71,475	27,024	23,672	86,915	30,569	7,664	13,151

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by underlining the Hawaiian bid for statehood. Indeed, the sheer dollar magnitude of Hawaiian trade justifies the growing practice of considering Hawaii as part of our domestic market, to be serviced from a district headquarters on the Pacific coast, rather than the Export Department.

ALASKA

The magnitude of Alaskan expansion during the war and post-war years has exceeded the expectations of the most ardent of the local Alaskan boosters. Recently released Census of Population reports have established that the population gain since 1950 is 75%, far greater than that of any other state or U. S. territory.

A large proportion of this population gain is accounted for by military and naval personnel, estimated to total about 50,000. However, in relation to Alaska's vast geographical spread (about one-fifth of the size of the U. S.), this huge percentage gain in population merely brings its population density up to 35 persons per 100 square miles, as against an average for the U. S. of about 5,000 persons per 100 square miles.

Active military operations and defense construction of great magnitude continue to maintain income and sales in Alaska at extraordinarily high levels. Military expenditures in Alaska (payrolls and construction) while now declining, have averaged close to $200-millions, mostly in the Anchorage, Fairbanks, Kodiak and Big Delta areas. As a result, though this will come as a great surprise to most marketing men, total income in Alaska is over the half billion mark.

Per capita income and per capita sales levels are far greater than those of the United States, in part because of high transport charges on imports. Freight rates to Alaska are particularly high because of the lack of southbound cargo during the greater part of the year. Yet Alaska has a favorable balance of trade with the United States in that its exports consistently exceed the value of its imports.

In general, Alaska would be a far greater consumer of hard goods if it were not for the problem of maintenance of service for such items as cars, stoves, washing machines, etc. Manufacturers who are willing to consider the special problems of Alaskan consumption and can furnish such hard goods geared to the climate and requiring little servicing, can easily dominate the Alaskan market, for the price of a product is of relatively little importance here.

It must be noted, however, that at present a large part of Alaskan sales

ALASKA — PUERTO RICO

	SM POPULATION ESTIMATES, 1/1/56				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1955													
									Income Breakdown of Consumer Spending Units									
	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Total Units (thousands)	Income per Consumer Spending Unit	$0-2,499 % Units	$0-2,499 % Income	$2,500-3,999 % Units	$2,500-3,999 % Income	$4,000-6,999 % Units	$4,000-6,999 % Income	$7,000 & over % Units	$7,000 & over % Income
1st Judicial Division	40.0	.0241	11.5	16.0	75,101	.0283	1,878	6,531	17.1	4,385	38.4	12.3	18.0	13.4	22.8	26.1	20.8	48.2
Juneau	8.9	.0054	3.0		20,654	.0078	2,321	6,885	3.9	5,348	25.9	6.9	17.0	10.3	27.9	26.1	29.2	56.7
Ketchikan	7.1	.0043	2.5		15,239	.0057	2,146	6,096	3.0	5,148	25.5	7.0	18.7	11.8	28.9	28.1	26.9	53.1
2nd Judicial Division	16.1	.0097	3.5		12,332	.0046	766	3,523	4.3	2,871	62.9	30.8	16.3	18.5	11.7	20.4	9.1	30.3
3rd Judicial Division	114.9	.0693	27.2	31.4	318,353	.1199	2,771	11,704	63.2	5,036	25.6	7.2	27.2	17.5	21.8	21.7	25.4	53.6
Anchorage	25.1	.0151	7.6		77,868	.0293	3,102	10,246	11.5	6,800	13.5	2.8	17.1	8.2	26.4	19.4	43.0	69.6
4th Judicial Division	54.1	.0326	5.8	11.9	119,792	.0451	2,214	20,654	28.5	4,209	39.4	13.2	24.5	18.9	16.5	19.7	19.6	48.2
Fairbanks	11.9	.0072	4.3		33,063	.0124	2,778	7,689	5.4	6,076	17.7	4.1	19.1	10.2	26.5	21.8	36.7	63.9
Total Above Cities	53.0	.0320	17.4		146,824	.0552	2,770	8,438	23.8	6,191	18.0	4.1	17.8	9.3	26.9	21.8	37.3	64.8
Territory Total	225.1	.1357	48.0	59.3	525,578	.1979	2,335	10,950	113.1	4,647	32.4	9.8	24.7	17.3	20.3	21.8	22.6	51.1
Puerto Rico	2,280.1	1.3751	456.4		950,226	.3578	417	2,082	488.6	1,945	81.7	59.6	13.1	22.0	3.6	9.5	1.6	8.9

	RETAIL SALES— SM ESTIMATES, 1955														
				SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Radio	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
1st Judicial Division	42,667	.0230	3,710	.0259	107	95	15,129	5,923	6,196	2,590	2,216	3,226	274	1,245	1,788
Juneau	14,332	.0077		.0073	135	143	4,807	1,350	1,425	1,440	1,011	1,613		548	565
Ketchikan	13,595	.0073		.0059	137	170	4,231	1,686	2,150	884	992	1,157	113	415	612
2nd Judicial Division	6,190	.0033	1,769	.0052	54	34	299	787	2,621	182		1,455		184	75
3rd Judicial Division	102,535	.0553	3,770	.0904	130	80	19,844	13,597	12,364	7,074	4,847	16,151	9,021	4,873	4,007
Anchorage	66,489	.0358		.0284	188	237	11,429	6,942	6,949	6,267	4,665	11,072	4,372	3,808	2,716
4th Judicial Division	45,184	.0244	7,790	.0364	112	75	9,523	5,741	6,119	3,349	1,787	7,996	1,490	2,657	2,263
Fairbanks	35,860	.0193		.0134	186	268	6,767	3,779	4,115	3,025	1,787	7,996	882	1,883	2,201
Total Above Cities	130,276	.0702		.0551	172	219	27,234	13,757	14,639	11,616	8,455	21,838	5,367	6,654	6,094
Territory Total	198,576	.1059	4,095	.1579	116	78	44,795	26,048	27,300	13,195	8,850	28,828	10,785	8,959	8,133
Puerto Rico	599,709	.3232	1,314	.5509	40	24	186,886	43,155	51,374	47,326	57,418	84,809	26,055	59,630	19,406

Alaskan Income Distribution is somewhat weighted in the lower income brackets due to the inclusion of approximately 50 thousand military personnel.

Alaska Retail Sales do not include Post Exchange sales estimated at $40 Million as well as a significant amount of mail order sales.

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are handled through a small number of Seattle wholesalers, military post exchanges and also through direct mail orders, and none of this is reflected in the Alaska sales data. Since income levels and savings are very high, Alaskans are good prospects for consumer goods of sufficient value to bear the cost of transport.

Most economic activity in Alaska is heavily seasonal, which is today almost wholly confined to the months of April through October. But this is due to the nature of its principal industries, rather than to climatological factors. Thus, Alaska normally derives over $75 million in annual proceeds from its extensive fish canning and processing industry, in which salmon canning is most important.

Since the other major industries—farming and mining—are also highly seasonal, Alaska's labor requirements reach a very marked peak in the summer months. A small proportion of its labor force is in fact made up by single transients, many of whom may not even be included in the population total, and who return to the United States periodically.

PUERTO RICO

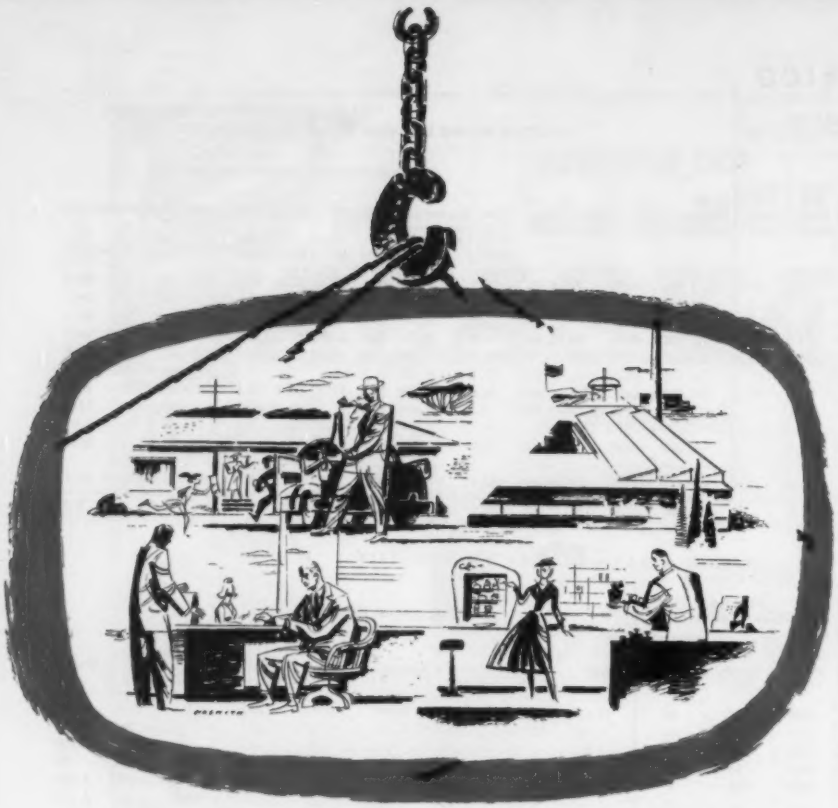
In contrast to Alaska, Puerto Rico, with 66,000 inhabitants per 100 square miles, is one of the most densely populated rural areas of the world. This population density makes the Puerto Rican market quite attractive in terms of *quantity*, but far less so with regard to *quality*.

Our beneficial influence on the Island is discernible in many ways, particularly in progress made in education and public health. The death rate has been reduced from 31 per thousand in 1900 to 7 per thousand in 1955, equal to that of the United States. But since the birth rate (35 per thousand) still ranks among the world's highest, the rate of national increase is particularly rapid, although in recent years, the birth rate has been declining (it had been 41 per thousand in 1950) and the national increase has been offset by a heavy annual emigration to the United States.

Puerto Rico's lack of industrial self-sufficiency makes the Island a favored market for the entire range of American goods, from food to automobiles. However, a disproportionate share of the Island's imports go for food, which make up a disproportionately large part of the retail trade total.

The government drive to attract new industries in order to lessen its dependence on sugar production is beginning to show results. The need for industrialization is underscored by the fact that Hawaii produces as much sugar as Puerto Rico (1,200,000 tons) with only one-fifth as many sugar workers. It is interesting to note that the share of the agricultural income has decreased from 22% of the total net income in 1950 to 16% in 1955, whereas the income from manufacturing has increased from 13% to 15% during the same five year period.

Puerto Rico's industrialization program (called "Operation Bootstrap") has scored many successes. By granting liberal tax concessions to new plants, Puerto Rico has attracted an impressive roster of stateside corporations with branch plants.



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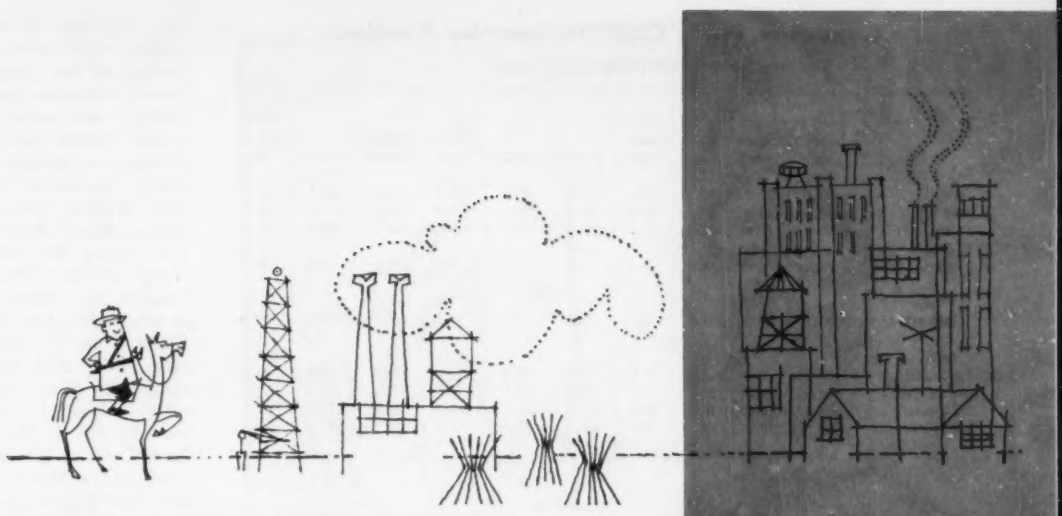
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The Canadian Market Section

In Canada, as in the United States, 1955 was a boom year in which all major economic indicators broke existing records. In fact, every year of the past decade we have been impressed by the remarkable economic correlation between Canada and the United States.

Here is a comparison of Canada's 1955-54 gains with those of the U.S.

	Percentage gain, 1955 over 1954	
	Canada	U. S.
Gross national product	+ 9	+ 7
Index of industrial output	+ 9	+11
Disposable income	+ 8	+ 6
Labor income	+ 7	+ 6
Consumer price index	No Change	No Change
Retail sales	+ 7	+ 9
Food	+ 5	+ 5
General merchandise	+ 7	+ 7
Furniture, appliances, etc.	+ 6	+11
Auto	+16	+21
Drug	+ 2	+ 6

Capital Investment Boom Continues

Ever since the end of World War II, a capital investment boom has been the spark-plug for Canadian expansion, absorbing on the average about one-fifth of Canada's total annual output. Americans have shared greatly in this expansion. They increased their holdings considerably over 1954, particularly in natural gas developments, uranium mills, seaway development, hydro projects and municipal projects. American interest centers directly on oil, iron ore, newsprint, aluminum, lumber, cobalt, lead, zinc, copper, etc.

This marked interest on the part of American investors in the Canadian market is increasingly parallelled by a similar interest on the part of American manufacturers in Canadian consumers, particularly through the setting up of subsidiary product and distribution facilities.

We therefore take great pains to make our special Canadian Section as useful as possible to our American subscribers now operating in Canada (with or without a Canadian manufacturing or assembling plant), and to our Canadian subscribers who wish to apply the same yardsticks of market measurement which SALES MANAGEMENT has developed for the States since 1929.

The methods and techniques which have made it possible to measure changes in U. S. A. Potential Retail Sales and Income with a degree of accuracy exceeding 95% have been applied to Canada by the magazine's Research Department, the staffs of Market Statistics, Inc., and International Business Machines Corporation.

This year, as in the past, we have enjoyed the benefit of consulting with various statisticians and officials of the Dominion Bureau of Statistics on the accuracy of our estimates for all of Canada and the provinces particularly, and in some instances on our estimates for county and metropolitan areas. In this connection, our special thanks go to J. L. Forsyth, Acting Director of the Census Division; F. H. McCoy, Information Services Division; J. C. Brearley, Asst. Chief, Merchandising and Services Section; and S. A. Goldberg, Director of the Research and Development Division, all of the Dominion Bureau of Statistics.

Population Estimates

Our estimates of "families" for Canada follow the United States Census Bureau definition of the family as a "private household." It thus includes all the persons who occupy a house, an apartment, or other group of rooms, or a room that constitutes "separate living quarters." It includes the related family members, and also the unrelated persons, if any, such as lodgers, servants or hired hands, who share the living quarters. A person living alone, or a group of unrelated persons sharing the same living accommodations as partners, is counted as a household.

With one exception, the civil units in Canada are the same as those in the U. S. A., the exception being in Manitoba, Saskatchewan, Alberta and British Columbia, where there are no county names. Instead, each province is divided into divisions, which are synonymous with counties, and readers who wish to prepare market maps of these provinces should request detailed outline maps from the Dominion Bureau of Statistics, Ottawa, Ontario.

Canada, despite its vast geographic size, has a far more concentrated population than the U. S. A., and this cuts the cost of sales and advertising. Sales organizations that want to do

Canadian Farm Cash Income by Province

1953-1955 (Millions)

	Canada Total	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
1955	2,352.6	25.5	45.1	47.3	425.0	744.1	176.1	425.0	363.1	107.3
1954	2,395.3	24.4	44.3	48.9	407.0	714.4	187.9	472.4	387.8	108.3
1953	2,775.8	22.9	40.3	43.5	393.6	720.2	220.0	742.2	486.5	106.5
% Change 1955/1954	− 1.8	+ 4.5	+ 1.8	−3.3	+4.4	+4.2	− 9.5	−10.0	− 6.4	−0.9
% Change 1955/1953	−15.2	+11.4	+11.9	+8.7	+8.0	+3.3	−22.7	−42.7	−25.4	+0.8
1955										
1st Quarter	467.2	6.7	8.8	10.1	77.2	184.6	25.8	56.4	78.3	19.4
2nd Quarter	583.1	7.8	10.6	12.2	113.4	160.1	43.1	120.2	93.5	22.1
3rd Quarter	635.8	4.9	11.6	10.3	114.3	197.8	46.3	124.9	95.2	30.5
4th Quarter	666.5	6.0	14.1	14.7	120.1	201.7	54.9	123.5	96.1	35.4

an intensive local advertising and promotion job can concentrate in Canada's 88 largest cities, which account for 70% of the retail sales volume; whereas in the U. S. A. the 502 largest cities account for only 62% of the retail sales.

Counties are listed in alphabetical order in provinces, and cities are indented under the counties of which they are a part, with city figures shown in contrasting light-face type. Because part of Canada is French-speaking, a column is provided under "Population" for the percentage of population (according to the 1951 Census) which is French-speaking, i.e., persons speaking French only, or French and English. Many marketing authorities agree that the two groups should be added together and considered as the segment of the population which can be reached most effectively by use of the French language.

Retail Sales— Comparisons of Survey and Canadian Census Data

The release of the results of the 1951 Canadian Census of Population and Retail Sales gave us the first chance in ten years to check the accuracy of *Survey* data. The Census results underlined two points:

First, the magnitude and rapidity of Canadian expansion since 1941, which SALES MANAGEMENT has taken great pains to emphasize, has exceeded that of the United States in the same years.

Second, despite the lack in Canada of the complete and detailed statistical reporting available for the states, counties and cities of the United States, the *Survey of Buying Power* estimates of population and retail sales for Canadian areas have proved to be sufficiently accurate to allow marketing men both here and in Canada to appraise intelligently the potentials of many new and rapidly growing markets.

The Sharp Contrasts

In the period 1941-1951, a decade of unprecedented advance for the United States economy, when population rose 15% and retail sales increased by 177%, the corresponding Canadian population gain was 22% and the gain in retail sales 210%.

In 1947 SALES MANAGEMENT began its Canadian *Survey of Buying Power* in response to a growing need for current marketing data on Canada that had become increasingly emphasized by the tremendous economic strides made by Canada during WW II. The latest Canadian Census had been taken in 1941, and the next one was not to be taken until 1952, covering the year 1951, but with no results available until 1953. The paucity of postwar benchmarks presented a challenge to SALES MANAGEMENT, but the know-how and techniques developed on the U. S. A. section were applied to Canada.

How close to the truth were the SALES MANAGEMENT estimates for Canada? Five years ago, in the May, 1951 *Survey of Buying Power*, Canadian population (including the newly added province of Newfoundland), was estimated at 14.0 million as of January 1 of that year. The Census figure was the same but was released two years later.

In the 1952 *Survey*, total Canadian retail sales for the year 1951 were estimated at $10,425 million. This proved to be within 2% of the Census figure released 18 months later. The correspondence is actually closer, for the Dominion Bureau of Statistics' definition of retail sales differs slightly from that of the United States Bureau of the Census, to which all *Survey* estimates are geared, in that garages are included, although the United States practice is to regard garages as belonging to the service trades. Deducting $136 million for such outlets brings the Canadian Census figure down to $10,518 million, giving the *Survey* estimate an "error" of nine-tenths of one percent! Readers may recall a similar instance in 1951 when the 1948 United States Retail Trade Census reported a national total of $130,527.3 million, as against the SALES MANAGEMENT estimate, published over two years previously, of $130,557.3 million, an "error" of two hundredths of one percent! SALES MANAGEMENT's research men disclaim all pretensions of "black magic": They would have been more than satisfied to come within three percent of the truth.

How to Verify Accuracy

Actually, the best way to evaluate the accuracy of the *Survey* estimates, which are annual projections from a previous Census benchmark, is to divide the total error by the number of years between Censuses, for each succeeding year introduces an opportunity for error, which cumulates over the entire period. By and large, the *Survey* estimators hope to keep within a one percent average annual error on all estimates, both for the United States and for Canada. If we maintain an average annual error of one percent, the estimates in this *Survey*, offering 1955 data, would be four years removed from the Census base, and therefore subject to a 4% error.

The change in the structure of retail trade in the period 1941-51 showed some, but not all, of the type of developments reflected in the United States in the same years. As in the United States, the rate of gain for general merchandise stores lagged far behind total retail store sales gains, but, unlike the United States, so did food store sales. General merchandise sales in 1951 accounted for 16.8% of the Canadian total, as against only 11.9% in the United States. The explanation in part reflects the somewhat greater importance, in Canada, of the general country store, included in general merchandise. This is borne out by the fact that the Canadian food store group only accounts for 21.6% of total sales, as against 24.1% in the United States.

The *Survey* can at best point in the right *direction* and indicate approximate size of target.

The techniques employed to adjust



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DBS Census data on retail sales to a current basis duplicate in general the methods discussed in detail in the introduction to the U. S. *Survey* data. Local data on bank debit movement are related to corresponding data on retail trade change. One added advantage not available for the U. S. is the fact that the DBS estimates retail sales for Canadian provinces on a current basis, whereas in the U. S., the Department of Commerce is not required to maintain current retail sales data on a state level.

The groupings of the five store types are those used by the Dominion Bureau of Statistics and are precisely the same as those used for the Bureau of the Census in Washington. Food includes all stores selling food primarily (groceries, meat markets, delicatessens, candy and dairy stores); the Furniture-Household-Radio includes furniture, drapery, curtain and household furniture stores, household appliance dealers, radio and musical instrument stores. Drugs include sales of drug stores only. Automotive sales cover outlets classed as "vehicle dealers," handling used and new cars, plus parts.

Net Effective Buying Income

The first column under this heading shows in thousands of dollars the Net Effective Buying Income (after payment of income taxes) from all sources such as salaries, wages, dividends and entrepreneurial income, including farm income.

The Dominion Bureau of Statistics provided SALES MANAGEMENT with estimates of personal income (before taxes) for Canada and the provinces (including Newfoundland) for 1954, which were then projected to 1955 and distributed among the various counties and cities according to a formula devised for estimating income for similar U. S. A. civil divisions. (See page 11.)

The county and city figures—just as in the case of similar figures for population and retail sales—are further refined to show percent of Canada. Still further refinements are the per capita and per family income figures, straight arithmetical computation derived by dividing total net Effective Buying Income by the number of inhabitants and the number of families.

Sales—Advertising Controls

The next to the last column, "Buying Power Index," is based upon a comparable column in the U. S. A. section which is widely used in setting sales quotas and allocating advertising appropriations.

The last column, "Quality Index," is a measure of the purchasing ability of each county and city, as compared with the Dominion. It is constructed by dividing the percent of Canada potential by the percent of Canada population. The Dominion is the base, 100. This column is designed especially for sales and advertising executives who are considering intensive campaigns in a selected list of above-average counties and cities. Those counties and cities which have an index figure markedly higher than the Dominion (100) are likely to be the ones where intensified promotional campaigns should bring the greatest returns, provided, of course, that the percent of Canada potential column shows that they are important also from the standpoint of quantity.

Metropolitan Area Definitions for Canada

Marketing men have long been seeking a workable metropolitan area concept for Canada that would help focus attention on the relatively small number of urban areas that account for the bulk of Canada's marketing activity. In connection with the 1951 Canadian Census of Population, the Dominion Bureau of Statistics has taken a step in this direction by issuing population data for thirty-one officially designated "Census Metropolitan Areas."

The Bureau confined itself initially to fourteen of the larger cities of Canada which have well-defined satellite communities in close economic, geographic and social relationship to the city proper. Population data are available for these areas not only for 1951 but also for 1941.

In connection with the new Census of 1951, however, the D. B. S. established analogous "metropolitan" area definitions for an additional seventeen cities for which "there are adjacent areas with urban characteristics and in which the population of the central city is over 25,000." Unfortunately, the D. B. S. omitted from its designation of these additional urban areas the cities of Regina and Saskatoon, both of which have populations over 50,000, on the grounds that these cities "did not have well-defined satellite communities." Nevertheless, any listing of Canadian metropolitan areas would certainly be incomplete without these two cities, so we have included them in our tabulation.

We present below a tabulation of *Survey* market data for 1954 for Canadian metropolitan areas, as defined by the D. B. S. In this table, the 1951 Census benchmark data for population, families, sales and income are projected to 1954 on the basis of trends in counties and cities involved.

There is, however, one fundamental problem in the use of these metropolitan area definitions, which American marketing men can comment upon out of their own experience. The definitions of the boundaries of the satellite areas follow a population density contour, and therefore cut across corporate, municipal and county lines. These definitions are similar in concept to the "metropolitan districts" of the 1940 United States Census, which were composed of minor civil divisions in and around cities of more than 50,000 inhabitants, having a population density of 150 persons per square mile. In making up these districts, it was sometimes decided to include a few less densely populated civil divisions on the basis of special qualifications, and in other cases only a portion of a minor civil division was included if the division had a large area and the principal concentration of population was in a small section in or near the central city, with the more remote sections being sparsely settled. In such cases, the unit considered was not the minor civil division, but component enumeration districts. A metropolitan district was thus not a political unit, but rather an area including all of the thickly settled territory in or around a city or group of cities, and it tended to be a more or less integrated area with common economic, social, and often, but not always, administrative interests.

However, it was this lack of administrative interests that proved to be the Achilles heel of the definition. In the years since the 1940 metropolitan districts were established, there has been very little, if any, major marketing use made of these district definitions. The reason is that the boundary definitions were so complicated and detailed that it proved impossible to secure sales data for these areas without investing a huge research effort. Consequently, these essentially unworkable metropolitan district definitions were soon scrapped and replaced by a metropolitan *county* area concept, which, in the United States, has proved to be quite successful.

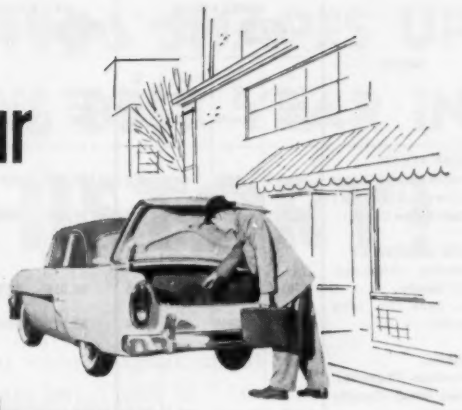
The general concept adopted is one of an integrated economic unit with a large volume of daily travel and communication between the central city and outlying parts of the area.

The application of these principles has finally yielded 166 metropolitan areas in the U. S. defined along county lines, which have been enthusiastically and universally accepted by marketing experts, distributors, advertising agencies, manufacturers, etc. . . . for the comparison of sales performance

(*Continued on page 846*)



Everywhere your salesmen go the **Star Weekly** can sell for you, too



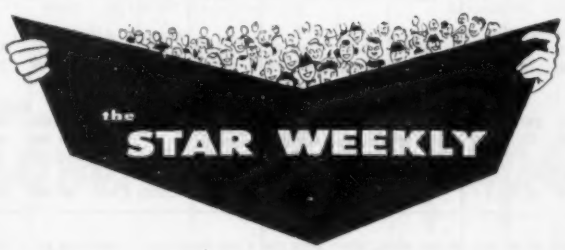


When you buy advertising in Canada, it pays to ask this question: "Does it go *everywhere* our salesmen go?" Because that's the real key to real *coverage* of your markets.

For English-speaking Canada, as you know, is not *one* market, but many markets. And the Star Weekly covers them all! With its heaviest circulation in the big cities and rich urban markets where most goods are sold—plus unmatched coverage in its field of the hundreds of smaller centres, *right down to the smallest hamlets*—the Star Weekly paves the way for your salesman, and follows him up, *everywhere*.

This Canada-wide circulation combines with high readership proved by newsstand and carrier boy *cash sales*—and fine-quality printing—to make your advertising dollar worth more in the Star Weekly.

Reach the ***most interested*** *big audience in Canada... through*



Summary of Data for Metropolitan County Areas

See explanation of SM definitions, page 840.

AREAS	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES								SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (In thousands of dollars—add 000)						
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita income	Per Family income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality index
NOVA SCOTIA																		
Halifax (Halifax County)	187.9	1.1780	44.0	8.3	194,404	1.0617	1,035	4,418	157,076	1.2310	3,570	35,469	33,577	6,363	23,247	3,435	1.1358	96
Sydney-Glace Bay (Cape Breton County)	127.8	.8013	27.5	9.3	121,131	.6615	948	4,405	90,156	.7065	3,278	28,724	12,751	4,412	12,948	1,447	.7029	88
NEW BRUNSWICK																		
Moncton (Westmoreland County)	91.5	.5737	19.8	42.8	94,838	.5179	1,036	4,790	70,480	.5522	3,559	13,259	18,676	3,033	11,596	1,406	.5383	94
St. John (St. John County)	79.5	.4985	19.3	10.4	83,017	.4534	1,044	4,301	60,701	.5463	3,611	17,436	8,793	3,870	9,964	2,157	.4903	98
QUEBEC																		
Montreal (Montreal, Jesus Island, Chambly Counties)	1,648.6	10.3381	416.2	65.1	2,023,619	11.0520	1,227	4,862	1,503,851	11.7856	3,613	419,514	223,703	62,063	223,788	34,431	11.1239	106
Quebec (Quebec & Levis Counties)	332.8	2.0866	68.7	94.2	344,435	1.8812	1,035	5,014	234,837	1.8404	3,418	67,801	35,949	8,916	43,381	6,027	1.9101	92
Sherbrooke (Sherbrooke County)	74.1	.4646	17.5	81.0	78,386	.4282	1,058	4,480	51,486	.4033	2,941	15,284	2,434	4,206	9,664	1,145	.4280	92
Shawinigan Falls-Trois Rivieres (St. Maurice County)	112.3	.7041	23.7	95.1	115,107	.6287	1,025	4,857	80,246	.6288	3,386	21,367	7,594	3,518	12,677	1,111	.6438	91
ONTARIO																		
Brantford (Brant Co.)	85.8	.5379	23.8	2.4	109,289	.5969	1,274	4,592	72,971	.5718	3,066	15,268	5,499	4,069	13,861	1,370	.5778	107
Fort William-Port Arthur (Thunder Bay County)	116.6	.7436	30.4	8.3	157,476	.8600	1,328	5,180	109,433	.7870	3,304	24,583	18,617	2,332	19,675	1,874	.8148	116
Guelph (Wellington Co.)	76.9	.4765	20.5	1.9	90,190	.4925	1,167	4,400	63,401	.4969	3,093	13,039	4,297	2,738	12,684	1,415	.4906	103
Hamilton (Wentworth County)	312.9	1.9617	82.8	3.1	494,062	2.6963	1,579	5,967	298,307	2.2438	3,456	63,229	33,508	12,849	51,368	8,797	2.4146	123
Kingston (Frontenac County)	74.2	.4652	18.1	6.5	92,137	.5032	1,242	5,090	64,294	.5037	3,552	15,256	6,142	3,760	10,709	1,916	.4958	107
Kitchener (Waterloo County)	148.9	.9336	38.2	2.9	191,452	1.0456	1,286	5,012	139,450	1.0928	3,651	27,862	9,827	8,006	26,507	2,388	1.0373	111
London (Middlesex Co.)	189.8	1.1900	52.4	2.3	267,779	1.4625	1,411	5,110	180,667	1.4160	3,448	38,746	18,675	11,451	34,468	5,309	1.3941	117
Oshawa (Ontario Co.)	104.7	.6564	28.7	2.7	134,411	.7341	1,284	4,683	92,079	.7216	3,209	22,489	7,045	3,429	20,512	2,143	.7148	108
Ottawa (Carleton Co., Ontario & Hull County, Quebec)	398.0	2.3825	90.6	44.0	555,794	3.0354	1,463	6,135	383,515	2.3786	3,389	78,373	46,193	11,196	45,929	6,062	2.7078	114
Peterborough (Peterborough County)	71.7	.4495	18.8	3.7	89,382	.4882	1,247	4,755	58,837	.4611	3,130	13,891	5,975	3,091	9,990	1,456	.4723	105
St. Catharines (Lincoln County)	107.7	.6752	29.9	4.2	151,948	.8299	1,411	5,082	99,491	.7797	3,327	23,985	8,033	6,150	19,607	2,388	.7839	116
Sarnia (Lambton Co.)	89.6	.5617	25.0	6.7	118,881	.6492	1,327	4,755	73,109	.5729	2,924	17,551	7,272	4,641	15,867	1,545	.6088	108
Sault Ste. Marie (Algoma County)	72.3	.4533	17.2	16.8	95,348	.5208	1,319	5,543	62,441	.4894	3,630	20,168	6,999	1,731	9,815	1,508	.4979	110
Sudbury (Sudbury Co.)	132.7	.8320	29.9	40.8	204,062	1.1146	1,538	6,825	109,630	.8592	3,667	31,638	15,774	4,847	19,677	2,039	.9615	118
Toronto (York County)	1,342.7	8.4183	344.2	2.8	2,253,059	12.3051	1,678	6,546	1,619,680	12.6933	4,706	317,185	253,956	70,897	275,178	50,129	11.6443	138
Windsor (Essex County)	242.8	1.5223	65.1	21.9	394,300	2.1534	1,624	6,057	220,947	1.7316	3,394	53,193	16,589	17,979	36,636	6,273	1.9006	125
MANITOBA																		
Winnipeg (Division 6 and Division 9)	453.4	2.8428	126.9	8.5	534,421	2.9188	1,179	4,211	432,945	3.3930	3,412	85,090	111,129	15,472	70,369	11,171	3.0459	107
SASKATCHEWAN																		
Regina (Division 6)	133.4	.8364	36.4	4.2	135,938	.7424	1,019	3,735	158,333	1.2406	4,350	23,346	45,523	4,961	23,277	3,258	.9107	109
Saskatoon (Division 11)	98.9	.6194	27.8	3.4	116,397	.6368	1,180	4,194	98,692	.7578	3,478	17,778	15,561	5,046	18,558	3,431	.8696	109
ALBERTA																		
Calgary (Division 6)	226.2	1.4119	65.3	3.3	295,995	1.6163	1,314	4,533	267,689	2.0979	4,099	44,199	86,972	12,574	47,711	5,730	1.7200	122
Edmonton (Division 11)	288.4	1.8082	76.9	6.6	372,155	2.0326	1,290	4,838	307,944	2.4133	4,004	47,796	73,043	12,822	57,799	6,712	2.1020	116
BRITISH COLUMBIA																		
Vancouver (Division 4)	770.6	4.8314	230.2	3.5	1,138,577	6.2183	1,478	4,946	818,135	6.4116	3,554	140,903	158,412	30,123	179,499	19,447	5.9969	124
Victoria (Division 5)	257.9	1.6169	77.7	2.9	375,642	2.0516	1,457	4,835	234,202	1.8355	3,014	44,928	49,158	8,330	47,510	4,422	1.8999	118
NEWFOUNDLAND																		
St. John's (Division 1)	423.5	2.6552	81.4	2.7	255,599	1.3959	604	3,140	199,601	1.5643	2,452	47,895	67,240	4,139	17,029	2,005	1.6994	94
Total SM Metropolitan County Areas	9,956.1	55.9248	2,274.9	26.5	11,679,453	63.7870	1,319	5,134	8,320,596	65.2078	3,658	1,843,571	1,404,228	358,140	1,431,447	203,922	62.5612	113

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Going for Sales in Canada?

1956 SHAPES UP AS BEST YEAR IN

CANADA'S HISTORY!

Whenever and wherever business men write or speak about "booming" sales territories they always say "look to Canada"! Yes, it's true . . . everything is GOING UP in Canada . . . earnings, production, consumption, construction, population and the desire and full ability to BUY!

Canada's prosperity, and ever-growing wants, are an invitation to YOU to go for sales in Canada. Whatever you sell . . . cars, TV sets, apparel or foodstuffs, there are ready-made markets for you.

Twenty of these markets are covered by twenty Thomson newspapers . . . all progressive, public-spirited newspapers, carrying most national advertising campaigns in Canada and readily accepted by local advertisers as their basic selling media.

facts about 20 MARKETS

If you write a short note to St. Clair McCabe at Thomson Newspapers he will send you market facts—promptly

IN CANADA

NANAIMO Free Press
VANCOUVER Herald
MOOSE JAW Times Herald
PRINCE ALBERT Herald
OAKVILLE Journal
BRAMPTON Conservator
CHATHAM News
GALT Evening Reporter
GUELPH Mercury
KIRKLAND LAKE Northern News
ORILLIA Packet and Times
OSHAWA Times Gazette
PORT ARTHUR News Chronicle
SARNIA Observer
SUDBURY Star
TIMMINS Press
WELLAND-PORT COLBORNE Evening Tribune
WOODSTOCK Sentinel Review
QUEBEC Chronicle Telegraph
CHARLOTTETOWN Guardian

ELSEWHERE

EDINBURGH, SCOTLAND The Scotsman
EDINBURGH, SCOTLAND The Weekly Scotsman
EDINBURGH, SCOTLAND The Evening Dispatch
LONDON, ENGLAND Canada Review
ST. PETERSBURG, FLORIDA Independent

Thomson Newspapers

44 KING ST. WEST
TORONTO, ONTARIO, CANADA

there's

BIG BUSINESS

. . . FOR MONTREAL STAR ADVERTISERS IN MONTREAL'S GREAT ENGLISH MARKET!

★

Facts and figures on The Montreal Star and its market will be supplied immediately on request to the Director of Advertising.

English families represent a strong buying force, which must be considered in your advertising plans for Montreal. To reach this responsive market, The Montreal Star is a "must" on any sales schedule. That's because the Star gives you near-saturation *market coverage*, reader *preference* and advertising *acceptance*—a triple selling combination that pays rich dividends to advertisers.

The Montreal Star

Represented nationally by O'Mara & Ormsbee Inc.

Canadian Metropolitan Areas

AREAS	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita income	Per Family income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
NOVA SCOTIA																		
Halifax	155.0	.9718	33.9	8.5	162,788	.8690	1,050	4,802	150,523	1.1798	4,440	32,966	32,298	6,356	21,701	3,384	.9927	102
NEW BRUNSWICK																		
St. John	93.8	.5254	19.4	10.3	87,920	.4692	1,049	4,532	70,556	.5529	3,637	17,986	8,831	3,882	10,007	2,175	.5111	97
QUEBEC																		
Montreal	1,688.5	9.9593	380.5	64.7	1,934,129	10.5631	1,218	5,083	1,481,642	11.6115	3,894	405,329	222,312	62,001	218,025	34,347	10.7589	106
Quebec	310.0	1.9438	60.4	93.6	323,562	1.7671	1,044	5,357	229,170	1.7960	3,794	54,127	34,955	8,839	42,596	8,261	1.8111	93
ONTARIO																		
Hamilton	304.3	1.9079	73.1	3.1	481,730	2.6309	1,583	6,590	287,733	2.2549	3,938	68,335	31,283	13,232	51,514	9,111	2.3735	124
London	141.9	.8897	36.4	2.3	212,922	1.1629	1,501	5,850	156,020	1.2227	4,288	32,835	15,625	10,894	28,450	4,919	1.1262	127
Ottawa	319.7	2.0044	71.9	28.7	492,689	2.6906	1,541	6,852	300,825	2.3575	4,184	77,179	42,961	11,153	42,938	5,970	2.4535	122
Toronto	1,277.7	8.0107	300.9	2.8	2,158,783	11.7900	1,690	7,196	1,864,315	12.2894	5,214	305,140	250,441	70,063	260,245	47,853	11.1750	140
Windsor	176.5	1.1066	43.7	19.7	297,768	1.6259	1,687	6,813	188,918	1.3238	3,866	42,965	13,015	14,852	25,695	5,334	1.4314	129
MANITOBA																		
Winnipeg	410.7	2.5749	110.2	8.4	500,106	2.7313	1,218	4,538	386,589	3.1230	3,617	79,815	106,394	14,442	61,643	11,146	2.8177	109
ALBERTA																		
Calgary	161.0	1.0094	42.2	3.1	233,844	1.2771	1,452	5,541	217,003	1.7003	5,143	38,722	50,039	11,303	36,897	4,311	1.3508	134
Edmonton	220.4	1.3818	51.8	5.8	297,216	1.6232	1,349	5,738	274,334	2.1499	5,296	43,118	66,123	12,623	49,897	8,208	1.7329	125
BRITISH COLUMBIA																		
Vancouver	627.5	3.9342	171.4	3.2	1,005,409	5.4910	1,602	5,866	716,981	5.6190	4,183	121,006	144,789	27,351	189,461	17,045	5.2190	133
Victoria	124.5	.7806	35.9	2.4	181,339	.9904	1,457	5,051	127,544	.9996	3,553	23,495	28,282	6,197	24,701	2,310	.9512	122
NEWFOUNDLAND																		
St. John's	79.0	.4953	14.6	1.2	48,575	.2653	615	3,282	80,611	.6317	5,447	17,492	22,608	1,844	10,616	1,218	.4212	85
Total DBS Metropolitan Areas	5,960.5	37.4955	1,445.6	26.6	8,416,708	45.9782	1,408	5,824	6,224,754	48.7827	4,306	1,356,529	1,067,896	274,832	1,044,086	160,892	45.1230	120



YOU GET **ACTION** WHEN YOU ADVERTISE IN

THE SOUTHAM NEWSPAPERS

OTTAWA	HAMILTON	WINNIPEG	CALGARY	MEDICINE HAT	EDMONTON	VANCOUVER
Citizen	Spectator	Tribune	Herald	News	Journal	Province

TORONTO
The Southam Newspapers
388 Yonge St.
K. I. Bawer, Manager

MONTREAL
The Southam Newspapers
1070 Bleury St.
J. C. McCague, Manager

GREAT BRITAIN
F. A. Smyth
34-40 Ludgate Hill
London E.C. 4, England

UNITED STATES
Cresmer & Woodward Inc. (Can. Div.)
New York, Detroit, Chicago,
San Francisco, Los Angeles, Atlanta

"Ici, m'sieu, on parle français"

Yes—in Eastern Canada hundreds of thousands of farm people speak, read, and *think* French. It's their mother tongue; and to influence them effectively you have to "tell and sell" in French.

Nowadays, about $1 in every $5 of Canadian cash farm income goes to French farm families. That's close to $500 million a year . . . plus many millions in Family Allowances, still more millions in off-farm revenue. It's big, this *French* farm family market.

Big, changing, expanding, receptive. Nearly 100,000 farms have been electrified in the past 10 years in Quebec alone; over 6,000 tractors are being sold per year; income is 5 to 6 times as high, per farm, as in pre-war days. All this spells opportunity . . . *opportunité* . . . for the alert advertiser who seizes it, in French!

Let La FERME furnish the intimate knowledge of language, customs and background which you need to make the most of it.

La FERME

Director of Advertising
Walter G. Blennerhassett
909 Mt. Royal E.-Montreal
Lafontaine 6-3327

Ontario Manager: Geo. K. O'Brien
47 Dundonald St., Toronto

This big French farm family market is La FERME's special field. Coverage? June 1955 ABC—115,788—plus over 16,000 settler subscriptions paid by the Quebec Government; and it has added several thousand since then. Reader acceptance? Let over 41,000 increase in circulation, 1951 to 1955, speak for itself! Quality of circulation? Gruneau Research report on Canadian Consumer Publications has this to say: Economic status of reader households—high, above average and average—86.5%. Line rate? Still $1.20 per line. These facts, plus expert translation of your advertising copy (free), make La FERME a "natural" for a test campaign!

(*Continued from page 840*)
in the key markets of the United States.

Now, in passing over from the metropolitan district concept to the metropolitan county concept, it was frequently found necessary to include large land areas, often sparsely settled, which would not really be regarded as urban in character. Yet, it was felt that the distortions introduced in the final data were not great enough to outweigh the advantages growing out of the use of the simple county definition.

Over the past two years, the SALES MANAGEMENT research staff has been consulting with various Canadian marketing experts on the advisability of establishing metropolitan area definitions for Canada that would follow county lines. Enough interest (along with some skepticism) was expressed for us to decide to go ahead. Accordingly, we present on page 842 our definitions of 33 major Canadian metropolitan areas, defined on county lines.

In only four areas (Montreal, Quebec, Ottawa and Winnipeg) was it necessary to include counties other than the parent county. By and large, with the exception of St. John, N. B., the population totals included in the metropolitan county areas are greater than the population totals of the metropolitan areas as defined by the D. B. S.

The largest divergence occurs with respect to Victoria, for which the county definition (Division 5 in B. C.) covers about twice as many people as are in the D. B. S. definition of the Victoria metropolitan area.

It must be noted that these county definitions are offered with great caution, for there are some difficulties involved in their use. County lines in Canada are in some cases drawn in a rather misleading way from the standpoint of their use as self-contained market areas. For example, county lines in Quebec on the north shore of the St. Lawrence River are long narrow strips, running north of the river. Thus, the county of St. Maurice includes the two separate areas of Shawinigan Falls and Trois Rivieres. Much of the trade in the latter city is associated with part of Champlain County and Nicolet County across the St. Lawrence. Subsequent examination by Canadian marketing experts might result in the inclusion of Nicolet County along with St. Maurice County as the metropolitan area for the multiple city market of Shawinigan Falls - Trois Rivieres.

Another difficulty is found in the definition of the Winnipeg market as including all of Division 6 (Manitoba), which means the inclusion of nearly 30,000 persons in the rich farming area of the Portage Plains and the Red River Valley. Similar difficulties affect other metropolitan areas where the use of county lines requires departure from a strictly urban concept. Whether or not these departures are considered too large can be ultimately answered only by Canadian marketing experts. We offer these definitions principally to stimulate thinking on the part of Canadians on a vital marketing problem. We can say this, however, that these Canadian county definitions will probably be used by Americans familiar with the usefulness of the concept and who wish to assemble Canadian data comparable to that available for the U. S.

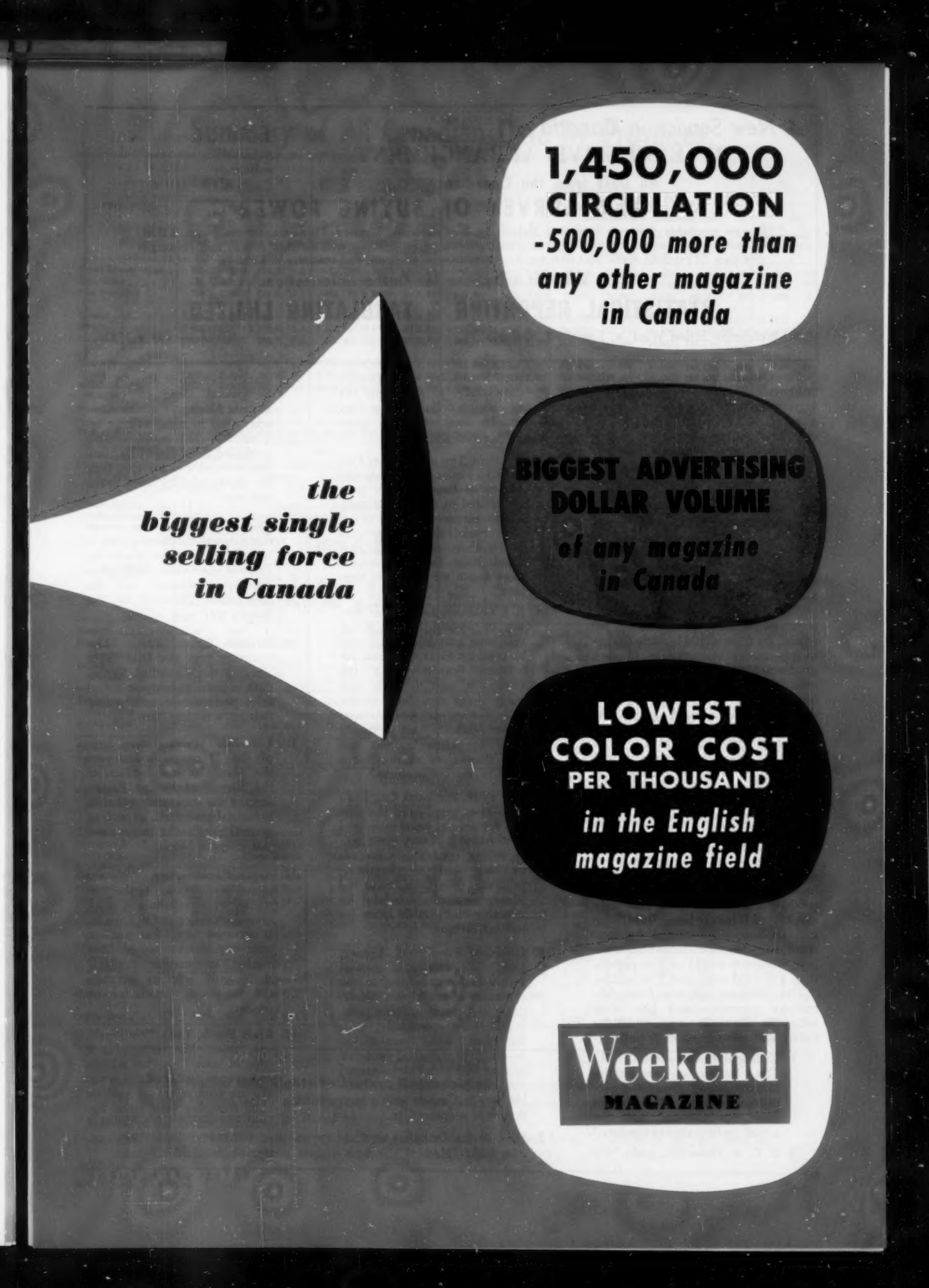
In addition, however, and in deference to the desires of most Canadian marketing experts, we also present market data tabulations for 15 large metropolitan areas using the D. B. S. "population density" definitions. While we feel these definitions have limited usefulness, we must concede that most Canadians appear to prefer them. Unfortunately, however, the D. B. S. has only tabulated retail sales in 1951 for 15 of the larger metropolitan areas, and not for the remaining smaller areas. Therefore, we show two metropolitan tabulations: one for 15 areas using D. B. S. definitions, the other for all 33 areas using SM definitions.

Typical Applications of the Canadian Survey

The specific uses to which the Canadian *Survey* are put run parallel to those reported in a recent survey of nearly 800 companies who were asked to tell us how they use the SALES MANAGEMENT *Survey of Buying Power*, including all sections.

In the order of importance, these various uses are:

1. Choosing city markets for more intensive cultivation.
2. Fixing quotas of salesmen.
3. Allocation of advertising funds between market.
4. Changing the size of the advertising budget according to the task to be accomplished.
5. Deciding whether or not market potentials justify introducing a new item.
6. Dealer promotion – to show them their potentials.
7. Deciding on the number of salesmen to be employed.
8. Choice of specific advertising media (new).
9. Deciding on location of new sales branches, retail outlets, or factories.
10. Changing amounts to be allocated to media previously used.


1,450,000
CIRCULATION
-500,000 more than
any other magazine
in Canada
BIGGEST ADVERTISING
DOLLAR VOLUME
of any magazine
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1956 SURVEY OF BUYING POWER

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For Canada, as in the U. S., the most widely used single factor is the Buying Power Index. In this index a weight of two is given to the percentage of total Canadian population, a weight of three to the percentage total of Canadian retail sales, and a weight of five given to the percentage of total Canadian Net Effective Buying Income. This index measures the potential demand for a wide range of goods and services that are neither low-priced, staple goods on the one hand, nor high-value goods with a luxury appeal on the other. For the low-value goods with mass appeal, population or families would be the preferred indicator of marketing potential, for there would be little change in per capita consumption of such goods from area to area. However, for most commodities, income plays an important role in the determination of demand, and for such goods Net Effective Buying Income would be the preferred factor. However, the availability of retail outlets is also an important factor in marketing; hence the inclusion of retail sales in the weighted index of Buying Power Index.

The weights employed in the construction of the B. P. I can be varied of course to suit the product under consideration. In the sale of appliances, for instance, families should be substituted for population, since the product is sold on a household basis, and sale of furniture-home furnishings and appliances substituted for total retail sales. Again a large food company assigns a weight of 4 to population, 4 to food sales, and 2 to income.

The following extracts from subscribers' correspondence give some indication of specific uses to which the Canadian *Survey* is regularly put:

1. **Cockfield, Brown and Co., Ltd.:** "Your *Surveys* are most helpful in determining advertising allocations from the standpoints of both the potential, and the actual performance of markets."
2. **R. C. A. Victor Co., Ltd.:** "We have been using the data very successfully in allocating our advertising dollars so that they will be most efficiently spent right across the board."
3. **Firestone Tire and Rubber Co.:** "The 10 copies of the *Canadian Survey of Buying Power* were distributed to our district managers across Canada. They have found this *Survey* very effective in establishing new retail store locations in the more important Canadian Markets."
4. **J. J. Gibbons, Ltd.:** "This *Survey of Buying Power*, which you issue year by year, should be used by every sales and advertising executive in the Dominion, and I know that many of our own clients regard this *Survey* as a high-hand power when they are preparing their respective budgets and find themselves up against a sales or market problem."
5. **The F. H. Hayhurst Co., Ltd.:** "We have been using the *Survey* for several years now, and have found it of very great help in setting up budgets for advertising and merchandising programs. We have found the *Survey* particularly helpful for selecting comparable cities for test advertising."
6. **Canadian Advertising Agency, Ltd.:** "We find your manual very valuable in helping to iron out many of our clients' advertising and merchandising problems. More specifically, your *Survey of Buying Power* makes an excellent statistical yardstick against which can be measured the sales potentials of any market area in Canada with a high degree of accuracy."
7. **H. J. Heinz Company of Canada, Ltd.:** "Most of the information contained therein will be passed along to various Branch Managers across Canada, who, in turn, will be requested to use it in determining increased sales potentials territory-wise, also in studying their per capita sales by cities, towns and area."
8. **Fine Foods, Ltd.:** "Our immediate use of the *Survey* was in the alloting of sales territories. Postwar conditions made some revisions necessary, and the information provided by the *Survey* was most helpful."
9. **General Foods, Ltd.:** "This company uses the IBM cards carrying the Canadian *Survey* data in order to compare actual sales performance with potentials on a county basis."
10. **Canadian Westinghouse Supply Co.:** "I was pleased to have the May Canadian edition of the *Survey of Buying Power*. It gave me some conception of industrial potentials, as well as general purchasing power, and this is quite helpful."
11. **Argus Cameras, Inc.:** "We are giving consideration to the possibility of establishing a small manufacturing plant in Canada. It occurred to us that perhaps your organization would have market information available that would help us ascertain the demand in Canada for our product."
12. **Kraft Foods, Ltd.:** "We would very much like to receive a copy of your Canadian edition just as soon as it is off the press. We are holding up an analysis until receiving your latest figures, and would like to say that past editions have been extremely helpful."

Summary of All Canadian Data by Provinces

PROVINCES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Prince Edward Island	110.6	.6934	24.2	15.8	72,101	.3937	652	2,979	68,614	.5377	2,835	12,010	22,888	861	11,843	1,137	.4968	72
Nova Scotia	695.1	4.3580	167.8	11.4	606,703	3.3135	873	3,616	484,830	3.7996	2,889	114,879	99,027	18,169	88,122	9,275	3.6682	84
New Brunswick	569.1	3.5687	121.9	38.6	459,174	2.5078	807	3,767	345,392	2.7068	2,833	73,503	73,967	14,022	68,547	7,377	2.7796	78
Quebec	4,634.3	29.0553	1,021.1	82.0	4,695,862	25.6484	1,013	4,599	2,918,539	22.8724	2,858	818,985	444,900	117,805	496,884	54,012	25.4959	88
Ontario	5,308.8	33.2717	1,392.9	10.3	7,432,555	40.5929	1,401	5,336	4,960,993	38.8790	3,562	1,087,612	612,375	221,708	923,959	129,406	38.6148	116
Manitoba	868.5	5.4452	240.5	8.5	893,400	4.8793	1,029	3,715	689,248	5.4016	2,866	121,571	165,595	20,047	123,816	16,242	5.1492	93
Saskatchewan	912.6	5.7217	244.7	6.2	762,796	4.1660	836	3,117	743,091	5.8235	3,037	109,096	148,719	19,934	149,642	17,627	4.9744	87
Alberta	1,090.8	6.8389	298.8	6.0	1,253,654	6.8468	1,149	4,196	990,321	7.7611	3,314	150,594	198,591	35,582	205,938	20,944	7.1195	104
British Columbia	1,338.5	8.3919	395.8	3.6	1,879,191	10.2577	1,403	4,748	1,359,469	10.6540	3,435	253,964	264,807	46,314	296,443	28,924	10.0034	119
Newfoundland	423.5	2.6552	81.4	2.7	255,589	1.3959	604	3,140	199,801	1.5643	2,452	47,895	87,240	4,139	17,029	2,005	1.6984	64
Total All Provinces	15,949.9	1000000	3,969.1	30.8	18,310,027	(100)	1,148	4,590	12,760,096	(100)	3,199	2,790,109	2,119,109	496,581	2,379,223	286,949	100.0000	100

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PRINCE EDWARD ISLAND

City and Population (in thousands)		County	City and Population (in thousands)		County
Charlottetown	17.7	Queens	Summerside	7.4	Prince

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Kings	19.1	.1197	4.4	7.4	10,149	.0554	531	2,307	9,201	.0721	2,091	1,379	4,283	34	1,588	157	.0732	61
Prince	42.8	.2683	9.2	26.7	23,768	.1298	555	2,583	27,047	.2119	2,940	3,884	11,541	70	4,834	403	.1822	68
Summerside	7.4	.0464	1.7		6,305	.0344	852	3,709	15,456	.1211	.....	1,530	5,506	50	3,784	339	.0628	135
Queens	48.7	.3054	10.6	9.6	38,184	.2085	784	3,602	32,366	.2537	3,053	6,767	7,064	757	5,411	577	.2414	79
Charlottetown	17.7	.1110	4.0		16,035	.0876	906	4,009	24,916	.1953	.....	4,740	3,919	617	4,389	577	.1246	112
Total Above Cities	25.1	.1574	5.7		22,340	.1220	890	3,919	40,372	.3164	.....	6,270	9,425	667	8,173	916	.1874	119
Province Total	110.6	.6934	24.2	15.8	72,101	.3937	652	2,979	68,614	.5377	2,835	12,010	22,888	861	11,843	1,137	.4968	72
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	620	.....	.....	109	207	8	107	10	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	2,835	.....	.....	496	946	36	489	47	.....	.....

NOVA SCOTIA

City and Population (in thousands)		County	City and Population (in thousands)		County	City and Population (in thousands)		County
Amherst	10.5	Cumberland	Halifax	100.3	Halifax	Sydney	35.8	Cape Breton
Dartmouth	17.7	Halifax	Kentville	4.5	Kings	Truro	11.3	Colchester
Glace Bay	26.3	Cape Breton	New Glasgow	10.6	Pictou	Yarmouth	8.4	Yarmouth

Annapolis	24.4	.1530	6.2	5.4	21,886	.1196	897	3,530	12,561	.0984	2,026	2,388	2,627	669	2,821	311	.1199	78
Antigonish	12.5	.0783	2.5	22.4	8,094	.0442	648	3,238	10,027	.0786	4,011	904	1,865	.....	2,839	108	.0614	78
Cape Breton	127.8	.8013	27.5	9.3	121,131	.6615	948	4,405	90,156	.7065	3,278	28,724	12,761	4,412	12,945	1,447	.7029	88
Glace Bay	26.3	.1649	5.2		21,464	.1172	816	4,128	19,000	.1489	.....	5,996	3,403	1,099	2,293	295	.1363	83
Sydney	35.8	.2245	7.0		33,611	.2100	1,079	5,516	40,839	.3201	.....	10,384	5,719	2,761	8,095	661	.2464	110
Colchester	32.8	.2058	8.4	3.1	29,616	.1618	903	3,528	28,221	.2212	3,360	5,295	4,223	622	6,848	549	.1884	92
Truro	11.3	.0708	2.9		11,702	.0639	1,036	4,035	20,198	.1583	.....	3,681	1,242	511	5,063	402	.0936	132
Cumberland	41.3	.2590	11.0	10.5	30,288	.1654	733	2,753	28,912	.2266	2,628	6,773	5,468	804	7,793	574	.2025	78
Amherst	10.5	.0658	2.4		8,559	.0467	815	3,566	14,868	.1165	.....	2,889	1,773	390	5,278	230	.0715	109
Digby	20.9	.1310	5.4	47.3	16,598	.0906	794	3,074	12,823	.1005	2,375	2,411	3,048	628	3,522	139	.1016	78
Guysborough	14.7	.0922	3.8	10.7	10,487	.0573	713	2,998	4,471	.0350	1,277	1,231	1,581	.....	486	43	.0578	62

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NOVA SCOTIA — (Continued)

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COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (In thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Halifax	167.9	1.1780	44.0	8.3	184,404	1.0617	1,035	4,418	157,076	1.2310	2,670	35,469	33,577	6,363	23,247	3,438	1.1358	98
Dartmouth	17.7	.1110	4.0		19,831	.1083	1,120	4,958	19,415	.1522	.....	5,641	618	714	5,040	438	.1220	110
Halifax	100.3	.6288	21.4		114,879	.6374	1,145	5,368	121,957	.9558	.....	22,829	29,644	5,571	15,662	2,795	.7262	115
Hants	24.2	.1517	6.0	1.9	19,557	.1068	808	3,260	15,293	.1199	2,549	2,946	4,953	226	3,596	320	.1197	79
Inverness	19.3	.1211	4.4	26.1	10,475	.0573	543	2,381	8,877	.0695	2,018	1,376	4,952	170	601	90	.0737	61
Kings	36.9	.2313	9.4	3.9	29,121	.1590	789	3,098	23,617	.1843	2,502	4,739	5,180	812	4,945	403	.1810	78
Kentville	4.5	.0282	1.0		3,816	.0208	848	3,816	5,464	.0663	.....	1,641	1,066	425	1,359	214	.0359	127
Lunenburg	34.6	.2169	9.5	8.6	29,653	.1619	857	3,121	21,704	.1701	2,285	4,329	4,296	817	4,978	444	.1754	81
Pictou	46.6	.2922	12.1	6.4	38,124	.2083	818	3,151	33,717	.2643	2,787	9,430	3,504	1,586	6,701	887	.2419	83
New Glasgow	10.6	.0665	2.5		10,216	.0558	964	4,086	18,815	.1475	.....	3,416	1,582	1,403	4,804	323	.0855	129
Queens	12.8	.0802	3.3	5.6	10,701	.0584	836	3,243	8,589	.0673	2,603	2,252	1,583	154	1,677	139	.0654	82
Richmond	11.4	.0715	2.6	57.7	6,847	.0374	601	2,633	4,230	.0331	1,627	929	1,888	.....	645	.....	.0429	60
Shelburne	14.7	.0922	3.7	2.5	9,187	.0501	624	2,478	8,927	.0843	1,872	1,619	2,706	125	1,270	141	.0598	65
Victoria	8.5	.0533	2.1	3.6	4,860	.0265	572	2,314	3,276	.0257	1,561	754	1,515	.....	679	.....	.0316	59
Yarmouth	23.8	.1492	6.2	41.2	15,696	.0857	659	2,532	14,451	.1133	2,331	3,150	3,268	781	2,527	245	.1067	72
Yarmouth	8.4	.0527	2.1		7,274	.0397	866	3,464	11,399	.0893	.....	2,063	2,050	781	2,273	245	.0572	109
Total Above Cities	235.4	1.4132	49.5		236,352	1.2907	1,049	4,873	274,955	2.1549	.....	57,540	45,096	13,615	49,867	5,632	1.5746	111
Province Total	696.1	4.3580	167.9	11.4	606,703	3.3135	873	3,616	484,830	3.7996	2,889	114,879	99,027	18,169	88,122	9,275	3.8682	84
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	697	.....	.....	165	142	26	127	13	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	2,889	.....	.....	685	590	108	525	55	.....	.....

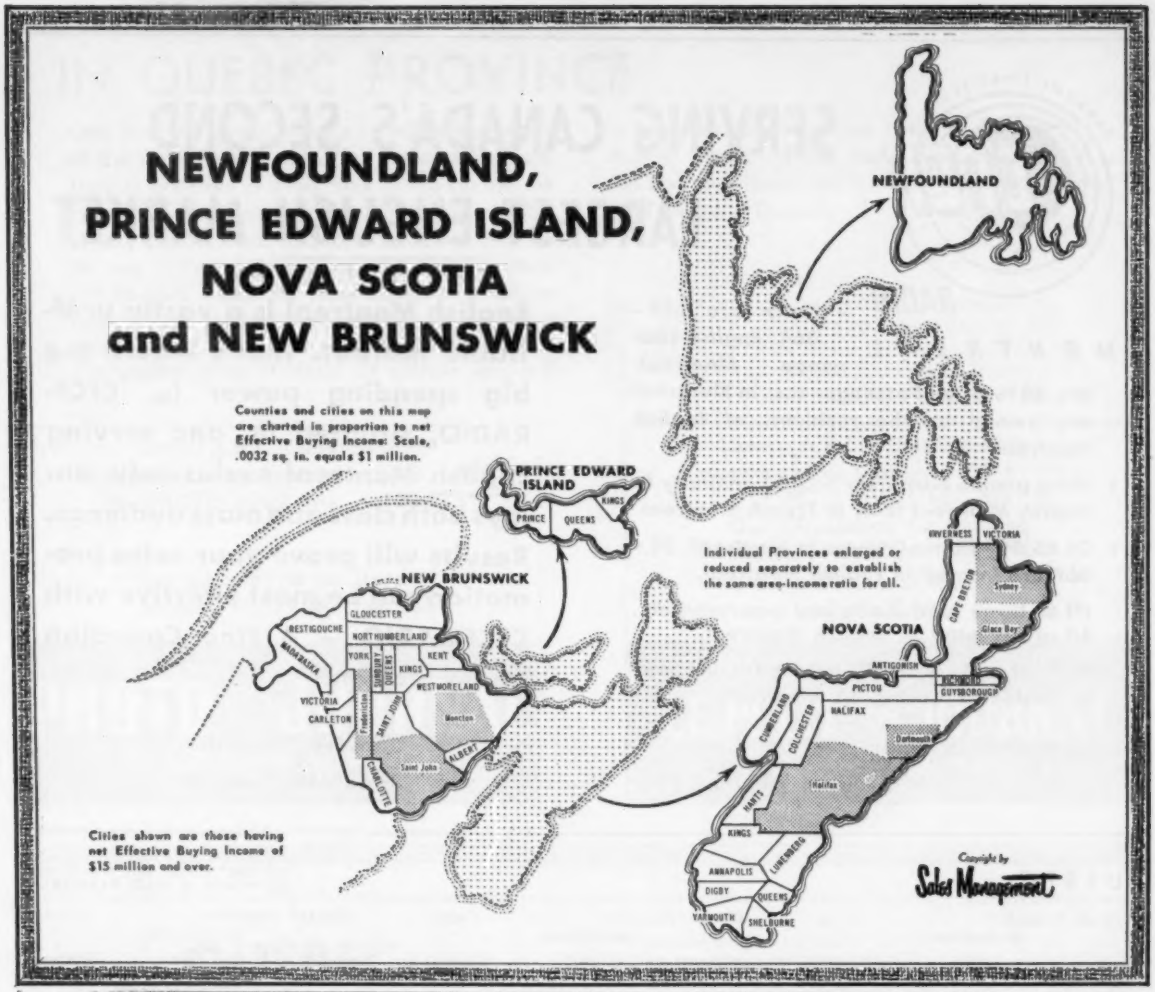
NEW BRUNSWICK — (Continued)

City and Population (in thousands)	County	City and Population (in thousands)	County	City and Population (in thousands)	County
Fredericton..... 18.7	York	Moncton..... 33.1	Westmoreland	St. John..... 51.9	St. John

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (In thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Albert	10.8	.0677	2.7	1.9	8,314	.0454	770	3,079	3,132	.0245	1,160	1,186	844	57	483	63	.0438	64
Carleton	24.7	.1549	6.1	2.9	16,561	.0905	670	2,715	16,080	.1260	2,636	2,345	2,966	641	4,399	332	.1140	74
Charlotte	27.5	.1724	7.1	5.4	18,413	.1005	670	2,593	17,533	.1374	2,469	4,307	3,750	668	3,294	483	.1260	73
Gloucester	62.6	.3925	19.5	88.3	37,837	.2067	604	3,604	22,858	.1792	2,177	4,598	9,275	577	2,854	221	.2358	60
Kent	29.4	.1843	5.4	80.9	15,083	.0824	513	2,793	7,755	.0607	1,436	1,273	3,432	140	1,456	89	.0963	52
Kings	24.8	.1555	6.5	2.7	18,294	.0999	738	2,814	11,940	.0937	1,838	2,445	3,436	210	2,209	290	.1091	70
Madawaska	35.9	.2501	8.7	93.8	32,328	.1776	815	4,655	15,607	.1223	2,329	3,324	2,573	559	3,013	310	.1755	70
Northumberland	46.9	.2941	9.4	30.2	27,089	.1480	578	2,883	24,165	.1893	2,571	4,954	6,167	1,007	5,238	406	.1697	65
Queens	14.8	.0915	3.6	7.9	9,816	.0538	672	2,727	7,663	.0601	2,129	1,787	2,023	105	2,388	65	.0631	69

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NEW BRUNSWICK — (Continued)

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (In thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Restigouche	39.8	.2495	7.2	66.6	36,984	.2020	929	5,137	23,841	.1868	3,311	5,456	4,037	1,040	4,960	410	.2059	83
St. John	79.5	.4985	19.3	10.4	83,017	.4534	1,044	4,301	69,701	.5463	3,611	17,436	8,793	3,870	9,964	2,157	.4903	98
St. John	51.9	.3254	13.9		56,687	.3096	1,092	4,078	63,635	.4987	.....	14,931	8,504	3,720	8,491	2,099	.3695	114
Sunbury	16.2	.0639	2.2	21.8	6,603	.0361	647	3,001	2,836	.0222	1,289	842	500	62	424	52	.0375	59
Victoria	20.4	.1279	4.4	38.8	12,288	.0671	602	2,792	11,800	.0925	2,682	2,556	2,144	221	2,910	203	.0869	68
Westmoreland	91.5	.5737	19.8	42.8	94,838	.5179	1,036	4,790	70,460	.5522	3,559	13,259	18,678	3,033	11,596	1,406	.5393	94
Moncton	33.1	.2075	8.2		40,868	.2232	1,235	4,984	51,940	.4071	.....	7,504	15,325	2,490	8,574	1,095	.2752	133
York	46.6	.2922	11.0	4.8	41,802	.2267	891	3,773	40,015	.3136	3,638	7,555	5,331	1,822	10,451	890	.2658	91
Fredericton	18.7	.1172	5.2		21,509	.1174	1,150	4,135	31,028	.2432	.....	4,853	1,719	1,592	9,054	799	.1551	132
Total Above Cities	108.7	.6501	27.3		119,057	.6502	1,148	4,361	146,603	1.1490	.....	27,288	25,548	7,802	26,119	3,993	.7998	123
Province Total	569.2	3.5687	121.9	38.6	459,174	2.5078	807	3,767	345,392	2.7068	2,833	73,503	73,987	14,022	65,547	7,377	2.7796	78
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	607	.....	.....	129	130	25	115	13	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	2,833	.....	.....	603	607	115	536	61	.....	.....

NEWFOUNDLAND

Newfoundland	423.5	2.6552	81.4	2.7	255,589	1.3959	604	3,140	199,601	1.5643	2,452	47,895	87,240	4,139	17,029	2,005	1.6984	64
Province Total	423.5	2.6552	81.4	2.7	255,589	1.3959	604	3,140	199,601	1.5643	2,452	47,895	87,240	4,139	17,029	2,005	1.6984	64
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	471	.....	.....	113	206	10	40	5	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	2,452	.....	.....	588	1,072	51	209	25	.....	.....

© SM, 1956.

Before using these figures, see explanation page 837.

CANADA'S FIRST STATION
CFCF
RADIO
MONTREAL

SERVING CANADA'S SECOND LARGEST ENGLISH MARKET

- There are 557,064 *English*-Language Montrealers. 58% of all Passenger cars in Montreal are owned by the residents of *English* Montreal.
- More people earn over $4,000 annually in *English* Montreal than in French Montreal.
- Of 65,899 Home-Owners in Montreal, 38,067 are located in *English Montreal.*

  Of 62 large food chains and supermarkets, 40 are located in *English* Montreal.
- 90% of rents over $70 per month are paid by residents of *English* Montreal.

English Montreal is a vastly profitable market. That's where the big spending power is. CFCF-RADIO, situated in, and serving English Montreal exclusively, enjoys both class and mass audience. Results will prove your sales promotion can be most effective with CFCF-RADIO — A Fine Canadian Radio Station!

Represented: In Canada, by "All Canada."
In U.S.A. by "Weed & Co."

Canada's First Station
In Canada's First City.

QUEBEC

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (*in thousands*)		County
Chicoutimi	27.0	Chicoutimi
Drummondville	16.4	Drummond
Granby	25.7	Shefford
Hull	49.1	Hull
Joliette	18.1	Joliette
Jonquières	25.9	Chicoutimi
Lachine	33.6	Montreal & Jesus Islands
Lévis	13.7	Lévis
Montreal	1079.6	Montreal & Jesus Islands
Outremont	30.9	Montreal & Jesus Islands
Quebec	178.3	Quebec
Rimouski	14.8	Rimouski
Rouyn	17.8	Témiskaming
St. Hyacinthe	21.7	St. Hyacinthe
St. Jean	25.2	St. Jean
St. Jérôme	19.7	Terrebonne
St. Laurent	21.2	Montreal & Jesus Islands
Shawinigan Falls	30.4	St. Maurice
Sherbrooke	57.9	Sherbrooke
Sorel	16.4	Richelieu
Thetford Mines	16.0	Mégantic
Trois Rivières	56.0	St. Maurice
Valleyfield	25.0	Beauharnois
Val-d'Or	9.8	Abitibi
Verdun	83.1	Montreal & Jesus Islands
Victoriaville	14.7	Arthabaska
Westmount	28.1	Montreal & Jesus Islands

© SM, 1956.

Before using these figures, see explanation page 837.

CKCV OLD QUEBEC IN CANADA

DOES MORE THAN GET YOUR FOOT INSIDE THE FRENCH QUEBEC MARKET



Representatives
TORONTO MONTREAL
OMER RENAUD & Co
IN U.S.A. WEED & CO

IN QUEBEC PROVINCE

Only the "week-ends" provide satisfactory coverage of the 80% French market at a reasonable cost. Used as the basis of advertising campaigns for the French third of Canada, with R.O.P. colour available at very slightly more than B & W rates, they are the very heart and soul of any sales drive. To them can be then added the more expensive dailies as required for further concentration on particular areas.

The nearest office of Henry De Clerque Inc., will be happy to answer inquiries as to the all-important French market which makes up one-third of Canada's population, yet is concentrated mainly in the Province of Quebec.

HENRY DE CLERQUE, INC.

NEW YORK	12 East 41st St., LExington 2-3739
CHICAGO	1529 Tribune Tower, SUperior 7-2290
SEATTLE	551 Skinner Building, MUtual 1774
LOS ANGELES	439 South Western Ave., DUnkirk 7-8135

Latest A.B.C. Circulation for 6 months ending September 30th, 1955 for PHOTO-JOURNAL — 122,713

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Our Circulation for issue of March 10th, 1956: 138,455

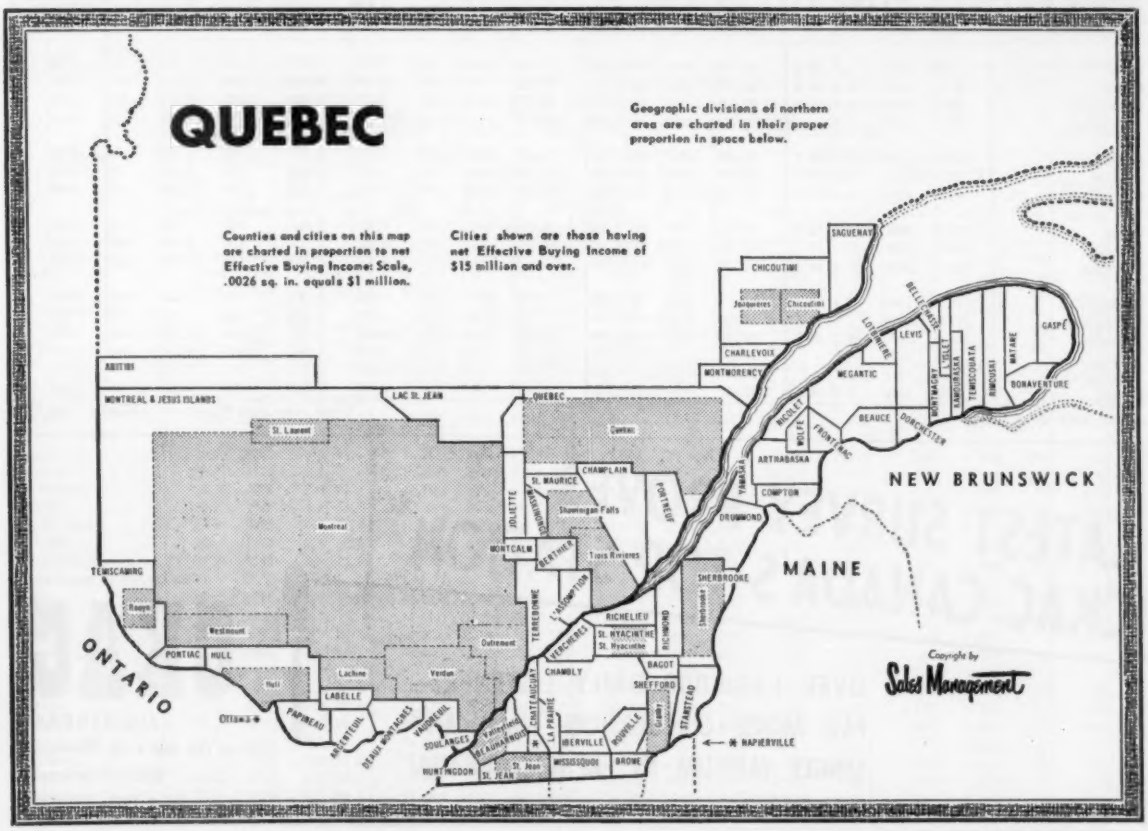
PHOTO JOURNAL
TOUT PAR L'IMAGE

Latest A.B.C. Circulation for 6 months ending September 30th, 1955 for LE PETIT JOURNAL—269,775

Our Circulation for issue of March 11th, 1956: 294,577

The Largest Circulation of all publications in Quebec Province

LE PETIT JOURNAL
Au Service du Public



CANADA'S *LARGEST*

FRENCH MORNING DAILY

72,929

(ABC Publisher's Statement Sept. 30, 1955. Daily net paid Monday to Friday.)

MONTREAL-MATIN

Everywhere you go in Montreal you see Montreal-Matin.

Growing fast!

86,902

Daily net paid average
November, 1955
(Monday to Friday)

J. J. DeSERRES
Advertising Manager
1124 Marie Anne Street E.
Montreal 24

QUEBEC — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (In thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Abitibi	103.1	.6464	20.2	89.1	125,988	.6881	1,222	6,237	55,823	.4374	2,764	15,848	8,711	1,678	14,716	617	.6046	94
Val-d'Or	9.8	.0614	2.1		10,006	.0546	1,021	4,765	17,525	.1373	.....	4,435	963	501	6,124	216	.0808	132
Argenteuil	26.9	.1812	7.1	65.6	26,068	.1424	962	3,672	17,378	.1362	2,448	4,691	2,282	421	4,422	192	.1483	82
Arthabaska	41.0	.2570	8.3	98.9	43,583	.2380	1,063	5,251	18,695	.1465	2,252	5,571	1,856	919	5,369	149	.2143	83
Victoriaville	14.7	.0922	3.2		13,318	.0727	906	4,162	13,099	.1027	.....	3,388	574	637	4,896	97	.0856	93
Bagot	21.5	.1348	4.7	99.2	13,782	.0753	641	2,932	5,241	.0411	1,115	1,147	1,257	187	893	134	.0789	57
Beauce	61.1	.3831	11.4	99.0	33,727	.1842	552	2,959	22,966	.1800	2,015	4,414	5,252	912	5,694	252	.2227	58
Beauharnois	45.4	.2848	9.9	92.6	39,135	.2137	862	3,953	26,875	.2106	2,715	9,376	2,459	1,178	4,973	262	.2270	80
Valleyfield	25.0	.1567	5.5		19,075	.1042	763	3,468	18,644	.1461	.....	6,826	1,748	1,028	3,376	125	.1273	81
Bellechasse	28.0	.1756	5.3	99.5	10,389	.0567	371	1,960	5,697	.0447	1,075	1,171	1,835	92	662	38	.0768	44
Berthier	27.4	.1718	6.0	98.2	22,824	.1247	833	3,804	8,530	.0692	1,472	2,527	1,551	229	1,407	71	.1175	68
Bonaventure	46.3	.2902	8.3	78.0	22,224	.1214	480	2,678	12,813	.1004	1,544	3,382	4,849	247	2,627	19	.1489	51
Brome	15.0	.0941	3.7	50.5	14,310	.0781	954	3,868	4,282	.0335	1,157	1,304	1,285	247	577	31	.0679	72
Chambly	101.4	.6357	23.4	74.7	129,792	.7089	1,280	5,547	39,586	.3101	1,691	20,808	2,392	631	5,625	900	.5746	90
Champlain	102.1	.6402	29.6	96.3	99,235	.4873	974	4,332	36,863	.2889	1,789	15,204	5,108	1,550	3,616	614	.4584	72
Charlevoix	31.7	.1987	5.4	98.3	22,475	.1228	709	4,162	7,545	.0591	1,397	1,830	2,294	347	1,034	110	.1188	60
Chateauguay	19.9	.1248	4.8	76.8	22,885	.1250	1,150	4,973	7,102	.0557	1,544	1,758	1,885	254	936	50	.1042	83
Chicoutimi	142.3	.8921	23.7	96.2	156,388	.8541	1,099	6,599	69,679	.5461	2,940	24,548	7,751	3,929	14,660	905	.7693	86
Chicoutimi	27.0	.1693	4.6		29,133	.1591	1,079	6,333	30,160	.2364	.....	5,970	3,244	2,810	8,261	465	.1843	100
Jonquieres	25.9	.1624	4.7		29,733	.1624	1,148	6,326	17,431	.1366	.....	6,851	2,345	595	3,287	74	.1547	95
Compton	28.3	.1849	5.8	78.7	27,457	.1499	1,044	4,734	7,004	.0549	1,208	2,178	1,848	289	817	40	.1244	75

© SM, 1956.

Before using these figures, see explanation page 837.

LATEST SURVEY PROVES
CKAC CANADA'S TOP STATION*

OVER 1,000,000 DAILY LISTENERS—
FAR MORE CIRCULATION THAN ANY
SINGLE MEDIUM IN FRENCH CANADA!

* E-H CIRCULATION SURVEY 1956



CBS Outlet in Montreal

CKAC

MONTREAL

730 on the dial • 10 kilowatts

Representatives:

Adam J. Young Jr. - New York, Chicago

NO HALF MEASURES

LA PATRIE PARALLELS PURCHASING POWER IN THE PROVINCE OF QUEBEC

	NET EFFECTIVE BUYING INCOME S/M 1/1/56	% of PROVINCE	LA PATRIE SUNDAY CIRCULATION ABC Mar. 31/55	% of QUEBEC CIRC.	LA PATRIE WEEKEND (Sat. & Sun.) CIRCULATION ABC Mar. 31/55	% of QUEBEC CIRC.
MONTREAL METROPOLITAN COUNTY AREA (Montreal & Jesus Island, Chambly Counties)	$2,023,619,000	43.09	124,840	47.77	136,486	47.35
Province, outside of Montreal Metropolitan County Area	2,672,243,000	56.91	136,491	52.23	151,769	52.65
TOTAL PROVINCE OF QUEBEC	$4,695,862,000	100.00	261,331	100.00	288,255	100.00
Other prov. & foreign	—	—	11,406	—	12,266	—
TOTAL CIRCULATION			272,737		300,521	

La Patrie

Goes where the money is spent

Note how La Patrie circulation follows the spending power of the Province of Quebec. This is TOTAL coverage — important Montreal PLUS the prosperous, free spending urban areas. The largest and most powerful coverage of any French publication in Canada at the lowest milline rate. You can't reach this TOTAL market in any other way.

La Patrie

NEWS
COLORGRAVURE
COLOR MAGAZINE
COLOR COMICS

180 St. Catherine St. E., Montreal, UN. 1-2701
Toronto Office: 19 Melinda St., EM. 4-1016
USA: Ralph R. Mulligan, New York, Chicago, Detroit

CANADA'S NATIONAL FRENCH WEEKEND NEWSPAPER

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

QUEBEC — (Continued)

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Deux Montagnes	23.1	.1449	5.2	85.8	24,994	.1365	1,082	4,807	8,072	.0632	1,552	2,714	958	80	1,298	132	.1162	80
Dorchester	37.0	.2319	7.1	97.4	16,613	.0906	449	2,340	8,751	.0686	1,233	1,554	3,689	166	899	34	.1123	48
Drummond	63.3	.3969	13.3	95.1	56,590	.3090	894	4,255	34,370	.2694	2,584	9,796	3,817	1,788	7,288	499	.3147	79
Drummondville	16.4	.1028	3.7		17,335	.0947	1,057	4,685	20,696	.1622	.....	5,221	1,260	1,188	5,478	311	.1186	113
Frontenac	34.2	.2144	6.9	98.0	18,742	.1024	548	2,716	11,668	.0914	1,691	2,957	2,862	468	2,119	67	.1215	57
Gaspe	69.7	.4370	12.3	85.8	39,311	.2147	564	3,196	21,398	.1677	1,740	4,878	8,547	424	3,363	143	.2451	56
Hull	108.3	.6790	23.0	81.4	93,355	.5098	862	4,059	54,312	.4256	2,361	19,248	6,001	1,291	11,519	583	.5184	76
Hull	49.1	.3078	10.6		45,909	.2507	935	4,331	32,739	.2566	.....	12,864	908	1,291	7,465	492	.2639	86
Huntingdon	15.1	.0947	3.8	55.7	15,913	.0870	1,054	4,188	7,062	.0554	1,858	1,182	1,701	135	1,648	68	.0780	83
Iberville	15.0	.0940	3.3	94.6	17,145	.0936	1,143	5,195	5,829	.0457	1,768	1,113	648	172	1,425	82	.0794	84
Joliette	41.2	.2583	8.4	98.0	31,765	.1735	771	3,782	23,494	.1841	2,797	5,725	2,326	748	5,239	290	.1936	75
Joliette	18.1	.1135	3.7		16,580	.0906	916	4,481	18,421	.1444	.....	4,130	1,037	736	4,793	246	.1113	98
Kamouraska	30.8	.1932	5.8	98.9	17,156	.0937	557	3,064	6,769	.0530	1,209	1,129	2,959	169	637	38	.1014	82
Labelle	30.3	.1899	5.9	98.2	17,907	.0978	591	3,035	12,253	.0960	2,077	2,114	2,831	563	3,821	31	.1157	61
Lac-St.-Jean	92.8	.5818	14.8	95.5	91,315	.4987	984	6,170	40,820	.3200	2,758	11,624	7,404	2,186	7,112	327	.4617	79
Laprairie	20.4	.1279	4.4	76.9	16,544	.0903	811	3,760	7,659	.0600	1,741	1,278	928	131	2,270	66	.0887	89
L'Assomption	25.5	.1599	5.6	93.9	27,872	.1523	1,093	4,977	12,034	.0943	2,149	3,451	1,451	184	2,833	88	.1364	85
Levis	48.7	.3054	9.6	96.0	49,528	.2705	1,017	5,159	23,014	.1803	2,397	7,519	2,293	559	5,556	424	.2504	82
Levis	13.7	.0859	2.5		14,604	.0798	1,066	5,842	12,543	.0983	.....	3,281	138	345	4,442	267	.0866	101
L'Islet	25.7	.1611	4.9	98.0	14,032	.0766	546	2,864	5,938	.0486	1,212	1,216	1,454	59	1,389	10	.0845	52
Lotbiniere	31.4	.1968	6.2	98.1	16,485	.0900	525	2,659	7,509	.0588	1,211	858	2,474	52	1,759	24	.1020	52
Maskinonge	21.9	.1374	4.4	96.5	18,725	.1023	855	4,256	6,927	.0543	1,574	1,821	929	479	840	97	.0959	89
Matane	71.0	.4451	12.3	98.8	45,227	.2470	637	3,677	23,589	.1849	1,918	7,628	4,456	1,206	4,599	178	.2680	90
Megantic	50.7	.3179	10.4	95.7	66,721	.3644	1,316	6,415	20,601	.1614	1,981	5,902	2,952	854	3,568	201	.2942	93
Thetford Mines	16.0	.1003	3.6		16,960	.0926	1,060	4,711	13,512	.1059	.....	3,871	1,240	527	2,930	67	.0981	95
Missisquoi	27.4	.1718	6.3	78.9	23,619	.1290	862	3,749	16,207	.1270	2,573	4,790	1,326	593	3,400	132	.1389	90
Montcalm	19.4	.1216	4.4	93.2	13,231	.0723	682	3,007	5,166	.0405	1,174	1,640	1,491	140	348	79	.0726	60
Montmagny	27.3	.1711	5.3	99.6	21,567	.1177	790	4,069	9,790	.0767	1,847	2,025	1,657	221	2,840	62	.1161	88

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Before using these figures, see explanation page 837.

She will spend $1,000,000 on food to-day

It's a fact . . . Montrealers have the biggest food bill in Canada.† Another important fact is that women generally plan their shopping early in the day. The Gazette — Montreal's only English morning daily newspaper — is a habit with 93,124* English-speaking people. Your sales message in The Gazette has more influence on these women buyers because it reaches them when they have the time and the inclination to read it. Proof of The Gazette's pulling power in Canada's second largest English-speaking** market is its 67% increase in retail display advertising in the last five years.

COLOR: *Increase the impact of your sales message in The Gazette with color. Full color, two color, one color and black available at slight extra cost.*

Before She Shops, She Reads

The Gazette

Montreal • Canada's Best Newspaper

Established 1778

†The average weekly family food expenditure for Halifax, Montreal, Toronto, Winnipeg and Vancouver is $21.56. Montreal families average $25.29 and account for the largest total food bill of any Canadian city.



*ABC Publisher's Statement for 6 months ending Sept 30., 1955.

**Dominion Census Tract—1951 (882,000 speak English in Montreal).

QUEBEC — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES								SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)						
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Montmorency	23.6	.1480	4.6	98.3	27,477	.1501	1,164	5,973	4,865	.0382	1,058	2,262	748	88	450	31	.1161	78
Montreal	1,547.2	9.7004	392.8	64.5	1,893,827	10.3431	1,224	4,821	1,464,285	11.4755	3,728	397,706	221,311	61,432	218,143	33,531	10.5543	109
Montreal	1,079.6	6.7687	266.1		1,232,636	6.7320	1,142	4,632	1,237,432	9.6977	.....	310,380	213,461	52,243	175,650	27,015	7.6291	113
Lachine	33.6	.2107	7.8		43,714	.2387	1,301	5,604	23,541	.1845	.....	10,093	1,600	1,178	3,509	517	.2168	103
Outremont	30.9	.1937	7.7		58,184	.3176	1,882	7,552	18,119	.1420	.....	8,004	177	296	700	609	.2401	124
Verdun	83.1	.5210	21.5		104,633	.5714	1,259	4,866	68,719	.5385	.....	26,070	3,488	3,581	15,250	2,128	.5515	106
Westmount	28.1	.1762	7.3		64,349	.3514	2,290	8,815	20,713	.1623	.....	9,983	.....	1,873	2,645	1,134	.2596	147
St. Laurent	21.2	.1329	5.2		27,170	.1484	1,283	5,225	17,751	.1391	.....	5,400	529	541	1,766	619	.1425	107
Napierville	10.3	.0646	2.3	98.8	7,179	.0392	697	3,121	4,438	.0347	1,929	690	829	125	1,097	54	.0429	66
Nicolet	33.7	.2112	6.5	99.1	17,056	.0933	507	2,629	9,629	.0755	1,481	1,755	2,579	213	1,039	52	.1116	53
Papineau	31.1	.1950	6.9	86.1	32,562	.1779	1,047	4,719	12,838	.1006	1,861	3,378	2,268	400	2,572	34	.1581	81
Pontiac	23.2	.1455	5.4	48.0	19,047	.1040	821	3,527	7,428	.0582	1,376	1,126	2,646	115	1,702	.....	.0936	68
Portneuf	48.3	.3028	9.9	97.0	54,388	.2970	1,126	5,494	15,236	.1194	1,539	4,662	2,736	536	3,320	70	.2448	81

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Before using these figures, see explanation page 837.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

The Greatest SELLING FORCE in French Canada

Again in 1955, La Presse not only exceeded other French publications by millions of lines but also published the

LARGEST VOLUME
of
RETAIL – DEPARTMENT STORE
and
TOTAL DISPLAY ADVERTISING
of
ALL NEWSPAPERS IN CANADA

LA PRESSE

The only French Rotogravure published on

SATURDAY

Concentration in GREATER MONTREAL—a sound policy in French Canada

See following pages ⟶

here are vital facts about the better half of Quebec province

Nearly 60% of the total retail sales for Quebec Province are made in Greater Montreal market. That's why most successful advertisers concentrate on this rich, "pay-off" market, where per capita sales are TWICE AS GREAT as in the balance of the Province ($948 against $471).

La Presse is the only publication that blankets the BETTER HALF of French Canada, plus providing a substantial "bonus" circulation outside.

More than ever your advertising dollar should buy SALES RETURNS instead of costly "geographical coverage" in scattered secondary markets.

	Population	%	Annual Retail Sales	%
GREATER MONTREAL	**2,067,000**	**45**	**$1,724,583,000**	**59.1**
Balance of Quebec Province	2,567,300	55	$1,193,956,000	40.9

Quality Market	Average for Canada is par 100%	Per Capita Sales
GREATER MONTREAL	**109%**	**$948**
Outside	77%	$471
Average for Quebec Province	88%	$630

Store Group Sales	Food	%	Furniture	%
GREATER MONTREAL	**$480,764,000**	**59**	**$70,253,000**	**60**
Balance of Quebec Province	$338,221,000	41	$47,552,000	40

Store Group Sales	General Merchandise	%	Automotive	%
GREATER MONTREAL	**$246,424,000**	**55**	**$267,071,000**	**54**
Balance of Quebec Province	$198,476,000	45	$229,813,000	46

Store Group Sales	Drugs	%
GREATER MONTREAL	**$37,415,000**	**69**
Balance of Quebec Province	$16,597,000	31

An exclusive campaign in La Presse Daily and Roto will reap far *more* sales at a *lower* cost in French Canada.

LA PRESSE

DAILY AND ROTOGRAVURE

Head Office: Montreal, Canada — U. S. Representatives: Shannon & Associates, Inc. — Toronto Office: S. I. Rees, Manager

You Get SALES RESULTS in QUEBEC with CHRC

39 St. John St. Quebec City

Ask the Local Retailer

QUEBEC — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Quebec	284.1	1.7812	59.1	93.6	294,907	1.6107	1,038	4,990	211,823	1.6601	3,584	59,982	33,655	8,357	37,805	5,603	1.6597	93
Quebec	178.3	1.1179	38.6		192,029	1.0488	1,077	4,975	190,215	1.4907	.....	47,536	32,515	8,176	33,348	5,166	1.1952	107
Richelieu	33.9	.2126	7.4	97.7	32,307	.1764	953	4,366	16,888	.1323	2,282	4,687	2,120	505	2,901	293	.1704	80
Sorel	16.4	.1028	3.4		16,531	.0903	1,008	4,862	12,375	.0970	.....	2,944	1,721	471	1,745	240	.0948	92
Richmond	37.8	.2369	8.3	54.0	36,893	.2015	976	4,445	19,164	.1502	2,309	6,064	1,085	986	4,390	203	.1932	82
Rimouski	58.4	.3662	10.0	98.4	48,414	.2644	829	4,841	26,895	.2108	2,690	8,322	4,364	1,078	6,937	376	.2686	73
Rimouski	14.8	.0928	2.7		12,580	.0687	850	4,659	13,913	.1090	.....	2,821	1,577	706	4,016	179	.0856	92
Rouville	21.6	.1354	4.9	90.4	24,278	.1326	1,124	4,955	9,657	.0757	1,971	1,848	776	213	1,900	61	.1161	86
Saguenay	50.9	.3191	8.7	77.4	53,089	.2900	1,043	6,102	21,178	.1659	2,434	2,624	13,154	134	2,499	48	.2586	81
Shefford	51.0	.3198	11.3	89.5	39,321	.2147	771	3,480	31,451	.2465	2,783	8,888	3,346	1,354	6,909	278	.2453	77
Granby	25.7	.1611	6.0		21,948	.1199	854	3,658	23,285	.1825	.....	6,724	1,728	1,069	5,500	225	.1469	91
Sherbrooke	74.1	.4646	17.5	81.0	78,398	.4282	1,058	4,480	51,468	.4033	2,941	15,264	2,434	4,206	9,664	1,145	.4280	92
Sherbrooke	57.9	.3630	13.4		62,416	.3409	1,078	4,658	48,791	.3824	.....	14,351	2,243	4,121	9,216	1,024	.3578	99
Soulanges	10.3	.0645	2.5	95.3	11,443	.0825	1,111	4,577	3,967	.0311	1,587	471	1,150	43	971	.....	.0535	83

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Before using these figures, see explanation page 837.



QUEBEC'S MOST PROGRESSIVE TELEVISION STATION WITH 60 THOUSAND SALESMEN READY TO SELL YOUR PRODUCT IN FRENCH & ENGLISH TO 270 THOUSAND POTENTIAL BUYERS.

POWER INCREASE TO 12.6 KW



Rep. Jos. A. Hardy in Toronto and Montreal—Week Co. in New York



ZONE 2 CANADA'S LARGEST FRENCH MARKET

ZONE 2—a territory composed of 1,829,570 French-speaking Canadians which covers the northern and eastern sections of the Province of Quebec. It has as its principal centres the historical city of Quebec, the first French City of America; Trois-Rivières, hub of the pulp and paper region of Canada, and Sherbrooke, Queen of the Eastern Townships.

ZONE 2 is one of Canada's biggest markets today considering its business volume, its retail trading, and the buying power of its population.

ZONE 2 is entirely covered by the newspapers within the zone, and even the leading French daily of Zone 1 has but an overflow circulation of only 17,187.

Get full details from our U.S. representative:

GILMAN, NICOLL & RUTHMAN

19 W. 44th St., New York 36, N. Y.
73 Tremont St., Boston 8, Mass.
400 N. Michigan Ave., Chicago 11, Ill.
Old Newton Rd., Philadelphia 15, Pa.
Russ Bldg., San Francisco 4, Calif.
2700 W. 3rd St., Los Angeles 57, Calif.

Request for our booklet "The Zone 2 Reporter" for complete information concerning the development of this great French-speaking territory.

LE SOLEIL
L'ÉVÉNEMENT-JOURNAL
QUEBEC CITY
125,644

LeNouvelliste
Trois-Rivières
29,983

LA TRIBUNE
SHERBROOKE
25,421

THE ZONE 2 Dailies
The newspapers of over 180,000 families

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

QUEBEC — (Continued)

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Stanstead	38.3	.2402	8.8	75.9	31,521	.1721	823	3,582	21,227	.1664	2,412	6,667	2,820	757	3,647	277	.1840	77
St. Hyacinthe	42.4	.2658	9.6	98.2	35,150	.1920	829	3,661	28,122	.2204	2,929	6,415	2,534	1,829	5,038	562	.2153	81
St. Hyacinthe	21.7	.1361	4.8		18,510	.1011	853	3,856	23,883	.1872	.....	5,192	1,895	1,568	4,726	534	.1339	98
St. Jean	35.1	.2201	7.9	87.8	33,240	.1815	947	4,208	26,277	.2059	3,326	7,044	1,888	1,134	5,290	438	.1965	99
St. Jean	25.2	.1580	5.8		25,276	.1380	1,003	4,358	23,532	.1844	.....	6,152	1,656	803	4,908	438	.1559	99
St. Maurice	112.3	.7041	23.7	95.1	115,107	.6287	1,025	4,857	80,246	.6289	3,386	21,387	7,594	3,516	12,677	1,111	.6438	91
Shawinigan Falls	30.4	.1906	6.5		36,449	.1991	1,199	5,608	26,251	.2057	.....	7,903	1,836	1,240	3,840	361	.1994	105
Trois Rivieres	56.0	.3511	11.6		56,340	.3104	1,015	4,900	50,109	.3927	.....	12,450	4,792	2,184	8,598	750	.3432	98
Temiscamingue	60.7	.3805	12.0	81.8	72,172	.3942	1,189	6,014	35,508	.2783	2,959	10,825	4,605	1,612	6,744	412	.3567	94
Rouyn	17.8	.1116	3.8		22,108	.1207	1,242	5,818	17,927	.1405	.....	5,346	1,200	805	3,459	172	.1248	112
Temiscouata	73.5	.4608	13.1	98.9	51,671	.2822	703	3,944	23,233	.1820	1,774	6,497	4,520	863	4,778	264	.2879	62
Terrebonne	83.2	.5217	18.9	92.3	61,485	.3358	739	3,253	48,634	.3812	2,573	16,630	3,943	1,691	8,186	878	.3866	74
St. Jerome	19.7	.1235	4.4		16,095	.0879	817	3,658	16,419	.1287	.....	8,516	903	1,073	1,794	366	.1073	87
Vaudreuil	19.2	.1203	4.6	80.3	16,781	.0916	874	3,648	8,664	.0679	1,883	2,564	1,161	201	1,868	89	.0902	75
Vercheres	19.6	.1229	4.3	92.9	23,402	.1278	1,194	5,442	7,197	.0564	1,674	2,198	784	362	1,857	120	.1054	86
Wolfe	20.5	.1286	4.3	96.3	15,416	.0842	752	3,585	4,329	.0339	1,007	1,307	1,222	134	543	29	.0760	61
Yamaska	18.4	.1153	4.0	97.9	14,683	.0802	798	3,671	4,305	.0338	1,076	1,935	658	148	231	46	.0733	64
Total Above Cities	1,956.1	12.2640	460.8		2,224,071	12.1467	1,137	4,827	2,027,754	15.8914	.....	546,701	283,778	91,679	331,722	43,837	13.2936	108
Province Total	4,634.3	29.0553	1,021.1	82.0	4,695,962	25.6484	1,013	4,599	2,918,539	22.8724	2,858	818,965	444,900	117,805	496,884	54,012	25.4959	88
Per Capita Sales									630			177	96	25	107	12		
Per Family Sales									2,858			802	436	115	487	53		

ONTARIO

City and Population (in thousands)		County	City and Population (in thousands)		County	City and Population (in thousands)		County
Barrie	13.3	Simcoe	Brantford	40.0	Brant	Cornwall	18.6	Stormont
Belleville	21.7	Hastings	Brockville	14.4	Leeds	Fort William	39.5	Thunder Bay
Brampton	9.1	Peel	Chatham	23.6	Kent	Galt	21.5	Waterloo

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Before using these figures, see explanation page 837.

Sell OTTAWA

(Canada's Capital City)

Through the paper that's FIRST with readers and advertisers . . . . . .

dominating the rich buying power of Canada's Capital

1. **Largest Ottawa area circulation**
2. **Largest home delivered circulation**
3. **Largest volume of advertising**

(classified — retail — general)

THE OTTAWA CITIZEN

Ottawa's Greatest Newspaper

One of the Seven Southam Newspapers of Canada

For complete information on this market consult: Cresmer & Woodward: New York, Detroit, Chicago, San Francisco, Los Angeles, Atlanta. Southam Newspapers: Montreal & Toronto. F. A. Smyth, London, England.

One of The 7 Southam Newspapers in Canada

ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (*in thousands*)		County
Guelph	30.2	Wellington
Hamilton	226.3	Wentworth
Kenora	9.8	Kenora
Kingston	45.5	Frontenac
Kitchener	54.9	Waterloo
Leamington	7.3	Essex
Leaside	17.1	York
Lindsay	10.6	Victoria
London	103.2	Middlesex
New Toronto	12.1	York
Niagara Falls	24.5	Welland
North Bay	20.2	Nipissing
Oakville	9.8	Halton
Oshawa	48.9	Ontario
Orillia	13.3	Simcoe
Ottawa	217.3	Carleton
Owen Sound	17.8	Grey
Parry Sound	5.4	Parry Sound
Pembroke	13.7	Renfrew
Peterborough	44.8	Peterborough
Port Arthur	37.4	Thunder Bay
Port Colborne	10.8	Welland
St. Catherines	41.4	Lincoln
St. Thomas	19.1	Elgin
Sarnia	42.4	Lambton
Sault Ste. Marie	36.8	Algoma
Simcoe	8.1	Norfolk
Smith's Falls	8.9	Lanark
Stratford	20.3	Perth
Sudbury	48.1	Sudbury
Tillsonburg	5.8	Oxford
Timmins	28.9	Cochrane
Toronto	686.0	York
Trenton	10.8	Hastings
Welland	17.2	Welland
Weston	9.2	York
Windsor	128.4	Essex
Woodstock	17.4	Oxford

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Before using these figures, see explanation page 837.

Canada's Most Quoted French Daily

LE DROIT

Metropolitan Ottawa is 43.2% French

HEAD OFFICE AND PLANT: 375 Rideau St., Ottawa, H. E. Lemieux, Director of Advertising

TORONTO BRANCH OFFICE: 112 Yonge Street, EMpire 3-9903, Vern B. Moore, Manager

U.S. REPRESENTATIVES: Shannon and Associates

"Results depend on average families"

53% of Ottawa's average* families read THE JOURNAL

MORE total circulation,
MORE retail advertising in 1955,
MORE department store advertising in 1955,
MORE national advertising in 1955,
MORE modern colour printing equipment

THE OTTAWA JOURNAL

the Capital's leading newspaper.

Represented in Canada by E. A. Williams, Toronto and Montreal;
in U.S.A. by Ward Griffith Co., Inc., New York, Chicago, Detroit, San Francisco, Salt Lake City, Boston, Atlanta

*those with combined incomes of $6,000 and over (Cruneau Research)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ONTARIO — (Continued)

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Algoma	72.3	.4533	17.2	16.8	95,348	.5208	1,319	5,543	62,441	.4984	3,630	20,168	6,999	1,731	9,815	1,505	.4979	116
Sault Ste. Marie	36.8	.2307	9.1		59,062	.3226	1,605	6,490	45,410	.3559	.....	14,418	3,075	1,565	7,514	1,135	.3142	136
Brant	35.6	.5379	23.8	2.4	109,289	.5969	1,274	4,592	72,971	.5718	3,068	15,266	5,499	4,059	13,861	1,370	.5776	107
Brantford	40.0	.2508	10.9		55,313	.3021	1,383	5,075	57,346	.4494	.....	12,238	3,994	3,501	10,851	1,067	.3360	134
Bruce	47.6	.2984	14.0	1.5	40,770	.2226	857	2,912	32,847	.2559	2,332	5,486	4,156	1,129	6,309	1,144	.2477	83
Carleton	271.7	1.7035	67.6	29.3	462,439	2.5256	1,702	6,841	249,203	1.9530	3,686	59,125	40,192	9,904	34,410	5,479	2.1894	129
Ottawa	217.3	1.3624	54.3		381,591	2.0841	1,756	7,027	232,529	1.8223	.....	54,919	37,044	9,810	32,550	5,278	1.8612	137
Cochrane	89.6	.5618	21.5	47.2	137,170	.7492	1,531	6,380	68,278	.5351	3,176	20,786	8,066	1,712	11,833	1,512	.6476	115
Timmins	28.9	.1812	7.4		45,090	.2626	1,664	6,499	30,182	.2365	.....	10,140	1,937	.....	5,559	632	.2385	132
Dufferin	16.7	.1047	4.6	.9	12,934	.0706	774	2,695	11,448	.0897	2,385	1,054	1,344	308	2,542	287	.0832	79
Dundas	18.2	.1141	5.0	9.3	14,787	.0808	812	2,957	15,565	.1220	3,113	2,864	1,702	184	3,108	254	.0998	87
Durham	34.2	.2144	9.7	1.8	37,026	.2022	1,083	3,817	24,340	.1907	2,509	6,121	2,017	563	5,377	640	.2012	94
Elgin	63.6	.3887	17.6	2.6	84,129	.4595	1,323	4,780	51,102	.4005	2,904	10,768	4,575	2,273	12,392	1,003	.4296	108
St. Thomas	19.1	.1197	5.9		33,235	.1815	1,740	5,633	29,873	.2341	.....	6,822	2,180	1,533	7,570	628	.1849	154
Essex	242.8	1.5223	65.1	21.9	394,300	2.1534	1,624	6,057	229,947	1.7316	3,394	53,193	16,589	17,079	36,636	6,273	1.9006	125
Windsor	128.4	.8050	34.7		222,265	1.2139	1,731	6,405	151,936	1.1907	.....	37,058	12,817	13,292	23,293	4,711	1.1252	140
Leamington	7.3	.0458	2.0		8,758	.0478	1,200	4,379	15,287	.1198	.....	3,226	910	915	3,628	281	.0690	151
Frontenac	74.2	.4652	18.1	6.5	92,137	.5032	1,242	5,090	64,284	.5037	3,552	15,256	6,142	3,780	10,709	1,916	.4958	107
Kingston	45.5	.2853	12.0		63,647	.3476	1,399	5,304	55,028	.4313	.....	13,214	3,105	3,441	9,458	1,682	.3603	126
Glengarry	20.6	.1292	5.1	56.8	12,553	.0688	609	2,481	8,653	.0679	1,697	1,753	1,226	216	1,551	84	.0808	62
Grenville	19.6	.1229	5.6	7.4	19,926	.1088	1,017	3,558	12,966	.1016	2,315	2,949	1,849	286	2,893	275	.1085	89
Grey	68.5	.4294	19.7	1.4	66,622	.3639	973	3,382	48,978	.3838	2,486	10,027	5,733	1,883	12,420	1,082	.3829	89
Owen Sound	17.8	.1116	5.0		22,459	.1227	1,262	4,492	24,179	.1895	.....	5,966	1,934	1,188	6,012	622	.1405	126
Haldimand	27.8	.1743	7.9	2.3	28,317	.1546	1,019	3,584	25,107	.1968	3,178	4,841	1,882	927	5,908	560	.1712	98
Haliburton	9.0	.0564	2.5	3.3	6,475	.0354	719	2,590	5,611	.0440	2,245	1,769	1,201	43	1,053	110	.0422	75
Halton	55.6	.3486	15.4	2.0	71,489	.3904	1,286	4,642	45,028	.3528	2,924	12,757	1,990	1,398	9,445	1,426	.3708	106
Oakville	9.8	.0614	2.7		13,777	.0752	1,406	5,103	14,866	.1165	.....	4,119	490	474	3,465	511	.0648	138
Hastings	85.4	.5355	22.8	6.4	94,595	.5167	1,108	4,149	75,872	.5946	3,326	17,749	7,545	3,009	15,627	1,661	.5438	102
Belleville	21.7	.1361	6.2		31,853	.1740	1,468	5,138	35,539	.2785	.....	7,998	2,989	1,952	8,000	638	.1978	145
Trenton	10.8	.0677	3.3		13,800	.0754	1,278	4,182	14,802	.1160	.....	4,195	483	656	3,406	468	.0860	127

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Before using these figures, see explanation page 837.

COVERAGE WHERE IT COUNTS

LONDON and Middlesex County—52,400 families* with a buying power of $267,779,000.*—CFPL RADIO gives you 88% coverage day,‡ 76% night‡ of the 48,390 Radio Homes‡—PLUS LONDON'S Seven County Trading area with 114,110 additional Radio Homes‡ and a Buying Power of $481,437,000.

*Sales Management 1956 ‡BBM-1954

CFPL radio London Canada dial 980

IN U.S.A.: Weed & Co. IN CANADA: ALL CANADA RADIO

ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Huron	58.5	.3542	16.2	3.6	47,206	.2578	838	2,914	42,691	.3355	2,642	5,718	5,124	1,412	10,335	922	.3004	85
Kenora	45.0	.2821	11.8	7.8	61,587	.3364	1,369	5,220	34,257	.2687	2,906	3,449	5,710	489	5,815	630	.3052	108
Kenora	9.8	.0614	2.7		15,718	.0858	1,604	5,821	13,020	.1020	.....	4,164	776	474	2,191	113	.0858	140
Kent	90.2	.5656	25.8	12.2	97,023	.5299	1,076	3,761	86,085	.6747	3,337	16,019	7,976	4,061	19,369	1,993	.5805	103
Chatham	23.6	.1480	6.8		33,202	.1813	1,407	4,883	42,765	.3351	.....	7,615	3,945	2,702	9,140	1,293	.2208	149
Lambton	89.6	.5617	25.0	6.7	118,881	.6492	1,327	4,755	73,109	.5729	2,924	17,551	7,272	4,641	15,667	1,545	.6088	108
Sarnia	42.4	.2658	11.8		72,123	.3939	1,701	6,112	46,114	.3614	.....	12,668	3,816	4,022	7,873	1,165	.3585	135
Lanark	40.9	.2564	11.3	4.8	48,414	.2645	1,184	4,284	34,477	.2702	3,051	7,747	3,303	1,320	7,690	711	.2846	103
Smith's Falls	8.9	.0558	2.4		14,141	.0772	1,589	5,892	15,187	.1190	.....	3,075	778	780	3,972	264	.0855	153
Leeds	44.8	.2809	12.1	6.5	50,116	.2737	1,119	4,142	37,345	.2927	3,086	7,849	4,272	3,050	6,677	798	.2808	100
Brockville	14.4	.0903	3.9		19,988	.1092	1,388	5,125	19,916	.1561	.....	4,140	1,600	2,480	3,325	360	.1195	132
Lennox & Addington	22.5	.1411	6.4	3.7	17,020	.0929	756	2,659	15,739	.1234	2,459	2,823	2,030	154	4,068	294	.1117	79
Lincoln	107.7	.6752	29.9	4.2	151,948	.8299	1,411	5,082	90,491	.7797	3,327	23,985	8,038	6,150	19,607	2,368	.7839	116
St. Catherines	41.4	.2596	11.6		65,949	.3602	1,593	5,685	70,975	.5562	.....	16,084	5,985	5,617	14,391	1,587	.3989	154
Manitoulin	12.9	.0809	3.2	4.6	9,926	.0542	769	3,102	6,804	.0533	2,126	1,206	1,849	68	1,275	219	.0593	73
Middlesex	189.8	1.1900	52.4	2.3	267,779	1.4625	1,411	5,110	180,687	1.4160	3,448	38,746	18,075	11,451	34,468	5,309	1.3941	117
London	103.2	.6470	29.1		161,502	.8820	1,565	5,550	149,184	1.1691	.....	29,863	15,086	10,614	27,047	4,542	.9211	142

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Before using these figures, see explanation page 837.

*Western Ontario is **sold** on

CFPL-TV

LONDON — CANADA

CHANNEL 10

117 kw increased to 325 kw June '56

*9 counties, Middlesex, Oxford, Elgin, Perth, Huron, Brant, Norfolk, Lambton and Kent served by CFPL-TV.

ELLIOTT-HAYNES

latest surveys (January '56 daytime) (February '56 nighttime) show average share of London audience

95.5%

TUNED TO CFPL-TV!

IN CANADA CONTACT ALL-CANADA TELEVISION
IN U.S.A. CONTACT WEED AND COMPANY

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable . . . that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

BOOMING, BOOMING, BOOMING!

LONDON, ONTARIO

Net effective buying income per capita— $122 **INCREASE**
Net effective buying income per family— $437 **INCREASE**
Total net effective buying income— $12,711,000 **INCREASE**



LONDON AND SOUTHWESTERN ONTARIO

Net effective buying income per capita— $ 93 **INCREASE**
Net effective buying income per family— $305 **INCREASE**
Total net effective buying income— $170,812,000 **INCREASE**

London per capita income of $1565 is $164 above provincial average.

London per family income of $5,550 is $214 above provincial average.

ONLY ONE NEWSPAPER COVERS THIS BOOMING CANADIAN MARKET

95,773 Circulation — Publisher's Statement
Sept. 30th, 1955

The London Free Press
Western Ontario's Foremost Newspaper

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ONTARIO — (Continued)

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES								SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)						
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Muskoka	28.4	.1780	8.1	6.2	26,627	.1454	938	3,287	26,030	.2040	3,214	7,164	3,129	540	5,408	613	.1695	95
Nipissing	58.0	.3637	13.3	47.5	67,320	.3677	1,161	5,062	49,117	.3849	3,693	12,039	5,797	1,976	10,987	1,071	.3720	102
North Bay	20.2	.1266	5.1		32,704	.1786	1,619	6,413	31,620	.2478	.....	7,221	3,059	1,640	6,818	711	.1890	149
Norfolk	48.7	.3053	13.5	2.3	42,931	.2344	882	3,180	38,863	.3046	2,879	8,135	3,364	1,710	7,105	838	.2697	88
Simcoe	8.1	.0508	2.6		11,023	.0602	1,361	4,240	19,273	.1510	.....	4,087	912	982	3,895	446	.0656	169
Northumberland	38.9	.2439	11.2	3.0	37,562	.2052	956	3,354	24,234	.1899	2,164	5,513	2,301	1,214	5,260	486	.2083	85
Ontario	104.7	.6564	28.7	2.7	134,411	.7341	1,284	4,683	92,079	.7216	3,208	22,469	7,045	3,428	20,512	2,143	.7148	109
Oshawa	48.9	.3066	13.5		74,618	.4075	1,526	5,527	59,543	.4666	.....	15,038	3,848	2,853	12,578	1,040	.4061	132
Oxford	67.4	.4226	18.9	2.0	74,455	.4066	1,105	3,939	62,723	.4916	3,319	11,398	5,659	2,464	13,678	1,219	.4353	103
Woodstock	17.4	.1091	5.2		23,730	.1296	1,364	4,563	23,174	.1816	.....	4,967	2,048	1,063	4,613	521	.1411	129
Tillsonburg	5.8	.0364	1.7		7,422	.0405	1,280	4,366	14,296	.1120	.....	2,933	980	596	2,899	118	.0611	168
Parry Sound	31.9	.2000	9.0	10.3	32,015	.1748	1,004	3,557	17,790	.1394	1,977	4,548	3,655	614	3,662	226	.1602	95
Parry Sound	5.4	.0339	1.5		6,592	.0360	1,221	4,395	9,073	.0711	.....	2,531	1,138	383	1,976	128	.0461	136
Peel	74.9	.4696	19.6	2.4	127,858	.6983	1,707	6,523	45,488	.3565	2,321	10,677	2,405	1,158	12,397	1,830	.5501	117
Brampton	9.1	.0571	2.7		11,864	.0648	1,304	4,394	14,973	.1173	.....	3,699	1,309	483	3,865	431	.0790	138
Perth	60.8	.3812	17.3	2.1	73,065	.3991	1,202	4,223	54,796	.4294	3,167	9,122	5,058	1,679	14,181	1,194	.4048	106
Stratford	20.3	.1273	6.0		30,651	.1674	1,510	5,109	27,480	.2154	.....	4,728	1,893	952	7,322	566	.1738	137
Peterborough	71.7	.4495	18.8	3.7	89,392	.4882	1,247	4,755	58,837	.4611	3,130	13,891	5,875	3,081	9,990	1,456	.4723	105
Peterborough	44.8	.2809	11.8		63,385	.3462	1,415	5,372	49,781	.3901	.....	12,153	4,084	2,939	8,051	1,309	.3463	123
Prescott	29.9	.1875	6.7	62.9	23,785	.1299	795	3,550	16,616	.1303	2,480	2,725	3,133	883	3,574	118	.1415	75
Prince Edward	21.2	.1329	6.2	3.1	15,761	.0861	743	2,542	15,252	.1195	2,460	3,016	1,251	567	3,227	393	.1065	79
Rainy River	25.8	.1618	6.8	10.8	28,913	.1579	1,121	4,252	20,458	.1603	3,009	5,237	3,276	425	3,834	435	.1594	99
Renfrew	76.2	.4777	18.0	15.8	69,154	.3776	908	3,842	55,523	.4351	3,085	12,645	7,846	1,396	11,805	1,209	.4149	87
Pembroke	13.7	.0859	3.2		14,449	.0789	1,055	4,515	18,913	.1482	.....	4,447	1,656	1,222	4,237	491	.1011	118
Russell	20.8	.1304	4.5	81.9	12,717	.0695	611	2,828	7,568	.0593	1,681	1,088	2,718	122	1,356	88	.0786	60
Simcoe	123.3	.7731	32.5	10.7	127,693	.6974	1,036	3,929	108,687	.8518	3,344	24,291	9,675	3,057	25,086	2,299	.7589	98
Barrie	13.8	.0865	4.0		20,174	.1102	1,462	5,044	29,806	.2336	.....	5,704	1,402	732	8,270	632	.1425	165
Orillia	13.3	.0834	3.9		15,864	.0866	1,193	4,068	21,362	.1674	.....	4,415	1,436	859	4,422	445	.1102	122

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Before using these figures, see explanation page 837.

It's A FACT! Your Advertising Message in

The Sudbury Daily Star

NORTHERN ONTARIO'S LARGEST NEWSPAPER

Reaches MORE POTENTIAL BUYERS Than Ever Before!

The circulation of The Sudbury Daily Star in February '56 SPIRALLED to a NEW, NEW all-time high and is still going up! Write us for latest figures!

Be Sure You COVER the fabulous SUDBURY MARKET, with its OVER 108,000 PEOPLE, by insisting your advertising appear in The Sudbury Daily Star!

* J. R. MEAKES, Publisher
R. W. PEARSON, Adv. Mgr.

* National Representatives: THE THOMSON CO., LIMITED, TORONTO — MONTREAL

ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

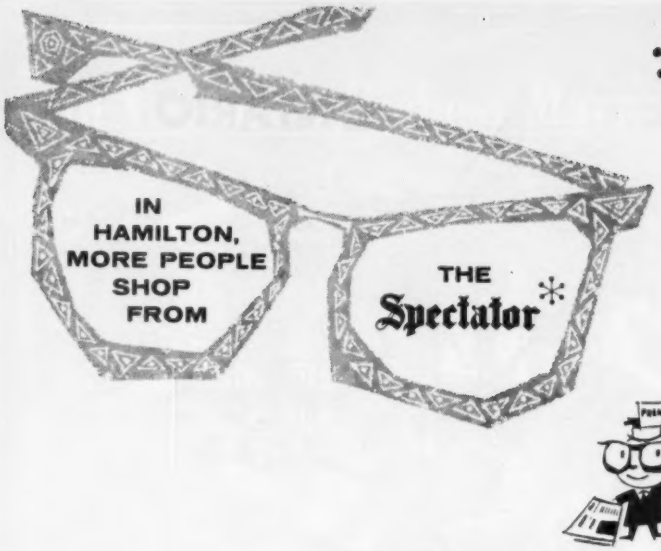
COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (In thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Stormont	55.8	.3498	13.5	46.7	87,782	.3702	1,218	5,021	46,559	.3649	3,449	12,178	4,341	1,802	8,702	736	.3648	104
Cornwall	18.6	.1168	4.6		25,963	.1418	1,398	5,644	31,447	.2464	.....	7,201	3,022	1,519	6,023	576	.1681	144
Sudbury	132.7	.8320	29.9	40.8	204,082	1.1148	1,538	6,825	109,630	.8592	3,667	31,638	15,774	4,847	19,677	2,039	.9815	118
Sudbury	48.1	.3016	11.0		75,017	.4251	1,622	7,092	75,123	.5887	.....	15,270	8,907	4,581	16,662	1,306	.4500	149
Thunder Bay	118.6	.7436	30.4	8.3	157,476	.8600	1,326	5,180	100,433	.7870	3,304	24,553	18,617	2,352	19,675	1,874	.8148	110
Fort William	39.5	.2477	10.6		55,215	.3016	1,398	5,209	36,720	.2878	.....	11,207	5,093	1,473	5,655	713	.2887	116
Port Arthur	37.4	.2345	10.4		51,867	.2833	1,387	4,987	42,011	.3292	.....	9,405	6,036	906	9,703	403	.2873	123
Timiskaming	58.4	.3661	15.2	27.8	89,756	.4902	1,537	5,905	41,252	.3233	2,714	12,162	5,729	977	7,790	971	.4153	113
Victoria	32.0	.2006	9.5	2.3	30,899	.1688	966	3,253	26,219	.2212	2,970	5,002	3,749	1,061	6,158	494	.1909	95
Lindsay	10.6	.0665	3.0		13,163	.0719	1,242	4,388	18,907	.1482	.....	3,720	1,822	981	4,251	287	.0937	141
Waterloo	148.9	.9336	38.2	2.9	191,482	1.0456	1,286	5,012	139,480	1.0026	3,651	27,562	9,827	8,006	26,507	2,388	1.0373	111
Galt	21.5	.1348	6.2		30,742	.1679	1,430	4,958	24,271	.1902	.....	6,518	1,136	1,766	4,202	503	.1680	125
Kitchener	54.9	.3442	14.5		74,984	.4095	1,366	5,171	67,241	.5270	.....	12,938	5,571	4,710	13,454	1,111	.4317	125
Welland	143.1	.8972	38.1	8.4	219,934	1.2012	1,537	5,773	128,725	.9853	3,300	37,086	7,048	8,265	19,897	3,609	1.0757	120
Niagara Falls	24.5	.1536	6.7		40,400	.2206	1,649	6,030	44,258	.3468	.....	11,752	3,012	3,196	6,888	1,610	.2451	160
Welland	17.2	.1078	4.4		26,745	.1461	1,555	6,078	28,185	.2209	.....	7,565	1,890	2,288	4,936	504	.1609	149
Port Colborne	10.8	.0677	2.9		19,495	.1065	1,805	6,722	11,509	.0902	.....	3,649	905	1,113	1,355	256	.0939	139
Wellington	76.0	.4785	20.5	1.9	90,190	.4925	1,187	4,400	63,401	.4968	3,093	13,039	4,297	2,738	12,884	1,415	.4908	103
Guelph	30.2	.1893	8.0		40,552	.2215	1,343	5,069	35,495	.2560	.....	8,142	1,843	1,922	7,520	851	.2344	124
Wentworth	312.9	1.9617	82.8	3.1	494,052	2.6983	1,579	5,967	288,307	2.2438	3,458	63,229	33,508	12,849	51,368	8,797	2.4146	123
Hamilton	226.3	1.4188	61.2		367,052	2.0047	1,622	5,998	257,558	2.0185	.....	57,284	31,430	12,546	44,774	8,148	1.8917	133

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Before using these figures, see explanation page 837.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.



THE REASON IS OBVIOUS—

—The Spectator has saturation coverage of Hamilton. (Sells more newspapers than there are homes in Hamilton.)

—The Spectator has the *third largest retail lineage* in Canada. (Customers know where and when to shop.)

—The Spectator's readers . . . urban and rural . . . believe, and act on the advertising they read in the Spectator.

—The Spectator reaches the buoyant and booming industrial payroll of Hamilton more than any other newspaper.

The Hamilton Spectator

One of the Seven Southam Newspapers in Canada

TORONTO	MONTREAL	GREAT BRITAIN	UNITED STATES
The Southam Newspapers 388 Yonge St. K. L. Bower, Manager	The Southam Newspapers 1070 Bleury St. J. C. McCague, Manager	F. A. Smyth 34-40 Ludgate Hill, London, E.C.4, England	Cresmer & Woodward Inc. (Can. Div.) New York, Detroit, Chicago, San Francisco, Los Angeles, Atlanta

Applications of the Canadian Survey

The specific uses to which the Canadian *Survey* are put run parallel to those reported in a recent survey of nearly 800 companies who were asked to tell us how they use the SALES MANAGEMENT *Survey of Buying Power*, including all sections from the first page to last.

In the order of importance, these various uses are:

1. **Choosing city markets for more intensive cultivation.**
2. **Fixing quotas of salesmen.**
3. **Allocation of advertising funds between markets.**
4. **Changing the size of the advertising budget according to the task to be accomplished.**
5. **Deciding whether or not market potentials justify introducing a new item.**
6. **Dealer promotion—to show them their potentials.**
7. **Deciding on the number of salesmen to be employed.**
8. **Choice of specific advertising media (new).**
9. **Deciding on location of new sales branches, retail outlets, or factories.**
10. **Changing amounts to be allocated to media previously used.**

For Canada, as in the U. S., the most widely used single factor is the Buying Power Index. In this index a weight of two is given to the percentage of total Canadian population, a weight of three to the percentage of total Canadian retail sales, and a weight of five to the percentage of total Canadian Net Effective Buying Income.

The weights employed in the construction of the B. P. I. can be varied of course to suit the product under consideration. In the sale of appliances, for instance, families should be substituted for population, since the product is sold on a household basis, and sale of furniture-home furnishings and appliances substituted for total retail sales. Again, a large food company assigns a weight of 4 to population, 4 to food sales, and 2 to income.



ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (In thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
York	1,342.7	8.4183	344.2	2.8	2,253,0	5912.3061	1,678	6,548	1,619,680	12.6933	4,706	317,185	253,956	70,897	275,178	50,129	11.8443	138

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Before using these figures, see explanation page 837.

When it's RADIO or TV in CANADA . . .

for really helpful service to time-buyers, with *complete* facts, figures, merchandising, surveys, maps and sound recommendations,

ON ALL OR ANY CANADIAN MARKETS

including these Live Radio and Television Stations

WRITE OR PHONE

HORACE N. STOVIN & COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio and Television Stations

CJOR	Vancouver	CFJR	Brockville
CFPR	Prince Rupert	CKLC	Kingston
CKLN	Nelson	CK5F	Cornwall
CKXL	Calgary	CJMS	Montreal
CHED	Edmonton	CJBR	Rimouski
CJGX	Yorkton	CJBR-TV	Rimouski
CJNB	North Battleford	CJEM	Edmundston
CKOM	Saskatoon	CKCW	Moncton
CFAR	Flin Flon	CKCW-TV	Moncton
CKY	Winnipeg	VOCM	Newfoundland
CJRL	Kenora	ZBM	Bermuda
CJBC	Toronto	ZNS	Nassau
CFOS	Owen Sound	KVOS-TV	Bellingham
CHOV	Pembroke		Vancouver
CJBQ	Belleville		

"A STOVIN STATION IS A PROVEN STATION"

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

In Canada's Richest Market – TORONTO

1 out of 2 People read The Telegram

IN TORONTO AND RETAIL TRADING ZONE
291,000* PEOPLE READ THE TELEGRAM ONLY

OVER 600,000 ADULT BUYERS READ THE TELEGRAM DAILY

THE TELEGRAM
DAILY *Plus* WEEKEND
TORONTO 1, CANADA

United States representatives
O'MARA & ORMSBEE
Head Office, 420 Lexington Ave., New York

*Daily Newspaper Receiving Families
Gruneau Research Ltd. (representing Daniel Starch and Staff)

the Woman's Globe and Mail

"CANADA'S FINEST WOMAN'S NEWSPAPER FEATURE"

THE GLOBE AND MAIL

TORONTO • CANADA

MONTREAL OFFICE: ROOM 414, DRUMMOND BUILDING

U. S. REPRESENTATIVES: SHANNON & ASSOCIATES

ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Toronto	686.0	4.3010	163.0		1,225,931	6.6954	1,787	7,521	1,258,822	9.8637	.....	197,136	245,350	61,867	195,001	34,302	7.1670	167
New Toronto	12.1	.0759	2.7		21,055	.1150	1,740	7,798	22,789	.1786	.....	5,675	325	753	5,409	613	.1263	166
Leaside	17.1	.1072	5.0		48,781	.2664	2,853	9,756	18,858	.1478	.....	5,036	327	292	4,728	991	.1990	186
Weston	9.2	.0577	2.6		17,620	.0962	1,915	6,777	17,641	.1383	.....	3,422	228	194	5,607	800	.1011	175
Total Above Cities	2,311.9	14.4950	599.5		3,786,531	20.6801	1,638	6,313	3,375,067	26.4498	.....	689,765	441,206	179,827	594,349	86,789	21.1743	146
Province Total	5,306.8	33.2717	1,392.9	18.3	7,432,555	40.5829	1,401	5,336	4,960,993	38.8790	3,562	1,057,612	612,375	221,708	923,959	129,406	38.8146	116
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	935	.....	.....	205	115	42	174	24	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	3,562	.....	.....	781	440	159	663	93	.....	.....

MANITOBA

City and Population (in thousands)		County		City and Population (in thousands)		County		City and Population (in thousands)		County	
Brandon	22.6	Division 7		Portage la Prairie	9.6	Division 6		Winnipeg	250.8	Division 6	
Dauphin	6.6	Division 13		St. Boniface	28.7	Division 6					
Division 1	25.4	.1892	6.3	20.8	15,298	.0839	602	2,425	14,864	.1165	2,359	1,944	4,147	81	4,181	134	.1086	68
Division 2	41.0	.2571	10.2	14.7	26,124	.1425	637	2,561	26,554	.2081	2,603	2,611	5,117	296	7,778	413	.1851	72
Division 3	24.3	.1523	7.0	13.3	21,482	.1174	884	3,070	13,999	.1097	2,000	1,358	3,030	90	3,053	234	.1221	89
Division 4	15.6	.0978	4.6	2.9	19,164	.1047	1,228	4,166	12,474	.0978	2,712	1,788	1,440	162	2,554	241	.1013	104
Division 5	54.6	.3424	15.4	6.5	49,544	.2706	907	3,217	19,777	.1550	1,284	5,409	4,362	118	3,558	570	.2502	73

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Before using these figures, see explanation page 837.

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MORE

more FOR YOUR MONEY IN MANITOBA ON CKRC

more LISTENERS — Throughout Manitoba CKRC reaches more people than any other Manitoba station (BBM-Elliott Haynes).

more PRESTIGE — With top-network and local programming CKRC has attentive listeners who hear your sales message.

more ACTION — Four full-time employees give you the most active merchandising and promotion department in the province.

more RESULTS — Locally and nationally, the sum total of top programs, attentive listeners and active merchandising is MORE RESULTS!

CKRC

WINNIPEG, MANITOBA

REPS: ALL-CANADA RADIO FACILITIES
WEED AND COMPANY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MANITOBA — (Continued)

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Division 6	353.3	2.4031	108.0	9.3	463,613	2.5320	1,210	4,293	395,819	3.1020	3,665	75,009	109,077	14,946	64,405	10,224	2.6773	111
Winnipeg	250.8	1.5724	73.3		316,605	1.7291	1,262	4,319	343,938	2.6954	.....	57,083	104,610	13,901	57,140	8,752	1.9877	126
Portage La Prairie	9.6	.0602	2.5		8,357	.0456	871	3,343	14,507	.1137	.....	3,804	1,101	547	2,466	264	.0690	115
St. Boniface	28.7	.1799	7.6		33,082	.1807	1,153	4,353	13,756	.1078	.....	4,332	119	159	1,101	487	.1587	88
Division 7	42.4	.2659	11.7	4.6	36,360	.1986	858	3,108	44,134	.3458	3,772	5,773	6,164	2,240	9,177	721	.2562	96
Brandon	22.6	.1417	6.4		25,127	.1372	1,112	3,926	33,110	.2595	.....	4,442	4,204	1,848	6,361	462	.1748	123
Division 8	20.4	.1279	6.0	4.1	16,477	.0899	808	2,746	14,584	.1143	2,431	2,368	2,078	.....	2,031	467	.1048	82
Division 9	70.1	.4395	18.9	4.2	70,808	.3868	1,010	3,746	37,126	.2910	1,964	10,081	2,052	526	5,954	947	.3688	84
Division 10	20.2	.1266	5.7	3.1	18,083	.0988	895	3,173	13,706	.1074	2,405	1,580	2,599	363	3,172	177	.1089	84
Division 11	28.3	.1649	8.0	4.6	25,018	.1366	951	3,127	19,190	.1504	2,399	2,344	3,395	115	4,882	560	.1464	89
Division 12	24.5	.1536	6.4	10.8	16,221	.0886	662	2,535	10,771	.0844	1,683	1,287	4,186	119	1,955	233	.1004	65
Division 13	25.7	.1611	7.2	11.8	17,042	.0931	663	2,367	18,028	.1413	2,504	2,218	3,699	235	3,418	234	.1211	75
Dauphin	6.6	.0414	1.8		5,022	.0274	761	2,790	12,088	.0947	.....	1,574	3,351	156	2,277	156	.0504	122
Division 14	27.9	.1750	8.1	2.3	19,380	.1059	695	2,394	14,597	.1144	1,802	1,201	3,311	246	3,355	400	.1223	70
Division 15	13.0	.0815	3.6	7.5	9,450	.0516	727	2,625	8,682	.0681	2,414	726	1,564	127	1,962	182	.0625	77
Division 16	53.8	.3373	13.4	8.6	69,311	.3785	1,288	5,172	24,933	.1954	1,861	4,374	9,374	413	2,411	475	.3154	94
Total Above Cities	318.3	1.9956	91.6		388,193	2.1200	1,220	4,238	417,399	3.2711	.....	71,235	113,385	16,611	69,345	10,121	2.4406	122
Province Total	868.5	5.4452	240.5	8.5	893,400	4.8793	1,029	3,715	689,248	5.4016	2,866	121,571	165,595	20,047	123,816	16,242	5.1492	95
Per Capita Sales									794			140	191	23	143	19		
Per Family Sales									2,866			505	689	83	515	68		

SASKATCHEWAN

City and Population (in thousands)		County	City and Population (in thousands)		County	City and Population (in thousands)		County
Moose Jaw	30.0	Division 7	Regina	79.3	Division 6	Swift Current	9.5	Division 8
North Battleford	8.8	Division 16	Saskatoon	63.9	Division 11	Weyburn	7.3	Division 2
Prince Albert	20.7	Division 15				Yorkton	7.6	Division 9

Division 1	37.3	.2339	9.9	8.1	28,388	.1550	761	2,867	26,407	.2069	2,667	4,925	3,973	240	5,296	621	.1664	80
Division 2	37.0	.2320	9.4	5.8	26,404	.1442	714	2,809	29,226	.2290	3,109	4,340	4,158	355	6,737	616	.1872	81
Weyburn	7.3	.0458	1.4		7,547	.0412	1,034	5,391	12,247	.0960	.....	1,587	1,676	284	3,047	261	.0586	128
Division 3	31.8	.1993	9.0	19.5	19,487	.1065	613	2,165	24,662	.1933	2,740	3,045	4,296	337	5,186	345	.1511	76
Division 4	17.7	.1110	5.4	9.4	16,725	.0913	945	3,097	12,607	.0988	2,335	2,094	1,316	130	3,507	256	.0975	88
Division 5	51.7	.3241	13.8	2.7	33,624	.1837	650	2,437	36,439	.2856	2,641	3,979	7,615	738	7,833	710	.2423	75
Division 6	133.4	.8364	36.4	4.2	135,938	.7424	1,019	3,735	158,333	1.2408	4,350	23,346	45,523	4,961	23,277	3,258	.9107	109
Regina	79.3	.4972	21.7		91,233	.4983	1,150	4,204	123,426	.9673	.....	18,449	41,059	4,831	17,760	2,796	.6388	128
Division 7	50.8	.3185	14.8	3.2	61,407	.3354	1,209	4,149	46,312	.3630	3,129	7,962	8,180	1,830	10,347	839	.3403	107
Moose Jaw	30.0	.1881	9.1		39,140	.2138	1,305	4,301	32,455	.2543	.....	5,624	5,504	1,799	6,804	672	.2206	117
Division 8	37.4	.2345	10.9	2.1	27,948	.1528	747	2,564	36,071	.2827	3,309	4,319	4,585	1,332	9,818	798	.2069	89
Swift Current	9.5	.0596	3.0		10,085	.0551	1,062	3,362	14,670	.1150	.....	1,735	1,667	939	4,424	425	.0740	124
Division 9	58.4	.3661	15.4	.7	40,578	.2216	695	2,635	39,611	.3104	2,572	5,614	6,579	1,473	8,763	774	.2772	79
Yorkton	7.6	.0476	1.9		8,436	.0461	1,110	4,440	15,079	.1182	.....	2,309	1,831	.....	4,210	400	.0880	143

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Before using these figures, see explanation page 837.



	1954	1955
POPULATION	170,000	190,000
WHOLESALE SALES	$ 124,836,266	$ 135,094,145
RETAIL SALES	$ 200,000,000	$ 225,000,000
BUILDING PERMITS	$ 46,649,504	$ 58,898,898
BANK CLEARINGS	$2,498,690,826	$3,160,275,728
LIVESTOCK RETURNS	$ 52,454,425	$ 52,748,588
POSTAL REVENUE	$ 2,379,789	$ 2,600,579
CUSTOMS RECEIPTS	$ 18,192,728	$ 19,457,028

The Calgary Herald Lineage is UP too!

1954 — 15,710,944 Lines

1955 — 17,349,897 Lines

Proof that more and more advertisers are turning to the Calgary Herald for Greater Profits. Why don't you?

BUT WE *HAVEN'T* GONE AS FAR AS WE CAN GO!

The year 1956 promises to be even bigger and better than 1955, which was a Bumper Year, as these figures show:

SOUTHAM ADVERTISING REPRESENTATIVES
THE SOUTHAM NEWSPAPERS
1070 Bleury St., Montreal, P.Q. — LONDON, ENGLAND
388 Yonge St., Toronto, Ont. — F. A. SMYTH, 34 Ludgate Hill, EC. 4
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Cresmer & Woodward, Canadian Division
at New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

The CALGARY HERALD

A DIVISION OF THE SOUTHAM CO. LTD. — SERVING SOUTHERN ALBERTA SINCE 1883
ONE OF THE SEVEN SOUTHAM NEWSPAPERS IN CANADA

SASKATCHEWAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES								SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)						
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Division 10	40.1	.2515	10.3	1.9	31,510	.1721	786	3,059	25,039	.1962	2,431	2,156	5,953	148	6,083	563	.1952	78
Division 11	98.8	.6194	27.6	3.4	116,567	.6368	1,180	4,194	96,692	.7578	3,478	17,778	15,561	5,046	18,558	3,431	.6896	108
Saskatoon	63.9	.4006	18.1		79,011	.4315	1,236	4,365	73,732	.5778	.....	13,753	11,803	5,006	13,103	2,993	.4692	117
Division 12	35.8	.2244	9.7	6.1	24,698	.1349	690	2,546	22,167	.1737	2,285	3,578	3,563	88	5,164	626	.1644	73
Division 13	33.0	.2069	9.0	2.2	22,147	.1209	671	2,461	25,472	.2078	2,941	3,822	3,842	187	5,601	485	.1641	79
Division 14	64.8	.4063	17.3	7.3	40,670	.2221	628	2,351	45,234	.3545	2,618	6,111	9,142	709	9,892	1,090	.2967	74
Division 15	88.3	.5411	21.0	11.4	67,556	.3690	783	3,217	57,285	.4486	2,728	7,879	10,807	1,196	12,048	1,067	.4274	79
Prince Albert	20.7	.1298	5.3		20,603	.1125	995	3,887	23,487	.1841	.....	3,944	3,652	1,015	4,608	499	.1374	106
Division 16	48.1	.3016	12.1	12.6	34,325	.1875	714	2,837	33,057	.2593	2,734	4,881	6,923	742	6,742	1,571	.2318	77
North Battleford	8.8	.0552	2.2		7,315	.0400	831	3,325	14,968	.1173	.....	2,501	1,163	726	3,850	319	.0662	120
Division 17	31.1	.1949	8.4	13.3	21,149	.1155	680	2,518	23,270	.1824	2,770	2,494	6,196	420	4,402	575	.1515	78
Division 18	19.1	.1198	4.1	9.2	13,649	.0745	715	3,329	4,177	.0327	1,019	893	1,723	.....	696	.....	.0710	59
Total Above Cities	227.1	1.4239	62.7		263,370	1.4385	1,160	4,200	310,064	2.4300	.....	49,902	68,355	14,600	57,806	8,355	1.7330	122
Province Total	912.6	5.7217	244.7	6.2	762,798	4.1660	836	3,117	743,091	5.8238	3,037	109,096	149,719	19,934	148,642	17,627	4.9744	87
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	814	.....	.....	120	164	22	164	19	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	3,037	.....	.....	446	612	81	612	72	.....	.....

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Careful reading of the explanatory introduction, starting on page 837, will help you make the best possible use of the data and features in this Survey.

EDMONTON . . . Going Up!

EDMONTON: cross - section of rural and urban populations; market of factory, industrial and commercial people; home of the University of Alberta; capital of Alberta, with a provincial civil service numbering 4,500; garrison city with a military population of over 4,000.

	1945	1955
● POPULATION	116,500	230,000
● BUILDING PERMITS	$ 7,988,348	$ 58,718,696
● BANK CLEARINGS	$519,306,233	$2,021,968,301

NO OTHER SINGLE MEDIUM CAN OFFER YOU MORE THAN A FRACTION OF THE JOURNAL'S **COVERAGE!**

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MONTREAL, CANADA
The Southam Newspapers, Adv. Sales Dept.
Southam Building

REPRESENTATIVES IN GREAT BRITAIN
F. A. SMYTH
34 Ludgate Hill, London, E.C. 4, England

THE EDMONTON JOURNAL

ONE OF THE SEVEN SOUTHAM NEWSPAPERS

DAILY AVERAGE NET PAID CIRCULATION NOW IN EXCESS OF 94,000

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

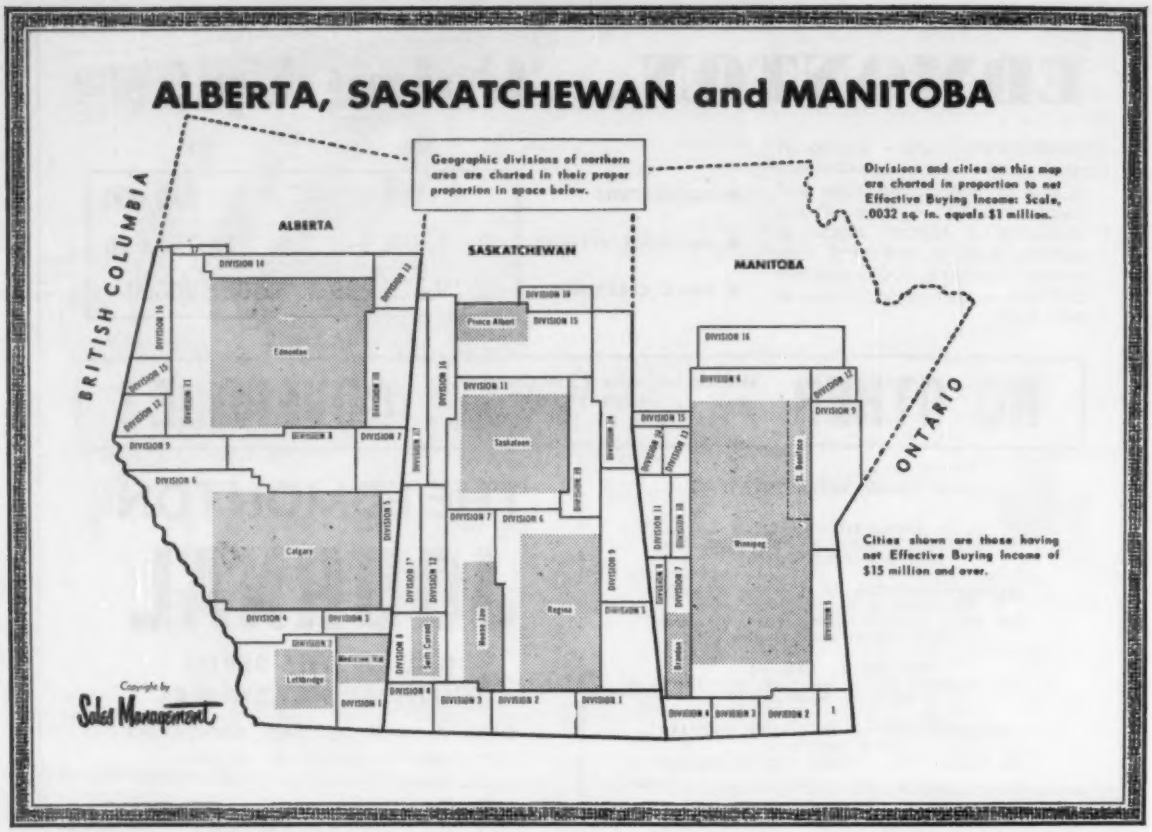
ALBERTA

City and Population (*in thousands*)		County
Calgary	175.0	Division 6
Camrose	4.7	Division 8
Edmonton	209.6	Division 11
Lethbridge	29.9	Division 2
Medicine Hat	19.8	Division 1
Red Deer	12.3	Division 8
Wetaskiwin	4.3	Division 8

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Division 1	38.7	.2489	11.1	1.9	50,397	.2752	1,289	4,540	34,660	.2716	3,123	7,263	3,882	1,465	8,501	557	.2688	180
Medicine Hat	19.8	.1241	6.2		29,127	.1591	1,471	4,698	21,276	.1667	.....	4,388	2,527	1,093	5,135	257	.1544	124
Division 2	79.0	.4953	21.4	2.8	95,605	.5189	1,203	4,439	82,657	.6478	3,862	15,424	9,991	2,921	17,749	1,896	.5529	112
Lethbridge	29.9	.1875	9.0		40,672	.2221	1,360	4,519	44,077	.3454	.....	7,652	3,341	2,035	9,419	856	.2522	135
Division 3	19.1	.1197	5.4	2.9	19,024	.1039	996	3,523	12,891	.1010	2,387	1,775	2,133	159	3,115	251	.1062	89
Division 4	32.4	.2032	9.2	2.6	35,601	.1945	1,099	3,870	22,179	.1738	2,411	4,338	2,031	325	5,152	519	.1900	94
Division 5	18.3	.1147	5.7	3.1	20,345	.1111	1,112	3,569	11,021	.0864	1,934	1,918	1,560	136	2,617	228	.1044	91
Division 6	228.2	1.4119	65.3	3.3	295,995	1.6165	1,314	4,533	267,686	2.0979	4,099	44,199	56,972	12,574	47,711	5,730	1.7290	122
Calgary	175.0	1.0972	54.5		260,229	1.4212	1,487	4,775	190,391	1.4921	.....	31,243	43,353	9,251	32,959	3,753	1.3777	126
Division 7	35.9	.2251	9.4	6.1	34,467	.1883	960	3,667	25,376	.1988	2,700	2,625	4,554	330	5,273	616	.1988	88
Division 8	82.5	.5172	21.8	2.8	80,936	.4420	981	3,713	82,819	.6491	3,799	9,884	8,487	2,051	24,066	1,913	.5192	100
Red Deer	12.3	.0771	3.5		12,435	.0679	1,011	3,553	18,284	.1433	.....	1,935	2,245	1,836	5,085	205	.0924	120
Camrose	4.7	.0295	1.1		4,981	.0272	1,060	4,528	11,643	.0912	.....	1,653	480	608	3,106	402	.0469	159
Wetaskiwin	4.3	.0270	1.2		4,553	.0249	1,059	3,794	12,516	.0981	.....	759	1,065	151	5,088	207	.0473	175
Division 9	35.3	.2214	10.3	3.3	40,373	.2205	1,144	3,920	16,952	.1328	1,648	2,277	4,555	434	3,201	502	.1944	88
Division 10	55.9	.3504	15.3	2.1	62,204	.3397	1,113	4,066	32,762	.2568	2,141	3,732	5,578	822	8,080	525	.3169	90
Division 11	288.4	1.8082	76.9	6.8	372,155	2.0326	1,290	4,839	307,944	2.4133	4,004	47,796	73,043	12,822	57,799	6,712	2.1020	116
Edmonton	209.6	1.3141	59.4		284,904	1.5556	1,359	4,796	240,895	1.8879	.....	35,139	57,778	10,564	45,067	5,415	1.6072	123
Division 12	19.9	.1248	5.7	5.1	21,112	.1153	1,061	3,704	9,903	.0776	1,737	1,980	2,538	74	1,993	190	.1059	85

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Before using these figures, see explanation page 837.



ALBERTA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (In thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Division 13	34.1	.2137	8.3	24.9	28,961	.1581	849	3,489	14,494	.1136	1,746	1,286	4,347	154	3,292	176	.1558	73
Division 14	52.0	.3261	13.9	11.8	46,499	.2540	894	3,345	28,162	.2207	2,026	2,561	7,775	611	6,595	490	.2585	79
Division 15	24.1	.1511	6.1	30.8	16,961	.0927	705	2,794	13,924	.1092	2,283	1,931	3,418	262	3,433	207	.1093	72
Division 16	38.1	.2283	10.2	6.4	28,462	.1555	788	2,790	24,348	.1907	2,387	1,517	5,861	386	6,220	383	.1802	80
Division 17	12.9	.0809	2.8	10.2	5,137	.0280	398	1,835	2,542	.0200	908	90	1,586	56	141	50	.0362	45
Total Above Cities	455.6	2.8565	134.9		636,901	3.4784	1,398	4,721	539,062	4.2247	.....	82,769	110,789	25,538	105,859	11,095	3.5781	125
Province Total	1,090.8	6.8389	298.8	6.0	1,253,654	6.8468	1,149	4,196	990,321	7.7611	3,314	150,594	198,591	35,562	205,938	20,944	7.1196	104
Per Capita Sales									908	.....	.....	138	182	33	189	19	.....	.....
Per Family Sales									3,314	.....	.....	504	665	119	689	70	.....	.....

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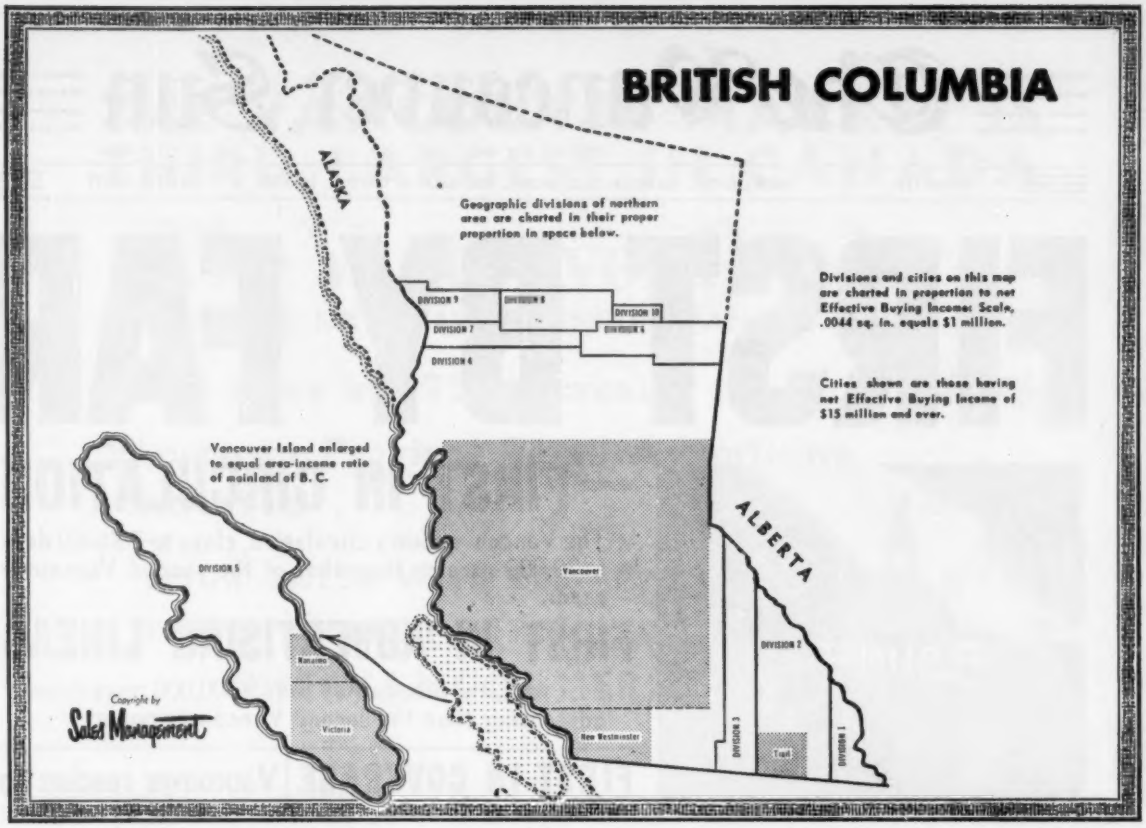
Before using these figures, see explanation page 837.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data, you need to know something about available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the *Survey* data and the advertisements.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

BRITISH COLUMBIA

City and Population (*in thousands*)		County	City and Population (*in thousands*)		County	City and Population (*in thousands*)		County
Chilliwack	6.5	Division 4	New Westminster	32.1	Division 4	Prince Rupert	9.8	Division 9
Kamloops	8.7	Division 6	Penticton	11.9	Division 3	Trail	12.7	Division 2
Kelowna	9.3	Division 3	Port Alberni	8.6	Division 5	Vancouver	396.2	Division 4
Nanaimo	11.0	Division 5	Prince George	7.6	Division 8	Vernon	8.7	Division 3
Nelson	7.1	Division 2				Victoria	58.9	Division 5

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Division 1	27.0	.1683	7.7	4.9	43,912	.2398	1,626	5,703	27,900	.2186	3,623	6,202	4,952	524	8,571	397	.2193	130
Division 2	59.5	.3730	17.2	3.5	96,116	.5250	1,615	5,588	56,355	.4417	3,276	12,320	10,582	2,500	12,308	972	.4896	128
Nelson	7.1	.0445	2.3		10,477	.0572	1,476	4,555	15,268	.1197	.....	2,609	1,534	771	5,326	201	.0734	165
Trail	12.7	.0796	3.7		21,505	.1174	1,693	5,812	17,795	.1395	.....	3,600	2,687	1,137	4,166	269	.1165	146
Division 3	75.3	.4721	21.6	3.2	63,941	.3492	849	2,960	78,844	.6179	3,650	17,565	8,373	1,676	20,144	1,561	.4544	96
Kelowna	9.3	.0583	2.6		8,854	.0484	952	3,405	15,891	.1245	.....	3,010	1,315	660	3,304	225	.0732	126
Penticton	11.9	.0746	3.2		11,674	.0638	981	3,648	15,779	.1237	.....	3,411	1,294	368	4,556	332	.0839	112
Vernon	8.7	.0545	3.3		7,518	.0411	864	2,278	16,016	.1255	.....	2,387	1,448	389	5,065	404	.0691	127

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The Vancouver Sun

TAtlow 7141 VANCOUVER, BRITISH COLUMBIA, THURSDAY, SEPT. 1, 1955 PRICE 7 CENTS

FIRST BY FAR



—FIRST IN CIRCULATION!

The Vancouver Sun's circulation, close to 200,000 daily is 70,000 greater than that of the second Vancouver paper.

FIRST IN ADVERTISING LINEAGE

Last year, the Sun carried over 5,000,000 more lines of advertising than the second Vancouver paper.

FIRST IN COVERAGE | Vancouver reaches for

BRITISH COLUMBIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (In thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Division 4	**770.6**	**4.8314**	**230.2**	**3.5**	**1,138,577**	**6.2183**	**1,478**	**4,946**	**818,135**	**6.4116**	**3,554**	**140,903**	**158,412**	**30,123**	**179,499**	**19,447**	**5.9869**	**124**
Vancouver	396.2	2.4840	123.0		717,593	3.9191	1,811	5,834	583,072	4.5695	.....	81,474	128,401	22,866	132,798	13,423	3.8272	154
New Westminster	32.1	.2013	9.5		48,615	.2655	1,514	5,117	62,136	.4870	.....	10,875	8,944	2,689	14,312	1,053	.3191	159
Chilliwack	6.5	.0408	1.9		7,857	.0439	1,209	4,135	19,556	.1533	.....	2,440	1,966	1,005	4,960	453	.0756	185
Division 5	**257.9**	**1.6169**	**77.7**	**2.9**	**375,642**	**2.0516**	**1,457**	**4,835**	**234,202**	**1.8355**	**3,014**	**44,928**	**49,158**	**8,330**	**47,510**	**4,422**	**1.8989**	**118**
Nanaimo	11.0	.0690	3.6		18,065	.0986	1,641	5,015	23,729	.1860	.....	2,351	4,044	529	7,769	352	.1189	172
Victoria	58.9	.3693	19.2		85,849	.4689	1,458	4,471	114,102	.8942	.....	16,470	25,905	6,140	23,153	1,825	.5766	156
Port Alberni	5.6	.0539	2.6		11,753	.0642	1,367	4,520	13,269	.1040	.....	1,376	3,385	458	2,873	265	.0741	137

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FIFTY-FIVE MILLION in Retail Trade in PRIMARY Coverage Area.

*

"BEST BUY" IN NON-METROPOLITAN B.C.

FIRST in S-M "Quality of Market Index"
FIRST in Drug Sales
SECOND in Retail Trade
THIRD in Furniture-Household-Radio Sales

**Excluding only Greater Vancouver & Victoria*

RADIO CHWK CHILLIWACK B.C.

Reps. All-Canada Radio Facilities Ltd.—Weed & Co.

THE VANCOUVER MARKET IS THIRD LARGEST IN CANADA

The Vancouver Province

IS CANADA'S SIXTH LARGEST ENGLISH LANGUAGE NEWSPAPER

Retail Sales in 1955 increased 8.8%

Vancouver Province Retail Advertising increased 8.81%

YOUR SALES WILL KEEP PACE IN CANADA'S THIRD MARKET WHEN YOU ADVERTISE IN THE VANCOUVER PROVINCE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

BRITISH COLUMBIA — (Continued)

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/56				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1955				RETAIL SALES—1955 SM ESTIMATES									SALES AND ADVERTISING CONTROLS	
												FIVE STORE GROUPS (in thousands of dollars—add 000)							
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (add 000)	% of Canada	Per Capita Income	Per Family Income	Net Dollars (add 000)	% of Canada	Per Family	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Buying Power Index	Quality Index
Division 6	40.8	.2558	12.0	4.4	46,832	.2558	1,148	3,903	41,996	.3291	3,500	12,332	9,923	595	7,509	541	.2778	100
Kamloops	8.7	.0545	2.7		14,176	.0774	1,629	5,250	17,445	.1367	.....	3,827	1,913	425	3,520	318	.0906	166
Division 7	18.0	.1129	4.9	4.2	28,394	.1550	1,577	5,795	14,785	.1158	3,017	2,134	7,219	290	1,245	130	.1348	119
Division 8	49.9	.3128	13.8	6.0	48,253	.2636	967	3,497	49,290	.3863	3,572	10,268	8,540	1,370	12,733	814	.3102	99
Prince George	7.6	.0476	2.0		8,944	.0488	1,177	4,472	16,580	.1299	.....	3,169	1,481	1,199	4,548	298	.0729	153
Division 9	20.7	.1298	5.2	3.9	27,958	.1527	1,351	5,377	21,325	.1672	4,101	5,178	3,901	824	3,049	392	.1525	117
Prince Rupert	9.8	.0614	2.9		15,371	.0839	1,568	5,300	15,104	.1184	.....	3,713	1,340	738	2,117	321	.0898	146
Division 10	18.8	.1179	5.5	7.2	8,564	.0467	456	1,557	16,637	.1303	3,025	1,734	3,747	73	5,875	248	.0680	73
Total Above Cities	589.1	3.6933	182.5		988,241	5.3972	1,678	5,415	945,742	7.4119	.....	140,712	185,657	39,394	218,466	19,739	5.6609	153
Province Total	1,338.5	8.3919	395.8	3.6	1,878,191	10.2577	1,403	4,745	1,359,469	10.6540	3,435	253,964	264,807	46,314	296,443	28,924	10.0034	119
Per Capita Sales									1,016			190	198	35	221	22		
Per Family Sales									3,435			642	669	117	749	73		

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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

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Thompson Company Ltd., J. Walter	839
Thomson Newspapers	843
Time Magazine	152, 153
Tires	167
Toledo Blade	643
Topeka Daily Capital and State Journal	428
Toronto Globe & Mail	870
Toronto Telegram, The	869
Torrington Register	320
Tourist Court Journal	45
Town Journal	138, 139
Trenton Times	199
Tri-Cities Daily	263
Troy Record Newspapers, The	596
Tulsa World and Tribune	661

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U. S. News & World Report	18-19
Utica Observer-Dispatch & Daily Press	592

V

Vancouver Province	877
Vancouver Sun	876
Ventura County Star-Free Press	304
Vermont Allied Dailies	781
Vicksburg Chamber of Commerce	519

W

WAAT (Newark, N. J.)	568
WABI (Bangor, Maine)	489
WALA-TV (Mobile, Ala.)	261
WATV (Newark, New Jersey)	599
WAVE-TV (Louisville, Kentucky)	433
WBAP-TV (Fort Worth, Texas)	773
WBBO (Forest City, N. C.)	608
WBIG (Greensboro, N. C.)	616
WBIR (Knoxville, Tenn.)	722
WBNS Radio (Columbus, O.)	630
WBNS-TV (Columbus, Ohio)	648
WBOC & WBOC-TV (Salisbury, Md.)	463
WBOW (Terre Haute, Ind.)	406
WBRZ (Baton Rouge, Louisiana)	443
WBTV (Charlotte, N. C.)	125
WBTW (Florence, Ala.)	119
WBZ & WBZA (Boston, Mass.)	483
WBZ-TV (Boston, Mass.)	472
WCAO (Baltimore, Maryland)	460
WCAU-TV (Philadelphia, Pa.)	127
WCBS-TV (New York, N. Y.)	121
WCIA-TV (Champaign, Ill.)	375
WCLO (Janesville, Wis.)	191, 821
WDAY (Fargo, N. D.)	619
WDBJ—WDBJ-TV (Roanoke, Va.)	789
WDBO-AM, FM, TV (Orlando, Fla.)	348
WDIA (Memphis, Tenn.)	731
WDRC (Hartford, Connecticut)	329
WDSM-TV (Duluth, Minn.)	505
WDSU—WDSU-TV (New Orleans, La.)	442
WEEI (Boston, Massachusetts)	471
WENY (Elmira, N. Y.)	600
WFAA (Dallas, Texas)	759
WFAA-TV (Dallas, Texas)	757
WFBC-TV (Greenville, S. C.)	708
WFBG (Altoona, Pennsylvania)	673
WFDF (Flint, Michigan)	497
WFIL-TV (Philadelphia, Pa.)	695
WFLA-TV (Tampa-St. Petersburg, Fla.)	350
WFMB-TV (Greensboro, N. C.)	605
WFRV-TV (Green Bay, Wis.)	822
WGAL-TV (Lancaster, Pa.)	679
WGAN—WGAN-TV (Portland, Maine)	454
WGBF (Evansville, Ind.)	406
WGEZ (Beloit, Wisconsin)	821
WGR & WGR-TV (Buffalo)	588
WGY (Schenectady, N. Y.)	597
WHAM Radio (Rochester, N. Y.)	576
WHAM-TV (Rochester, New York)	198
WHAS (Louisville, Kentucky)	441
WHBF (Rock Island, Ill.)	388
WHBQ-TV (Memphis, Tennessee)	724
WHEC (Rochester, New York)	591
WHEC-TV (Rochester, New York)	601
WHEN Radio & TV (Syracuse, N. Y.)	179
WHK (Cleveland, Ohio)	637
WHLI (Hempstead, Long Island)	590
WHO (Des Moines, Iowa)	411
WIBA (Madison, Wis.)	814
WIBW (Topeka, Kans.)	423
WIBX (Utica, N. Y.)	600
WICU (Edward Lamb Enterprises)	677
WIKE (Newport, Vermont)	782
WIKK (Edward Lamb Enterprises)	677
WIS—WIS-TV (Columbia, South Carolina)	709, 712
WITI-TV (Milwaukee, Wisconsin)	818
WJAC-TV (Johnstown, Pa.)	674
WJAR-TV (Providence, R. I.)	704
WJEF (Grand Rapids, Mich.)	503
WJIM-TV (Lansing, Michigan)	490
WJNO (West Palm Beach, Fla.)	352
WKBN Radio & TV (Youngstown, Ohio)	646
WKBT (La Crosse, Wis.)	817
WKOW—WKOW-TV (Madison, Wis.)	828
WKY & WKY-TV (Oklahoma City, Okla.)	651
WKZO—WKZO-TV (Kalamazoo, Mich.)	503
WLAC-TV (Nashville, Tenn.)	726
WLAY (Sheffield, Ala.)	259
WLW (Cincinnati, Ohio)	623
WMBD (Peoria, Illinois)	390
WMCT (Memphis, Tenn.) (The Commercial Appeal)	729
WMRY (New Orleans, La.)	444
WNAX (Yankton, S. D.)	719
WNBF-TV (Binghamton, N. Y.)	585
WNCT (Greenville, N. C.)	606
WNEM-TV (Flint, Mich.)*	205
WNHC-TV (New Haven, Conn.)	327
WNIX (Springfield, Vermont)	782
WOAI Radio & TV (San Antonio, Texas)	754
WOC (Davenport, Iowa)	419
WOR (New York City)	572, 573, 576, 594, 599
WOW Radio (Omaha, Neb.)	544
WOW-TV (Omaha, Neb.)	544
WOWO (Fort Wayne, Ind.)	401
WPOR (Portland, Maine)	459
WPRO Radio & TV (Providence, R. I.)	702
WPTF (Raleigh, N. C.)	615
WQAM (Miami, Fla.)	351
WRBL-TV (Columbus, Ga.)	365
WRDW (Augusta, Ga.)	358
WREX-TV (Rockford, Ill.)	391
WRJN (Racine, Wis.)	820
WROK (Rockford, Ill.)	381
WSAV—WSAV-TV (Savannah)	360
WSAZ (Huntington-Charleston, West Va.)	811
WSBT-TV (South Bend, Ind.)	399
WSJV-TV (Elkhart, Ind.)	407
WSEI (Effiingham, Illinois)	386
WSLS-TV (Roanoke, Virginia)	795
WSM (Nashville, Tennessee)	727
WSOC (Charlotte, N. C.)	616
WSOY—WSOY-FM (Decatur, Illinois)	386
WSPD Radio & TV (Toledo) (Storer Broad. Co.)	633
WSYR (Syracuse, N. Y.)	580
WTAG (Worcester, Massachusetts)	486
WTAR-TV (Norfolk, Va.)	197, 793
WTAX (Springfield, Ill.)	392
WTCN-TV (Minneapolis-St. Paul, Minn.)	505
WTIC (Hartford, Conn.)	317
WTOC AM & TV (Savannah, Ga.)	178
WTRC (Elkhart, Ind.)	407
WTVJ (Miami, Florida)	337
WTVR (Richmond, Virginia)	786
WTWN (St. Johnsbury, Vermont)	782
WVET-TV (Rochester, N. Y.)	601
WWJ—WWJ-TV (Detroit, Michigan)	495
WWVA (Wheeling, W. Va.)	688
WXIX-TV (Milwaukee, Wis.)	133
Waco News-Tribune & Times Herald	751
Walker & Co.	501
Wallaces' Farmer and Iowa Homestead	409
Walla Walla (Wash.) Chamber of Commerce	801
Wall St. Journal	32
Waltham News Tribune, The	469
Washington Post & Times Herald, The	333
Waterbury Republican-American	326
Waterloo Daily Courier	414
Watertown Chamber of Commerce	714
Waterville Sentinel	457
Waukegan News-Sun, The	377
Wausau Daily Record-Herald	818
Waynesboro News-Virginian, The	785
Weber County Industrial Bureau	70, 775
Weekend Magazine	847
Weekly Star Farmer	427, 533
Weekly Newspaper Representatives Inc.	58
West Chester Daily Local News	675
Westchester Group Newspapers	583
Westerly (R. I.) Sun	704
Western Family Magazine	147
West Palm Beach Chamber of Commerce	334
Wichita Eagle	429
Wichita Falls Times & Record News	771
Wilmington News-Journal, The	331
Wilmington Star-News	606
Winnebago Newspapers	381
Winnipeg Tribune	845
Woman's Day Magazine	176
Woonsocket Call	703
Worcester Telegram-Gazette	485

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XEO—XEOR (Brownsville-McAllen, Texas)	736

Y

Yakima Morning Herald & Daily Republic	804
Yankee Grocer	453, 465, 474, 483
Young & Rubicam Inc.	35
Youngstown Vindicator	647

Z

Zone 2 Dailies	861

No matter how you figure it...

Famous Film Festival is TV's best participation buy!



Marshal the facts . . . study the figures . . . total the costs. You'll agree that ABC-TV's Sunday-night Famous Film Festival is the finest participation buy of all.

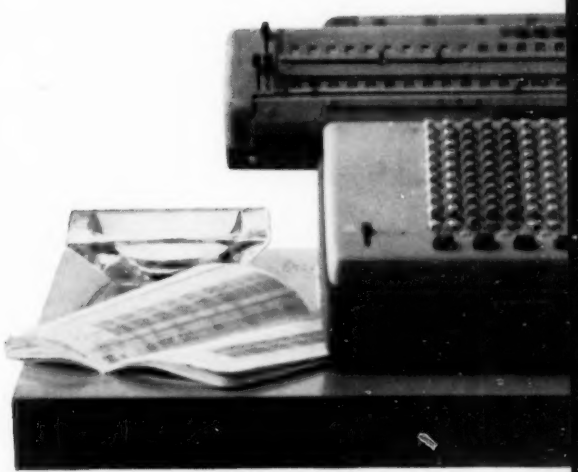
What TV show consistently gives you top stars like *Deborah Kerr, James Mason, Jean Simmons, Stewart Granger*? Which show always offers smash films like *The Lavender Hill Mob, Odd Man Out, The Red Shoes*?

What participation show outrates* all others? What participation show has a cost per thousand viewers per commercial minute of $1.06? What participation show owns the prime Sunday-night time slot 7:30 to 9 EST every week?

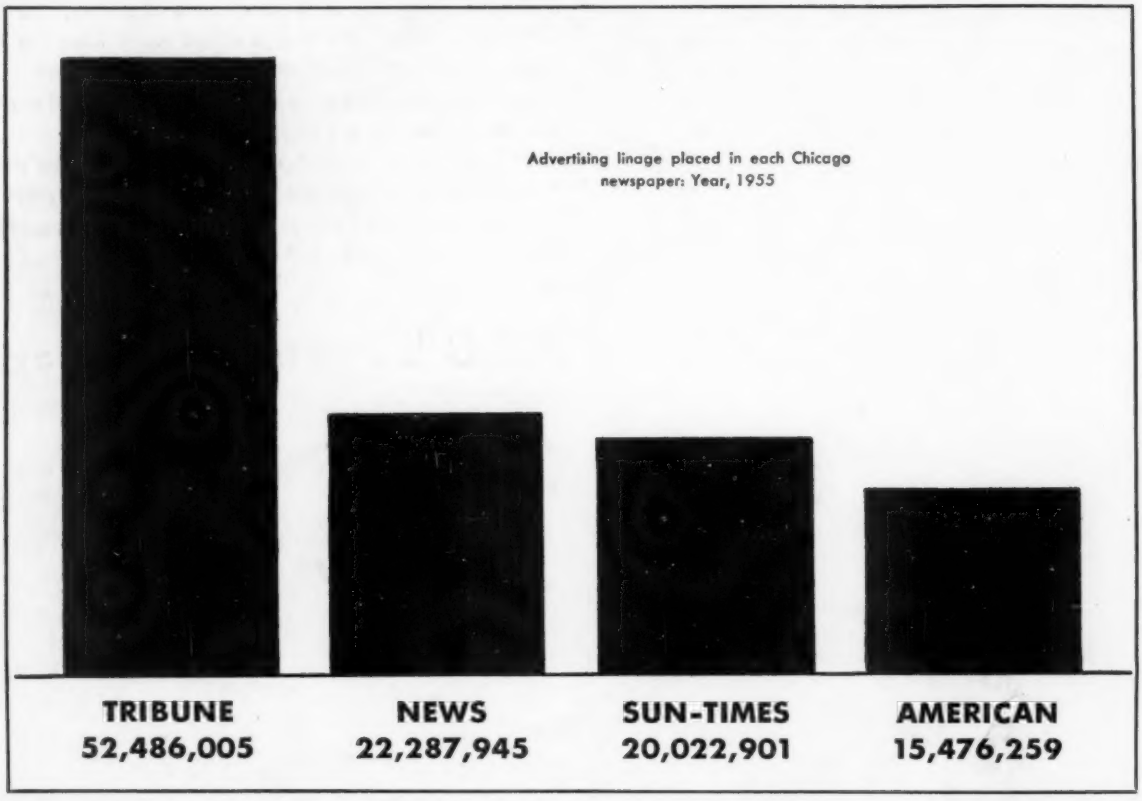
The answer to all these questions is ABC-TV's Famous Film Festival. Very likely, it's just the answer you're looking for.

*Nielsen Jan.-Mar. 1956

ABC Television Network



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Chicago Tribune

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SUperior 7-0100	MUrray Hill 2-3033	WOodward 2-8422	GArfield 1-7946	DUnkirk 5-3557

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